CALIFORNIA FARM WATER COALITION

Est. 1989

California Farm Water Coalition is a non-profit, educational organization that provides fact-based information on farm water issues to the public. Our organization works to help consumers, elected representatives, government officials, and the media make the connection between farm water and the availability of the food they love. Keep reading to learn more about some of our. favorite consumer outreach projects









FOOD BLOGGER FARM TOURS

CFWC's Annual Blogger Tours are an opportunity to give urban bloggers an in-depth look at how our food is grown in California for them to share with their followers. Food and lifestyle bloggers are a trusted source of information for hundreds of thousands of their followers. They help spread a positive message about California farmers, the food they grow, and the water needed to do it. Each tour highlights a different region of California's agriculture.





CULTIVATE CALIFORNIA

Cultivate California helps consumers see the benefits of having the food they depend on grown in California, and it takes water to do so. This year, we need to ensure the public knows farmers are among the first Californians to experience water supply cuts, and even in tough times, California-grown food still uses less water than most imports. We utilize food imagery, sophisticated digital advertising, social media, and our website to reach more than 6.4 million Californians each year.

MUSEUM OF SCIENCE AND CURIOSITY

CFWC is the title sponsor of a comprehensive agricultural water exhibit at the newly opened Museum of Science and Curiosity in Sacramento. This exciting project allows us to educate a whole new generation of Californians about the critical connection between water and the food it produces.

EXHIBIT TOPICS

1. NUTRITION AND WATER
   The water needed to grow a healthy diet
2. MORE CROP PER DROP
   Using technology to save water
3. WATER STORAGE
   Importance of water storage for farmers







FARMWATER.ORG