

Environmental Stewardship Campaign

Project Leader: Mark Looker

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PROJECT SUMMARY

Objectives:

- Keep almond growers informed of the wide range of environmental regulatory issues facing the California Almond industry.
- Promote California Almond growers' environmental stewardship efforts 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 state and federal 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 Almond Board grower newsletter (California Almond Outlook), trade press, the Almond Board website (Almonds.com), Twitter, and e-newsletters.

This 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 and findings of the California Almond Sustainability Program.

The program hosts an Environmental Stewardship tour each spring (now in its 10th 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 that are employed by California Almond growers. The tours have been extremely successful in educating regulators and other decision makers on California Almond growing practices, research, and stewardship.

A new initiative was launched in November 2014 – the Good Neighbor outreach program. This effort involves media-trained almond growers talking to local media about their almond operations and explaining their environmentally responsible farming practices. This program aims to educate not only media, but local residents on such topics as dust, pesticide use, bees and water quality and availability.

For More Details, Visit

- Poster location 76, Exhibit Hall A + B during the Almond Conference; or on the web (after January 2015) at Almonds.com/ResearchDatabase
- 2014 Environmental Stewardship Tour video can be viewed at:
Almonds.com/consumers/blog/orchard/video-scientific-approach-environmental-stewardship
- 2014 Environmental Stewardship Tour California Almonds Outlook article can be seen at:
Almonds.com/newsletters/outlook/irrigation-strategies-pest-management-highlighted-tour-regulators-0
- Related project: 14-STEW-CROP3-SureHarvest