

• Farming is about 2% of California's economy. More when throw in farming equipment.

• Issue is - we need water!

• Farming accounts for 80% of the state's water usage. Farm industry + government say it is 40 to 60%.

— [reuters.com/article/idUS+RE5208M20090313](http://reuters.com/article/idUS+RE5208M20090313) —

• In California, water is money. It is the driving force in California politics.

• Kings River - all used for agriculture

• San Joaquin River - all used for ag

• Most of our water comes from N Cal + goes to Central + S Cal.

## Agriculture/Farming

• Not all farms + farming is not the same

### Agribusiness

- Corporate owned
- multi-billion biz
- profit is bottom line
- huge political power

• Control the "message"

• Short-term profit is king

### Agriculture

• typically family owned

• multi-owned

• long term

• Sustainability

• Squeezes financially