

Environmental Stewardship Campaign

Project Leader: Mark Looker

Looker Communications, Inc., 717 El Vecino Ave., Modesto, CA 95350

PROJECT SUMMARY

Objectives:

- Keep almond growers abreast of the range of environmental regulatory issues
- Promote the environmental stewardship efforts of almond growers to regulators and other audiences
- Assist in promoting the California Almond Sustainability Program

Background and Discussion:

Since 2003, the Environmental Stewardship Program has kept almond growers informed of the changing environmental regulatory landscape, while also educating regulators and media about almond growers' environmental stewardship efforts.

Information on changing environmental regulations is shared through articles in the ABC newsletter, the trade press, the ABC website, Twitter and e-newsletters. The effort monitors state and federal agencies, as well as legislative bodies, for environmental policies or regulations that may affect almond growers. The program also promotes the efforts of the California Almond Sustainability Program.

The program hosts an Environmental Stewardship tour each spring (now in its 8th year) inviting federal, state and local regulators and media to tour an almond grower's ranch. Participants gain first-hand knowledge of environmental stewardship practices. The tours have been extremely successful in educating regulators and other decision makers on almond growing, research and stewardship.

For More Details, Visit

- Poster location 49, Foyer – Bee Pavillion, Session 3; or on the web (after January 2012) at AlmondBoard.com/AICposters
- 2009 and 2010 Environmental Stewardship Tour Videos, on the web at <http://www.almondboard.com/Growers/Sustainability/EnvironmentalStewardship/Pages/Default.aspx>