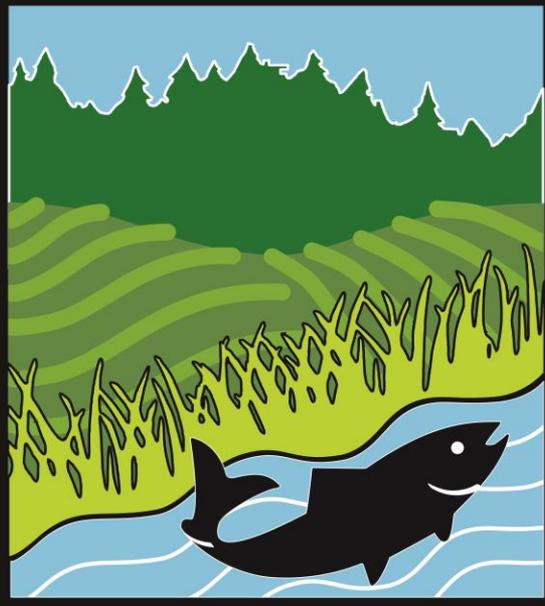


CERTIFIED



**FISH
FRIENDLY
FARMING**

**Laurel Marcus
Executive Director**

**Keith Horn
President of the Board of Directors**

**Ca. Land Stewardship Institute
550 Gateway Dr. #108
Napa, CA. 94558
707 253 1226**

WHO ARE WE? California Land Stewardship Institute



Nonprofit organization based in Napa, works statewide

Formed in 2004 to work with private landowners on resource management, reducing regulatory burdens, funding for projects and improving land stewardship. We support agriculture and farmers. We are not an environmental group.

Board of Directors is made up of farmers, ranchers and winery owners

Staff are primarily scientists and complete farm assessments, project designs and implement projects. Private non profit can keep farm plans private.

Our keystone program is the Fish Friendly Farming (FFF) Certification which combines providing regulatory compliance with green marketing opportunities

When FFF started growers in Sonoma and Mendocino were interested in having a program that addressed federal and state environmental regulations, assisted growers in complying with these regulations and implemented needed projects. A marketing plan was completed and many of the recommendations were incorporated into the program.

The Fish Friendly Farming Certification Program began in Mendocino and Sonoma Counties in 1997. The program started in the Napa Valley in 2002 (called Napa Green), Solano County in 2005 and the Sierra Foothills in 2008. We are currently developing a version of the FFF program for the Delta.

Statewide the FFF program has 170,000 acres enrolled made up of over 1200 individual farms. There are 80,000+ acres in the Fish Friendly Ranching Program.

Professional one-on-one technical assistance to inventory and assess features of the site. Produces a complete farm plan with maps

FFF certifies vineyards, fruit /nut orchards, row crops and rangeland.

Fish Friendly Farming for the Delta

CLSI was asked by the Delta Conservancy to develop a version of the FFF program that addresses water quality in the Delta

We received a grant in 2016 and will complete the program in Dec 2019

We have a Technical Advisory Committee that is working with us on developing Best Management Practices and the farm plan template

We are negotiating with the Central Valley Regional Board to make the FFF certification take the place of most of the paperwork for the Irrigated Lands program. The Sacramento Valley and San Joaquin County and Delta Water Quality coalitions are on the Advisory Committee and supportive of this goal

