

Environmental Stewardship Campaign

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PROJECT SUMMARY

Objectives:

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

Background and Discussion:

In an increasingly complex regulatory environment, the Environmental Stewardship Program, since 2003, 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 9th 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. New this year, a harvest tour focused on air quality regulators. The tour allowed regulators to learn about the almond harvesting process as well as all the various types of equipment used. 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 74, Exhibit Hall A and B during conference; or on the web (after January 2014) at www.almondboard.com/researchreports
- 2013 Environmental Stewardship Tour Videos, on the web at <http://www.almondboard.com/Outlook2/Pages/Post.aspx?pid=439>