
Linking Almond Board to Central Valley Water Coalitions - CURES

Project No.: 09-WATER2-Klassen

Project Leader: Parry Klassen
Executive Director
Coalition for Urban/Rural Environmental Stewardship
531-D North Alta Ave.
Dinuba, CA 93618
(559) 646-2224
pklassen@unwiredbb.com

Project Cooperators and Personnel:

Distribution of newsletter is sponsored by cooperators:
East San Joaquin Water Quality Coalition
Sacramento Valley Watershed Coalition
Westside San Joaquin River Watershed Coalition

Project Objectives:

- To produce 3 editions of Watershed Coalition News newsletter to communicate BMP information and Irrigated Lands Regulatory Program updates to farmers and crop advisors (sent via email or through the mail).
- Maintain and refine the www.curesworks.org link to the ABC website (developed in Phase 1) that enables growers to access information on 5 water quality coalitions along with BMPs appropriate to their growing region.

Interpretive Summary:

In 2010, CURES will publish a Winter issue with 10,000 copies distributed to watershed coalitions in the Central Valley, County Farm Bureaus, County Agricultural Commissioners, an email list maintained by CURES and as handouts at various meetings throughout 2009-10. An additional 6,500 copies will be distributed as an insert in Stanislaus County Farm Bureau weekly paper and Merced County Farm Bureau through support of the East San Joaquin Water Quality Coalition. Additionally, a Summer 2010 Groundwater issue and BMP Special Issue will be published with the same circulation described above.

Task 2: Maintain/upgrade pages on CURES website to link to ABC website

Web pages will be maintained and upgraded to provide growers who operate within the five water quality coalitions the information they need to stay current with water monitoring programs and related water collation issues. The pages are located on CURES existing website (www.curesworks.org) with a link directly to and from the ABC site (www.almondboard.com).