The program is completely voluntary

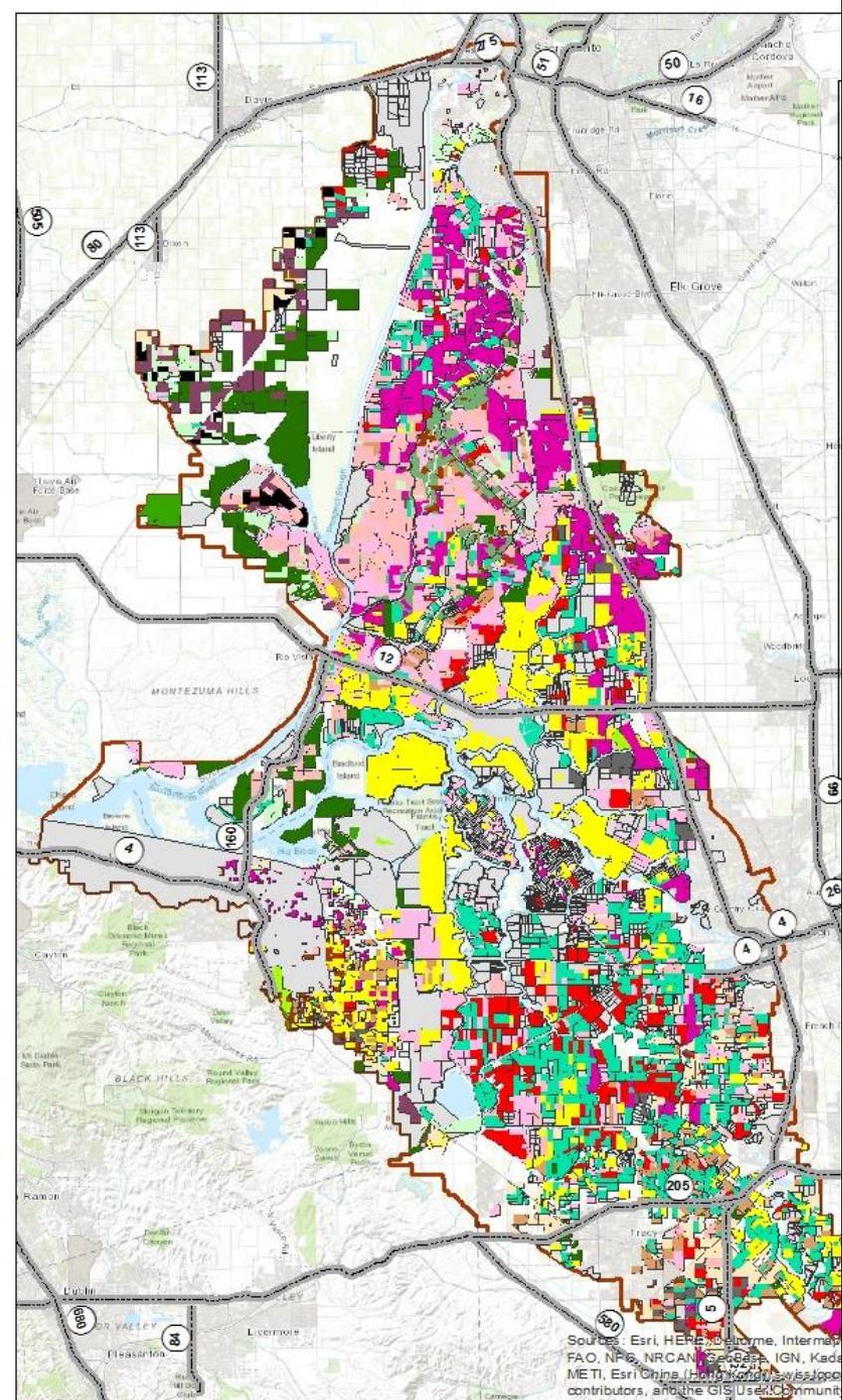
We have already received implementation funding from the Central Valley Regional Board to allow for farm plans to be developed for free and for a number of projects to be built.

The types of water quality projects to be funded are:

