

Subject: **Farmers Focus on Clean Water**

Summary: Farmers on the central coast of California are taking a pro-active approach to water quality, protecting both groundwater and marine life habitat in Monterey Bay. The banding together of a group of county Farm Bureaus to focus on water quality is a new and innovative approach. Farmers believe it lessens the need for government regulation to accomplish the same thing.

Suggested Lead: California central coast farmers formed a coalition to address water quality issues. The proactive, voluntary approach is proving successful and could reduce future regulatory burdens on farmers. Stewart Truelsen reports from Monterey County, California.

TRT: **1:54**

Suggested supers: Elia Vasquez, Grower
Monterey County, Calif.
@ :14

Tom Tobias, President
San Benito County Farm Bureau
@ :39

Bob Martin, President
Monterey County Farm Bureau
@ 1:10

Stewart Truelsen
Reporting
@ 1:49

Anchor Tag: There are six central coast Farm Bureaus in the water quality coalition. Within the coalition there are 20 separate watershed working groups. And now this concept is spreading to other parts of California.

Farmers Focus on Clean Water

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California Central Coast farmers formed a coalition to address water quality issues. This proactive, voluntary approach is proving successful and could reduce future regulatory burdens on farmers. Stewart Truelsen reports from Monterey County , California.

TRT:

<p>Fieldworker picking strawberries Onion Fieldworker cutting onion tops Lettuce fields</p>	<p>VO/ WHETHER YOU'RE LOOKING FOR THE BEST TASTING STRAWBERRIES OR THE PERFECT ONION, CHANCES ARE YOU CAN FIND IT ALONG CALIFORNIA'S CENTRAL COAST, ONE OF THE NATION'S PREMIER GROWING AREAS FOR FRUITS AND VEGETABLES.</p>
<p>Sound bite Elia Vasquez, Grower Monterey County, Calif. Long shot of workers in field</p>	<p>SOT/ I THINK IT'S THE COMBINATION OF CLIMATE AND SOIL IN THE AREA. WE HAVE A VERY LONG SEASON WITH STRAWBERRIES AND YOU DON'T SEE THAT ELSEWHERE.</p>
<p>Tilt up from trays of strawberries in field to truck and cartons</p>	<p>VO/ BUT PRODUCTION WOULD COME TO A SCREECHING HALT WITHOUT ONE OTHER COMPONENT.</p>
<p>Sound bite Elia Vasquez Perfect-looking strawberry</p>	<p>SOT/ NO WATER, NO PRODUCTION, LET'S PUT IT THAT WAY. STRAWBERRIES IS (SIC) WATER.</p>
<p>Sprinkler irrigation Sound bite Tom Tobias, President San Benito County Farm Bureau Waterway that leads to ocean</p>	<p>SOT/ OUR WATER RESOURCES ARE LIMITED. WE HAVE A SHRINKING SUPPLY FOR A GROWING DEMAND. A LOT OF WATER NOW IS GOING TOWARDS SUBDIVISIONS AND URBAN DEVELOPMENT. WE HAVE A LARGE PRESSURE FROM THE</p>

	<p>URBANIZED AREA OF SAN JOSE COMING INTO OUR AREAS AND FROM URBAN RUNOFF INTO OUR WATERWAYS.</p>
<p>Hang glider</p> <p>Pan from danger sign down beach</p> <p>Beach</p> <p>Elkhorn Slough and birds</p>	<p>VO/</p> <p>THOSE STREAMS AND RIVERS END UP IN MONTEREY BAY. WHILE NOT ALWAYS HOSPITABLE TO SWIMMERS, THE BAY IS A TREASURED NATIONAL MARINE SANCTUARY. WORKING WITH REGULATORY AGENCIES AND ENVIRONMENTAL GROUPS, FARMERS ARE TAKING A PROACTIVE APPROACH TO WATER QUALITY.</p>
<p>Sound bite</p> <p>Bob Martin, President Monterey County Farm Bureau</p> <p>Lettuce</p>	<p>SOT/</p> <p>WE'RE WORKING WITH A REGIONAL WATER QUALITY CONTROL BOARD NOW. THEY'VE PASSED A WAIVER. THEY ALLOWED US TO CREATE OUR OWN MONITORING PROGRAM TO MAKE SURE THAT WHAT WE'RE DOING IS CORRECT AND GOOD FOR THE ENVIRONMENT.</p>
<p>Elia walking in strawberry field</p> <p>Showing us drip line</p> <p>Basin at end of field</p>	<p>VO/</p> <p>CENTRAL COAST FARMERS ARE USING DRIP IRRIGATION LINES AND TAKING OTHER STEPS TO CONSERVE WATER AND CONTROL WINTER STORM RUNOFF.</p>
<p>Martin sound bite</p> <p>Pan of pond</p>	<p>SOT/</p> <p>MAINTAINING PONDS LIKE THIS ONE HERE BEHIND ME, TRYING TO KEEP THE WATER FROM YOUR PROPERTY, ANY TAILWATER THAT YOU DO HAVE, KEEPING IT ON YOUR PROPERTY, REUSING IT IF POSSIBLE</p>

