



ISSUE ALERT!

NCWA Blog Post Promotes Alliance's New Alfalfa Webpage

The Northern California Water Association (NCWA) on June 26 published and circulated a blog written by Family Farm Alliance Executive Director Dan Keppen.

“As Western farmers struggle to find adequate water supplies, competing interests are pressuring the federal government to cut the water supply farmers are using to grow our food, including alfalfa, which is a foundational food chain crop.” Mr. Keppen writes.

The entire NCWA post can be viewed [HERE](#). With the growing disconnect between the consumers, farmers, and the agricultural processes that sustain the world, it is clear there is a need to bridge this knowledge gap and enlighten the public about the significance of farm water in our food production – including alfalfa and forage crops.





That’s why the Family Farm Alliance has developed “ALFALFA 101” - a new [webpage](#) to help the public, policy makers and journalists better understand the rest of the story about alfalfa and forage production in the Colorado River Basin and other parts of the American West. This new resource features facts, reports, opinion pieces and other information generated by the Alliance, academia, and our allies throughout the West.

Mr. Keppen worked for NCWA for four years in the last 1990s and appreciated the opportunity to once again work with some of his old compadres.

“NCWA has been a real force in the Northern California water arena for over three decades, and I’m proud of the time I worked there,” said Mr. Keppen. “It was fun to write this blog, and a great opportunity to draw attention to our Alfalfa 101 website.”

The Alliance is a grassroots organization of family farmers, ranchers, irrigation districts and allied industries in 16 Western states. The Alliance is focused on one mission: To ensure the availability of reliable, affordable irrigation water supplies to Western farmers and ranchers.

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