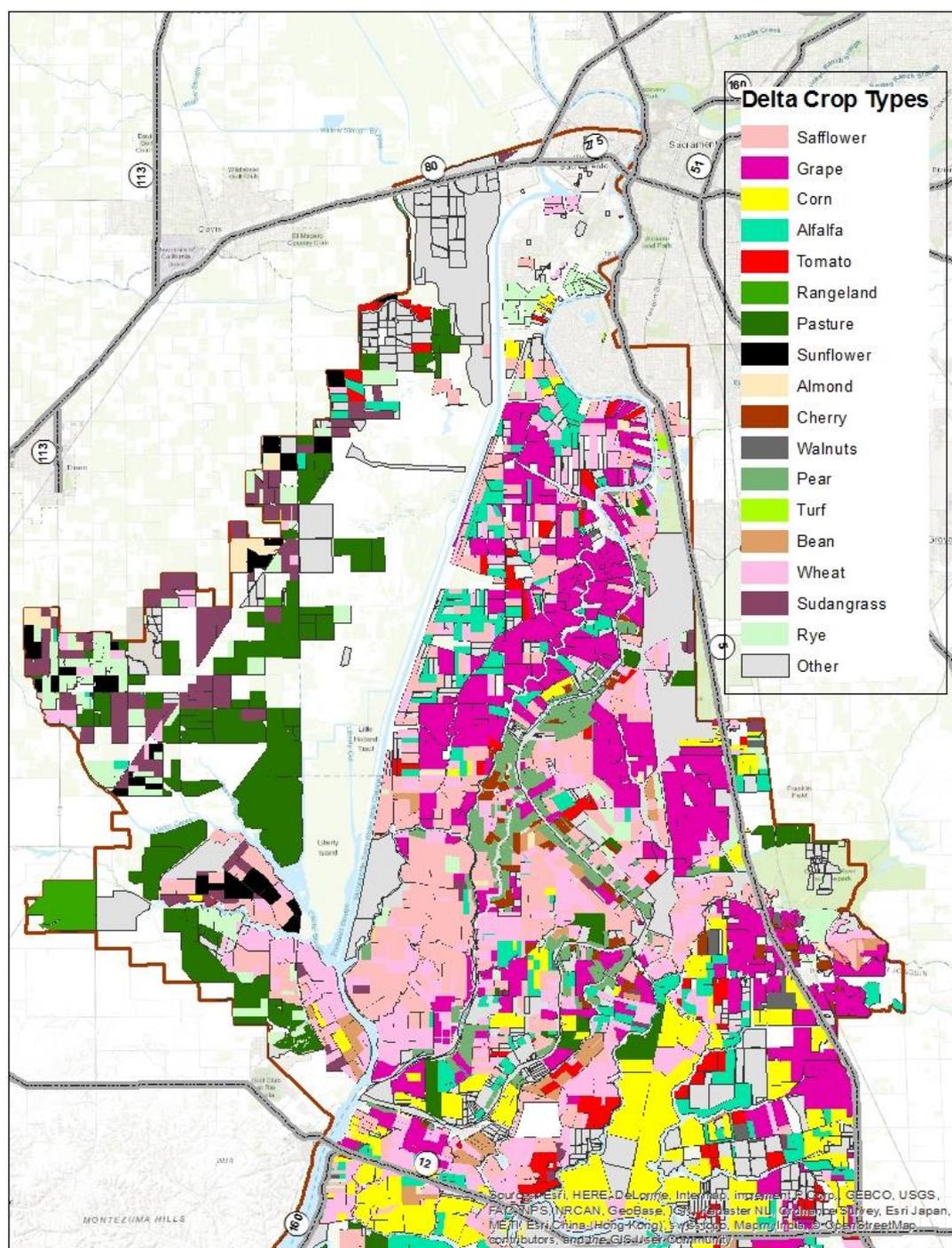
- return irrigation flow and sediment settling basins
- reduced irrigation water use improvements
- sediment filtration improvements such as filter strips and vegetated field borders
- native vegetation restoration
- lining of canals and drainage ditches
- revegetation of ditches
- berms to manage runoff or discharge water
- culvert and energy dissipater installation or replacement
- road storm proofing and others.

Organizations invited to the Technical Advisory Committee meetings

Contra Costa Farm Bureau
Sacramento Co. Farm Bureau
Solano Co. Farm Bureau
Yolo Co. Farm Bureau
San Joaquin Co. Farm Bureau
Solano County Agricultural Commissioner
San Joaquin County Agricultural Commissioner
Sacramento County Agricultural Commissioner
Yolo County Agricultural Commissioner
Contra Costa County Agricultural Commissioner
Dixon RCD
Sacramento Valley Water Quality Coalition
San Joaquin Co. and Delta Water Quality Coalition
Central Valley Regional Water Quality Control Board
CA Delta Chambers and Visitors Bureau
Cooperative Extension San Joaquin Co.
Cooperative Extension Sacramento Co.
Cooperative Extension Contra Costa Co.
Natural Resources Conservation Service, Yolo Co.
Natural Resources Conservation Service, Sacramento Co.
Natural Resources Conservation Service, San Joaquin Co
Natural Resources Conservation Service, Contra Costa Co.
Natural Resources Conservation Service, Solano Co.
California Walnut Board and Commission
California Tomato Growers Association
Almond Board of California
CA Alfalfa and Forage Association
National Marine Fisheries Service

