

2025 IMPACT REPORT



FOOD GROWS WHERE WATER FLOWS



BROADCASTING THE FARM WATER VOICE

CFWC's
Editorial
& Media
Outreach in
2025

The California Farm Water Coalition continues to engage proactively in the public discourse by authoring timely op-eds, letters-to-the-editor and commentary pieces that articulate the perspective of California's irrigated agriculture sector. As part of its broader media outreach work, these editorial interventions serve a dual mission: (1) to correct or clarify misperceptions about farm water use, regulation and supply, and (2) to elevate the voice of farmers and water suppliers in policy debates that affect California's food system, economy and communities.

**CLICK THE LINK BELOW OR SCAN THE QR CODE FOR
THE FULL 2025 IMPACT REPORT AND SUMMARY VIDEO:**

<https://farmwater.org/2025-impact-report/>



STANDING UP FOR CALIFORNIA AGRICULTURE:

CFWC's
Advocacy
in 2025



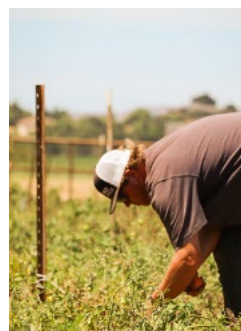
CFWC's participation in industry advocacy letters reflects the organization's expanding influence and collaborative strength. By combining advocacy, science, and partnerships, the Coalition is ensuring that California agriculture's voice remains central in every water discussion — from the Delta to Washington, D.C.

CFWC'S 2025 PARTNERSHIP IMPACT

Category	Impact / Value
Federal investment advocated	\$12.5 billion (One Big, Beautiful Bill Act)
State bond funding requested	\$694 million (Proposition 4 allocations)
Acre-feet of supply goal under E.O. 14181	9 million AF/year by 2040
Ecosystem restoration supported	45,000 acres
Water supply protected	200,000 AF/year (ESA regulatory rollback)
Jobs and economic activity preserved	67,000 jobs, \$14.5B potential benefit

CFWC SOCIAL MEDIA

From
California
Farms to Your
Social Feed



The California Farm Water Coalition runs an active and robust social media program—including our consumer-focused brand, Cultivate California—designed to help people understand where their food really comes from and why California-grown products matter. In 2025, our online presence continued to bring the story of California agriculture to life, connecting everyday consumers with the farmers, fields, and water supplies behind the foods they love.

177k
Profile
Visits

90.3k
Followers
Gained

142.2k
Link
Clicks

174.7k
Interactions