

*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**

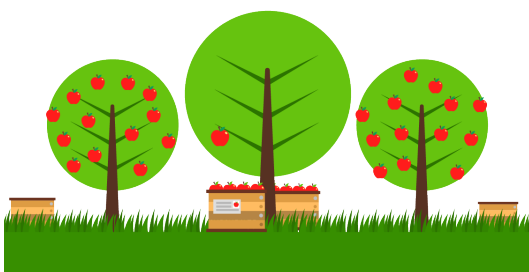
California has over 700 Farmers Markets to offer

**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