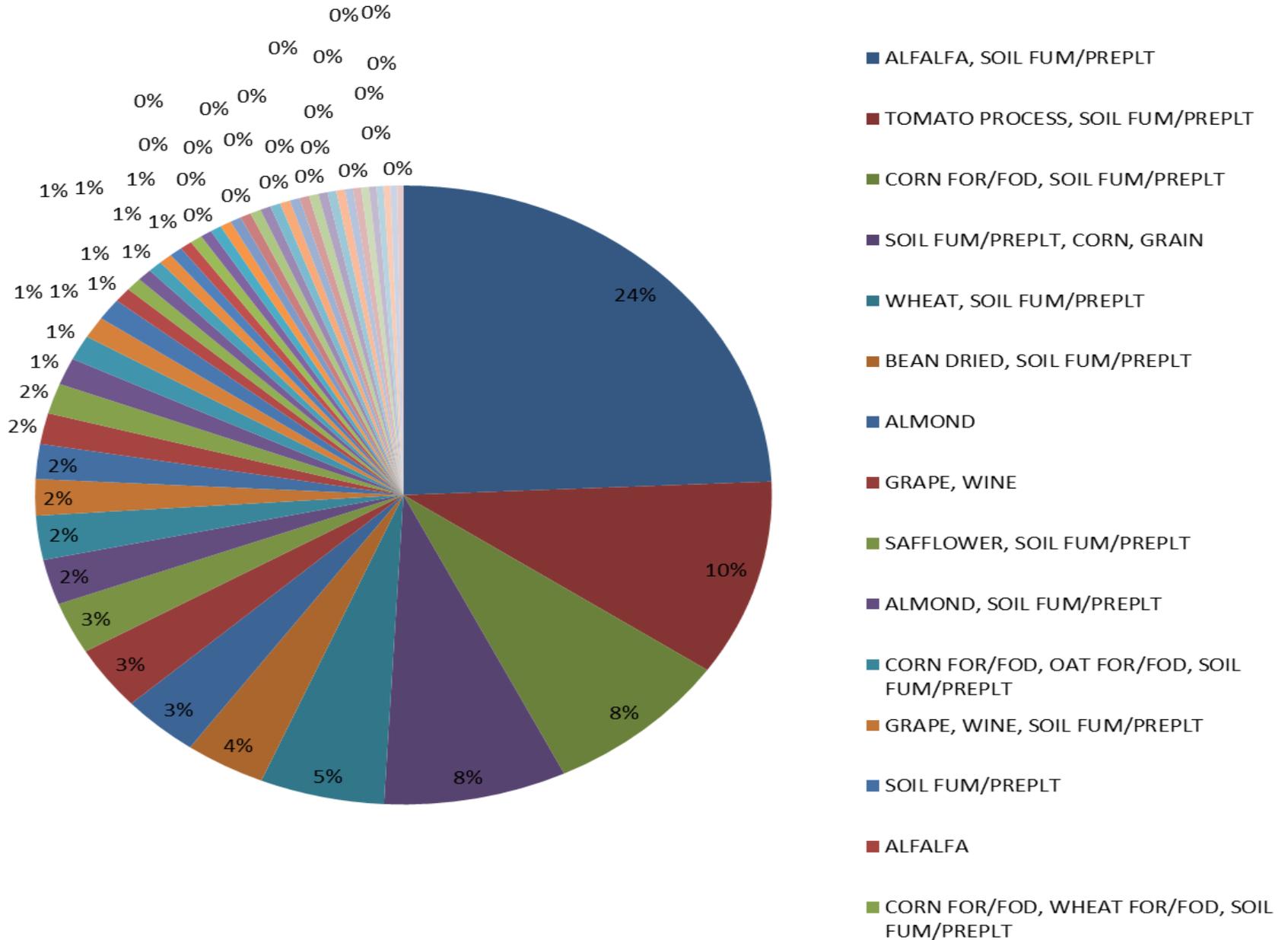


Sources: Esri, HERE, DeLorme, Intermap, iMap, Swire, GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadu, METI, Esri China, Hong Kong, Swire, contributors, and the GIS User Community



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San Joaquin County



Crop types

Perennials

Almond

Winegrape

Walnut

Cherry

Pear

Alfalfa

Annuals

Corn

Tomato

Wheat/small grains

Irrigated pasture

The Farm Plan will include the following sections

GENERAL SITE FEATURES

1. Contact info
2. Site Description Summary

SITE INVENTORY

3. Features of the Fields, Map
4. Soil Types, Map

MANAGEMENT PRACTICES

5. Pest and Disease Control

Integrated Pest Management, thresholds for treatment, monitoring
IPM by crop, chemical use by crop

6. Weed control

7. Surface and Groundwater Protection , Map

Backflow protection system, chemical storage, mix and load, rinse/wash areas, application
methods including temperature and weather conditions, avoiding drift, wellhead protection

