



April 13, 2015

Ms. Felicia Marcus, Chair
State Water Resources Control Board
1001 I Street
Sacramento, CA 95814

Delivered via e-mail to: Jessica.bean@waterboards.ca.gov

Subject: Mandatory Conservation Proposed Regulatory Framework

Dear Chair Marcus:

Governor Brown recently provided assurances that agricultural water use was not to be a part of the targeted water use reductions for urban use. We have now learned that many of the flower farmers represented by the California Cut Flower Commission will suffer reductions as high as 35 percent. Many of our flower farmers purchase their water from municipal water agencies and the Mandatory Conservation Proposed Regulatory Framework treats those farms as if they were an urban landscaping use.

In 2013 our flower farms produced \$328M, employ a labor force over 4500 and helped to contribute over \$12.2B in economic activity from the California's floral industry. California's flower farmers are among the most efficient agricultural water users and any mandatory reductions of water will result in the loss of crops and therefore jobs. We do know the governor wanted to minimize any further financial impacts to agriculture, but the current course of action will be damaging to our farms and their employees.

As local water districts begin to work towards meeting these mandatory reductions, please clarify to these districts that water for agricultural use must be separated from urban water use. Finally, be assured that our farmers will continue to do all they possibly can to reduce their water usage while California works through this period of drought.

I really need to let our flower farmers know what to expect. Please get back to me on this as soon as possible. I can be reached at my office at 916.441.1701 or on my cell phone at 805.696.5000.

Sincerely,

A handwritten signature in black ink, appearing to read "Kasey Cronquist".

Kasey Cronquist, IOM
CEO and Ambassador

CC: Governor Jerry Brown
Speaker Toni Atkins
Frances Spivy-Weber, CWRCB Vice Chair
Tam M. Doduc
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