

Ventura County Agricultural Association

916 W. VENTURA BLVD., CAMARILLO, CALIFORNIA 93010

PHONE (805) 388-2727 • FAX (805) 388-2767

MEMORANDUM

DATE: April 2, 2009
TO: VCAA Members
FROM: Robert P. Roy, President/General Counsel
RE: PTP Workshop

On Thursday, January 22 2009, a meeting was called by the United Water Conservation District (United) to discuss with its PTP customers potential water demands for the month of October 2009. If present trends continue, United stated that it would be unable to meet irrigation demands in October 2009 even in a normal rainfall year.

At the time, United discussed a number of available options to the local farming industry, specifically strawberry growers, which included the following:

- Water rationing or scheduling
- Installation of orifice-plates in turnouts to reduce peak flows
- Construction of new PTP wells and an increase in water rates
- Requesting customers with wells to pump them in October
- Application of higher water rates in October to fund new facilities
- Changes in cropping patterns or irrigation methods
- Imposition of a moratorium on new PTP turnouts

As a result of this meeting, the Ventura County Agricultural Association and the Farm Bureau of Ventura County have decided to conduct a joint workshop to discuss a number of alternatives that might be implemented by the local farming industry to meet its water needs. The workshop will be held on Monday, April 20, 2009 at the Courtyard by Marriott Hotel, located at 600 Esplanade Dr., Oxnard.

To this end, we have assembled the following individuals and organizations to make a number of presentations to the local farming industry:

- United Water Conservation District - Jim Kentosh and Mike Soloman have agreed to conduct a 15-minute presentation on October water demands in United's PTP

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system. This will be a reduced version of the presentation conducted in January 2009. Also, United will conduct a 10-minute presentation on the water TAP program. This alternative water program could meet the additional water needs of growers on the east side of the County.

- University of California Cooperative Extension - Oleg Daugovish, Ph.D., the farm advisor for strawberry and vegetable crops, will conduct a presentation on strawberry plant establishment without sprinkler irrigation.
- Dr. Stuart Styles, of Cal Poly San Luis Obispo, and Chuck Bates of John Deere Water Technologies, will make a joint presentation on the effects of sprinkler/partial, sprinkler/drip irrigation on strawberry transplants.

Registration for the meeting begins at 9:30 a.m. The presentations will begin promptly at 10:00 a.m. and should last no later than 12:00 p.m. There will be sufficient time for participants to ask questions of the presenters.

This free event provides a unique opportunity for an interactive process between the presenters and the local farming industry, and more specifically, strawberry growers who will be planting during this critical time of the year.

VCAA members who wish to participate in this important meeting, should RSVP to the Association office no later than Friday, April 17th.