8. Storm water Management , map

Description of system – field layout, berms, ditches,

9. Irrigation Water Management

10. Water conservation

Irrigation – methods - frequency, how determine plant need

11. Fertilizer

Consistent with new nitrogen management template

12. Soil Conservation

Cover crops, filter strips, tillage, buffers, vegetated ditches, other erosion control measures

13. Photo monitoring, map

Next steps

Meetings with growers to fine tune the BMPs for each of the 10 crops. We need to make sure the program is cost effective and realistic for growers. Please let us know if you are willing to meet

Growers can sign up for the program – summer 2019

If you are interested in a project - sign up and let us know

Marketing – once certified can purchase signs and use logo

Certifiers – right now we are working on involving County Agricultural Commissioners – do a head quarters inspection and NRCS/RCD. Certification is friendly and collaborative. Ag Commissioners are a certifier in our other areas as is National Marine Fisheries Service

EXAMPLES OF FARM PLANS

EXAMPLE PROJECTS



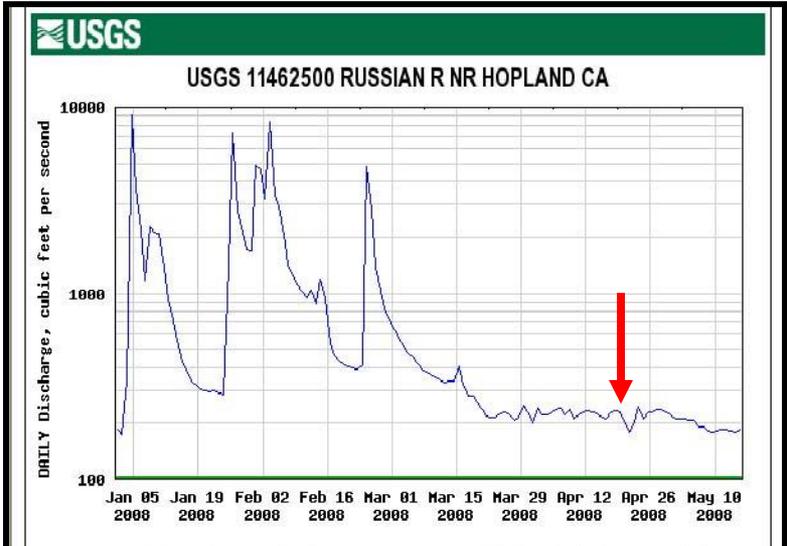
Frost control in much of Mendocino and Sonoma counties requires application of water



High instantaneous demand for water during frost protection



Wind machines are only effective in some areas



Effect of frost control direct diversions on Russian River flow in 2008 – dry and cold year



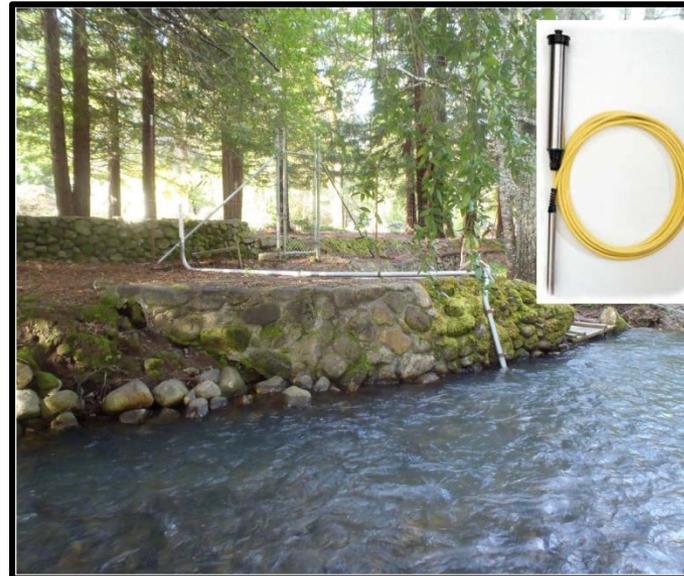
Two inch drop in stage of Russian River stranded 10 - 1 inch long steelhead



