



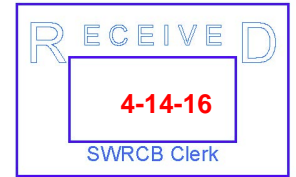
California Association of Nurseries and Garden Centers

1521 I Street • Sacramento, CA 95814

Phone (916) 448-3900 • Fax (916) 446-1063 • Website www.cangc.org

April 11, 2016

Jeanine Townsend, Clerk to the Board
State Water Resources Control Board
1001 I Street, 24th floor
Sacramento, CA 95814



Via email: commentletters@waterboard.ca.gov

Comment Letter – Urban Conservation Workshop

Dear State Water Resources Control Board,

The California Association of Nurseries and Garden Centers (CANGC) is the only organization in California that represents the entire nursery sector. Our 300 members range from growers to retailers which support the entire supply chain to the nursery and landscape industries. In addition, we have certified over 4,000 California Certified Nursery Professionals through an in-depth training and testing program. The CANGC has represented the nursery industry for over 100 years.

The California nursery industry is large, economically important, and supports the production of several high-value California crops such as grapes, tree fruit, citrus, and tomatoes. Nurseries and garden centers throughout the state serve as the producers, suppliers, and retailers of landscaping materials. These products are used in yards by homeowners, by vegetable gardening apartment dwellers, by utilities to provide shade and reduce energy use, by municipalities to control erosion, and by environmental groups to restore habitat. Nursery products are vital to the economic and environmental health of the state, and the wellbeing of its residents.

The nursery sector in California represents a three billion dollar industry and is one of the top agricultural products in the state. The total economic impact of the industry exceeds eleven billion dollars and in excess of 180,000 jobs. Nursery products are vital to the creation and maintenance of comfortable, attractive and livable environments. Adding quality low maintenance landscaping can boost a home's resale value by fifteen percent, strategically placed trees and plants can reduce heating and cooling costs by twenty five percent and one tree can remove twenty six pounds of carbon dioxide from the atmosphere, equaling 11,000 miles of car emissions.



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The major recession and prolonged drought has taken its toll on the nursery industry in California. We strongly believe that we need to continue to conserve water and continue to educate Californians to conserve water in all areas of use. At the same time we believe that careful consideration should be given to ease the February 2016 Emergency Regulation to a level closer to ten percent. Given our current water resources and continued public outreach and education, long-term conservation goals can still be met. We strongly feel that the weighted focus on outdoor water use does not clearly communicate to consumers that water conservation is an entire household activity. The benefits derived from a water smart, healthy landscape are significant to the overall health of California's environment in relation to positive human and animal health, improved air quality, and climate change.

California is a large state with numerous climates and microclimates. We cannot paint the state with one brush and the need for regional regulations and conservations goal is critical for the long-term success of water management in California. The nursery industry also believes in the right landscaping for the right place.. A regional model for conservation will allow the state as a whole to achieve long-term success in water management. When reservoirs are at or above historical levels, water restrictions at the current levels do not resonate with the average home owner. The messaging and the requirement must be in line regionally with the current situation.

We all have a responsibility to utilize our most precious resources to the best of our abilities. There has to be a level of cooperation and trust with urban water suppliers about their portfolios and their short and long-term needs and goals for water. Again, given the vast size and climate of our state we need to rely on and consider all supplies of water as we move forward in a new era of water use.

We thank the State Water Resources Control Board for consideration of our comments in discussing and potentially amending the February 2016 Emergency Regulation.

Respectfully,

A handwritten signature in black ink that reads "Chris Zanobini". The signature is written in a cursive, flowing style.

Chris Zanobini
President