

Farming uses 80% of water

California uses 75% of water to ~~use~~ make up 6-10% of our economy.

Kings River is used for ag - Lake Tulare

San Joaquin River used for ag - over to San Fran.

### Agr. business

- Companies
- international
- Billions
- Mon and Pop →
- Profit is the bottom line
- Short term - Profit is King
- Huge Political Power
- Control the "message"
- ~~~~~
- Huge acreage
- Price supported crops
- Subsidized water
- ~~~~~



### Agriculture

- Typically Family Owned
- Multi-generation
- Long term sustainability
- Squeezed financially
- ~~~~~
- Much smaller "farms"
- Specialty "Food" crops
- Not priced supported
- Water is expensive

### Cotton is King

- cheap labor
- very high quality "Egyptian"
- Price supported
- water & Market Price

### Issues with Growing Cotton

- water "hog" 5 ft/yr
- Damages soil Nitrogen Depletion