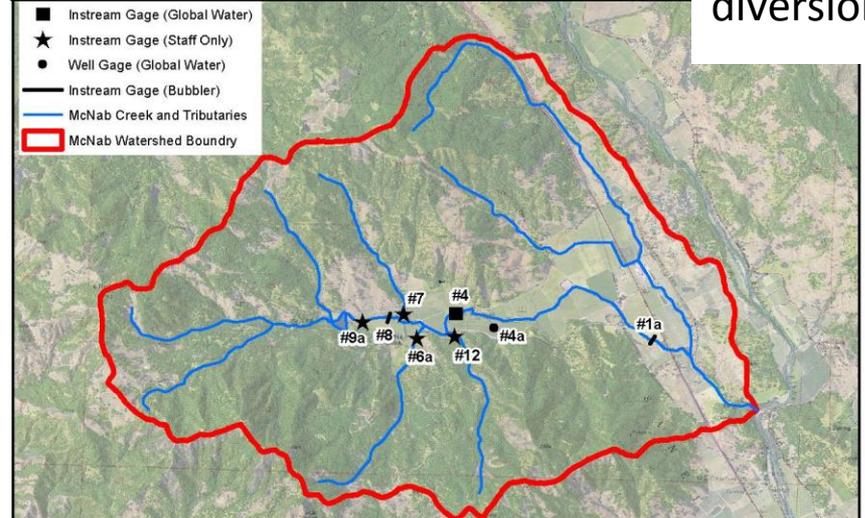
With the NRCS and growers built \$5.1 million in off-stream ponds. Can fill during the day and reduce the demand from the stream system during the frost event



Growers learning to take a discharge measurement



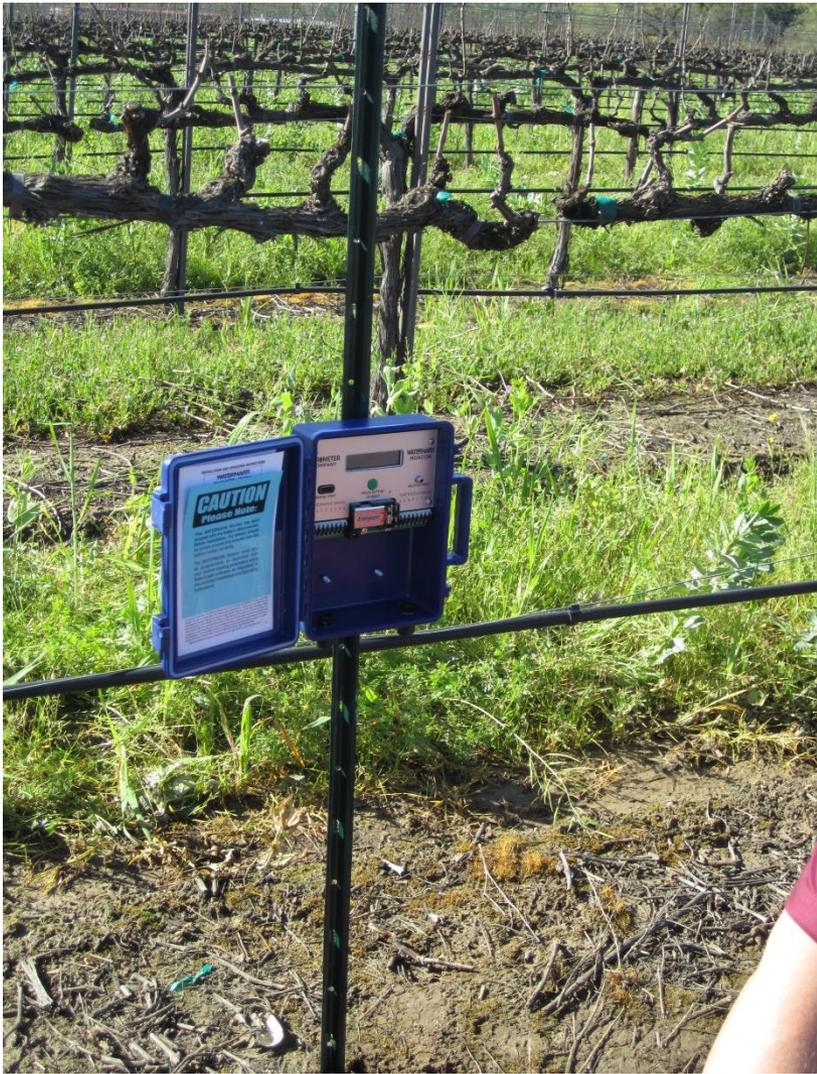
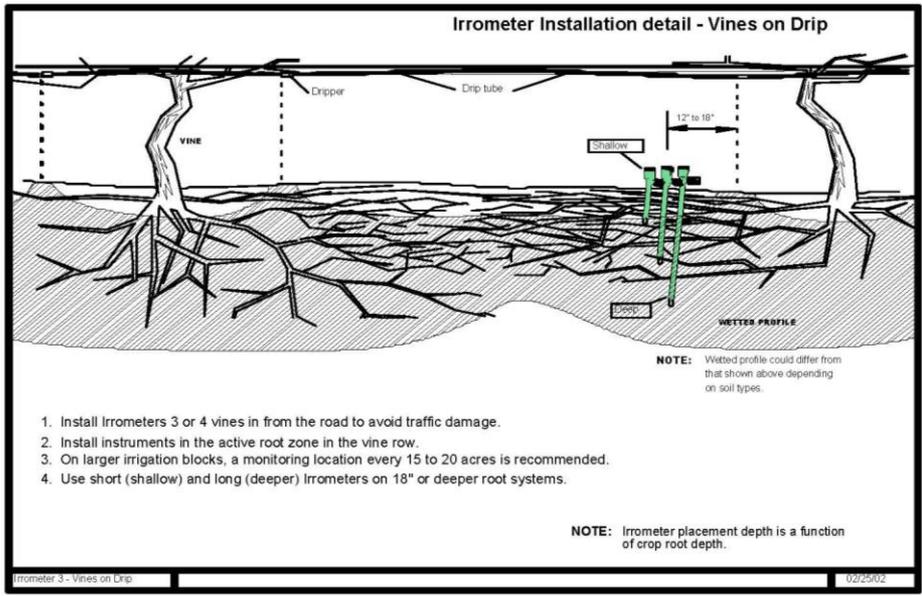
Established stream flow monitoring program with growers to coordinate and change diversions.



