simple things Californians can do today for a BETTER PLANET & BETTER LIFE

What can we do today to make tomorrow a better world? Smart food choices are great for the environment and enrich our daily lives!

BUY CALIFORNIA GROWN

SMALLER CARBON FOOTPRINT
California-grown means closer to home! Locally produced food travels less on its way to your plate.

USES LESS WATER
California-produced foods lead the world in efficiency and have achieved an 80 percent increase in production value for every gallon of applied water from 1980 to 2014.

PROMOTE INNOVATION
Where California leads, the world follows! Innovations proven here make their way across the globe.

RELAX AND GET OUT THERE

TRY SOMETHING NEW
Did you know California is the leader in food diversity? We have about 400 different crops, many only grown here. Toss something new into your grocery basket!

CHECK OUT A FARMERS’ MARKET
California has over 700 Farmers Markets to offer.

VISIT A CALIFORNIA FARM
More than 95% of California’s farms are still family owned. Many farmers offer tours and u-pick days.

TAKE A COOKING CLASS
California’s fresh farm products can help even a beginner look like a pro!

SUPPORT CALIFORNIA FARMS

Share your support of California’s farmers & ranchers! #CAonMyPlateDay

CALIFORNIA FARM WATER COALITION
FarmWater.org | 916.391.5030 | FarmWater@FarmWater.org