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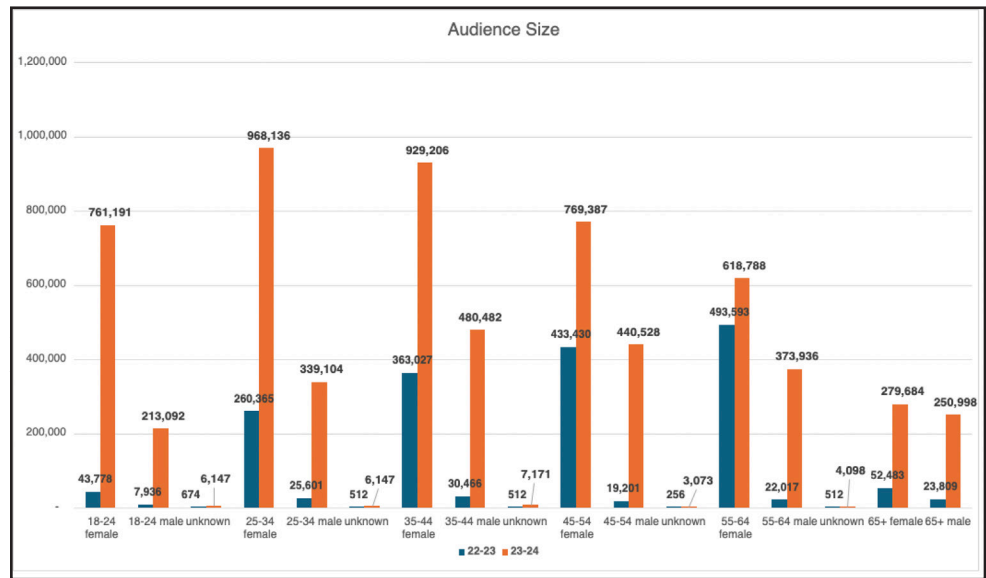
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**Executive Director**  
**Michael Wade**

**TO: San Luis & Delta-Mendota Water Authority Board of Directors**  
**FROM: Mike Wade, Executive Director**  
**DATE: June 3, 2024**  
**RE: Program and Activities Update**

**Cultivate California is an ongoing public education program that was formed during the 2012-16 drought**

In 2014, agricultural water leaders gathered in Sacramento to organize a long-term, consistent, public education program that would keep positive agricultural messages in front of the public. What grew out of the effort was the Cultivate California Program an ongoing, public education effort that maintains a positive image of California agriculture designed to insulate the industry against negative attacks. Long-term educational efforts are crucial in building and maintaining public support. Continuous engagement helps sustain momentum and ensures that these causes remain a priority for both the public and policymakers.



**Analytics summary**  
 ~ 200 ads and posts  
 38 million Impressions  
 6.4 million Reach, 262% growth  
 30,000 clicks on program content