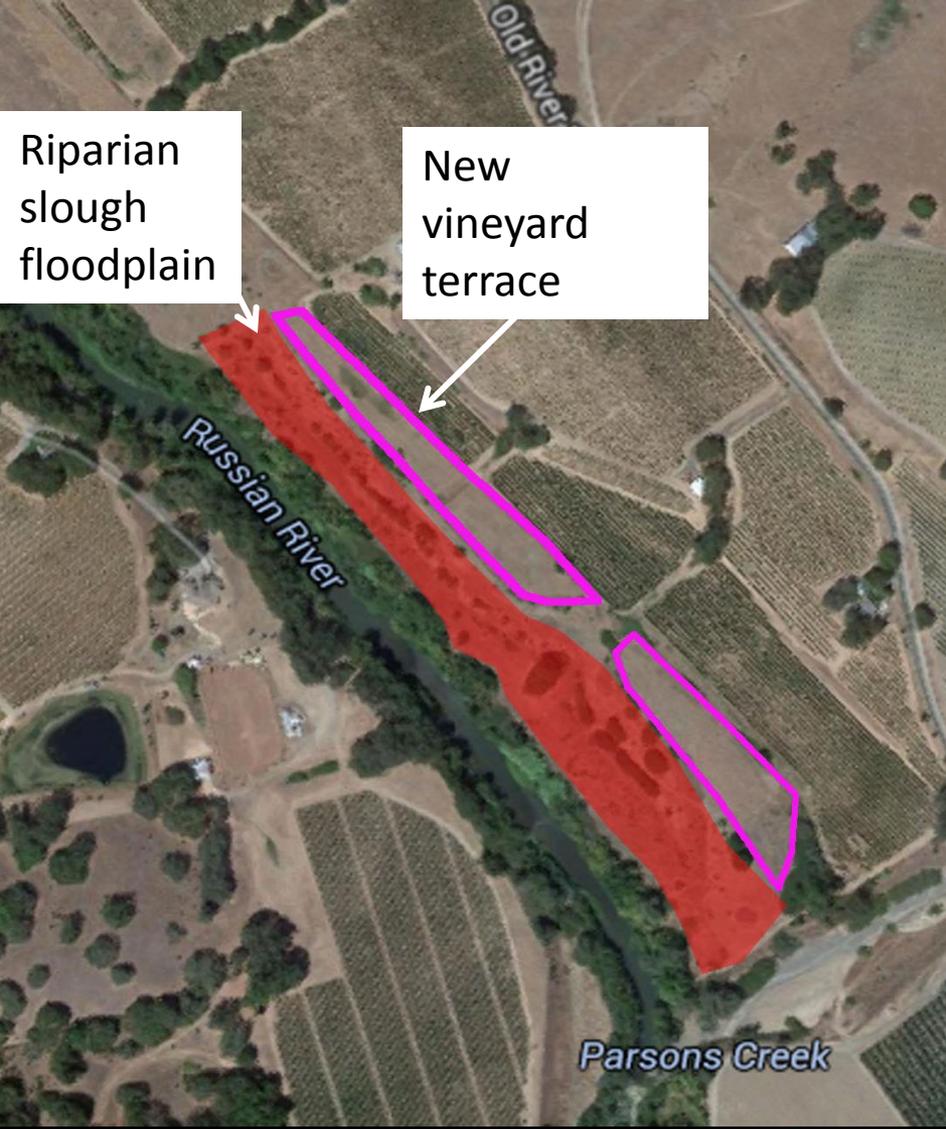
Map of gage network used to determine effect of each diversion and on-stream reservoir on stream flow and need to coordinate diversion to protect salmonids

