
Environmental Stewardship Campaign

Project No.: 08-STEWCROP1-Looker
(Continuation of Project 07-ENVIR1-Looker)

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Objectives:

- 1) Keep growers informed about environmental issues and regulations
- 2) Promote the industry's environmental stewardship efforts
- 3) Advance almond industry efforts in sustainability

Interpretive Summary:

The Almond Board of California launched its Environmental Stewardship Campaign in November, 2003. The key elements of the campaign have been: 1) a web-based database focusing on environmental issues and providing up-to-date information on Almond Board sponsored research in air quality, water quality and crop and environmental protection; 2) a pro-active public relations campaign highlighting environmental stewardship activities among almond growers; and 3) grower newsletters and articles to highlight environmental issues impacting the almond grower community.

Major accomplishments for Year 5 (2007 - 2008) of the Stewardship Campaign included:

- 1) Publishing Articles in the Almond Board Newsletter "California Almond Newsletter."
Those articles were:
 - Simple Steps to Reduce Dust at Harvest- Aug. 2007
 - Cost-Share Opportunities Help Almond Growers Reduce Environmental Impacts – Sept. 2007
 - Almond Industry Looks at Climate Change Regulations – Sept. 2007
 - Air Quality Regulations in Development for On-Road Diesel Trucks – Nov. 2007
 - Methyl Bromide Alternatives – Dec. 2007
 - Water Quality Goals – Dec. 2007
 - Sustainability Takes Stage at Almond Industry Conference – Jan. 2008
 - Environmental Regulations Facing the Industry – Jan. 2008
 - State's Water Woes- Jan. 2008

- DPR Recognizes Almond Industry's Environmental Commitment – March 2008
- New Fumigant Soil Rules for Almond Orchard Replants – March 2008
- Almond Board Shares Environmental Stewardship Success with Regulators – April 2008
- Almond Industry Explores Sustainability – April 2008
- Survey of Target Almond Consumers Reveals Global Interest in Sustainability – May 2008
- Soil Fumigant Rules Likely To Tighten – May 2008
- Have You Registered Your Stationary Ag Engines? – July 2008
- New Round of Meetings Slated for Irrigated Lands Program – July 2008
- Eastside SJV Almond Growers: Manage Spray Drift to Avoid Exceedances in Sensitive waterways – July 2008

2) Publishing Five Press Releases

- Regulators View Environmental Successes on Almond Orchard Tour - March 11, 2008
- Valley workshops set on future of irrigated lands program- March 18, 2008
- Almond Pest Management Alliance Honored by DPR with Second IPM Innovator Award - Dec. 20, 2007
- Environmental Panel Discusses What's New in Environmental Regulations Dec. 6 at Almond Industry Conference in Modesto - Nov. 6, 2007
- Almond Board of California Hosts Water Availability Seminar Nov. 13 in Modesto - Oct. 24, 2007

3) Publishing Op-Ed Articles in Trade Publication Western Farm Press

The Stewardship Campaign was offered a unique opportunity to public a regular column in the trade publication *Western FarmPress* offering viewpoints on important environmental issues of concern to almond growers. Those articles included:

- Almond Growers Must Navigate a Maze of Soil Fumigant Restrictions - Aug. 2008
- Tell Regulators the Good News about What You are Doing to Help the Environment - April 2008
- Almond Growers Will Have to Deal with New Soil Fumigation Rules in Orchard Replants - March 2008
- Almond Industry Explores Sustainability - Jan. 2008
- Proposed Diesel Truck Regulations Will Be Costly to Agriculture - Nov. 2007
- Grower input is critical on proposed new soil fumigant restrictions - Oct. 12, 2007
- Simple steps can reduce almond harvest dust - Aug, 6, 2007

Sustainability

We are ensuring that a sustainability program and positioning is developed consistent with the Almond Board's strategic positioning as the "Crop of Choice". The sustainability program has incorporated the expertise of Brandology to develop a positioning statement on sustainability and also SureHarvest's expertise to design and develop a strategic practices program for the industry. Working in tandem, these two

groups are analyzing and synthesizing background information through industry interviews, summarizing assessment findings, crafting positioning options, and defining the scope and scale of a sustainable practices program.

Partnerships

Another element of the sustainability program is maintaining partnerships that facilitate reaching our stewardship goals. Some of the allied partners and projects the Stewardship project is partnering with to advance efforts in sustainability include Roots of Change (ROC), California Roundtable for Agriculture and the Environment (CRAE), UCD's Agricultural Sustainability Institute (ASI), Natural Resources Defense Council (NRDC), the Environmental Protection Agency (EPA), and Community Alliance of Family Farmers (CAFF). In partnership with CAFF, the industry received its second Pest Management Alliance (PMA II) grant sponsored by the California Department of Pesticide Regulation (DPR). A focus of this effort is communicating to manufacturers the need for new options in crop protection that meet our stewardship goals.

PMA II provides a framework for advancing sustainability efforts in collaboration with UC IPM and DPR while providing the means to commit to successive years of outreach and demonstration to achieve maximum success. PMA II builds upon PMA I by committing to a thorough analysis of trends as available in the Pesticide Use Reports, expanding outreach to target pest control advisors, and by maintaining a dialogue with chemical suppliers for development of international residues levels for reduced risk options.

Future

For Year 6 (2008 – 2009), the Stewardship Project will continue to monitor regulatory and environmental issues of importance to the almond industry, supply website updates, provide newsletter briefs for 10 proposed monthly newsletters, do in-depth newsletter features promoting stewardship efforts, and press releases promoting stewardship and sustainability efforts. Another Stewardship Tour will be planned for key media and regulatory contacts.