SB-88 WATER MEASURING AND REPORTING REGULATIONS REBATES





Soil Moisture Monitoring Program for Growers



Creation of riparian slough, floodplain and new vineyard terrace.



Before 2002 project



Grading for 2002 project



Revegetation



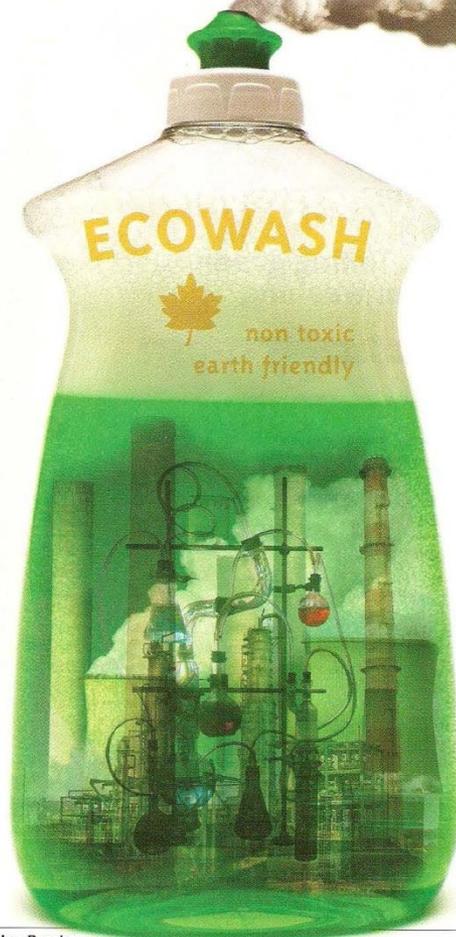
Successful establishment of riparian slough and floodplain

In economic terms, staying fit
now may be worth hundreds of
thousands of dollars later

RIGHT ON YOUR MONEY, PAGE 74

Life

GOING GREEN ■ RIGHT ON YOUR MONEY



GOING GREEN

Eco-Buyer Beware.

Those “green”
products often
aren’t

BY BRYAN WALSH

SCOT CASE WAS NOT HAPPY. VICE president of the environmental marketing firm TerraChoice, Case last year sent his researchers into a big-box retail store to evaluate the green advertising claims of some of the products on its shelves. The results were startling: of the 1,018 products TerraChoice surveyed, all but one failed to live up fully to their green boasts. Words like *non-toxic* were used in meaninglessly vague ways. Terms like *Energy Star certified* were in fact not backed up by certification.

“I went ballistic,” Case says. “I assumed the researchers had butchered the study.” He had his team redo the survey, but the results came back the same. “It just shows we’re awash in greenwash.”

Many consumers may not have heard the term *greenwashing*, but they’ve surely experienced it—misleading marketing about the environmental benefits of a

GREEN MARKETING

The early marketing studies for the FFF program included focus groups and opinion surveys.

Without exception the public indicated they would only believe a certification process that was completed by an objective third party. Any connection between the industry and the certifiers, or the organization that operates the program and the certifiers came out as red flags for public belief in certification programs. Industry led programs and self assessments had no credibility with the public.

Some of the other things we learned are:

The public wants environmental groups to support environmental programs to make them believable.

The focus groups liked having the fish as a symbol for high environmental quality.

Consumers do distinguish eco-friendly products and will chose to purchase them, but they will not necessarily pay more for them nor will they compromise quality in favor of support for the environment.

Contact us to find out more:

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