



## FISH FRIENDLY FARMING FOR THE SACRAMENTO-SAN JOAQUIN DELTA

A new option for Irrigated Lands Regulatory Program Compliance in the Delta has been developed. The Fish Friendly Farming (FFF) Certification Program has received approval from the Central Valley Regional Water Quality Control Board as an alternative pathway for compliance with the Irrigated Lands Regulatory Program. This program allows interested farmers to receive recognition for their good stewardship while also simplifying compliance with the Irrigated Lands Regulatory Program. Fish Friendly Farming (FFF) is a voluntary certification program for farmers who may find value in verifying their good land stewardship practices and enjoying reduced regulatory paperwork. FFF began in 1997 as a partnership between scientists and farmers in Mendocino and Sonoma counties. Since that time over 200,000 acres on over 1800 individual farms and ranches have enrolled in the program across ten counties in California.

### How does the program work?

Interested farmers enroll in the program and work with FFF staff to schedule a site visit. On the site visit FFF staff will map features of the farm (fields, ditches etc.) and fill out a farm plan template. The farm plan documents the good land stewardship practices that warrant certification. The farmer assists with the site visit and completion of the farm plan, but FFF staff do most of the work. The farmer reviews the plan for accuracy and then the site is ready for certification. Certifiers including County Agricultural Commissioners, NRCS or possibly RCDs visit the site with the grower and FFF staff to review the plan. Everyone is working in a collaborative, rather than regulatory, mode.

### What are the benefits?

The FFF certification can be used by the farmer in marketing and is widely recognized as an exceptional sustainability program. FFF worked with the Central Valley Regional Water Quality Control Board and the Water Quality Coalitions to find ways to reduce the regulatory burden for farmers. The FFF Farm Conservation Plan Template is approved as an alternative for the required farm evaluation, irrigation and nitrogen management plan, sediment and erosion control plan templates.

### Why should Delta farmers be interested?

Delta farmers who are good stewards of their land deserve to be recognized for their efforts. The FFF program is a private conservation program focused on supporting farmers and improving water quality. Reduced regulatory burdens also benefit farmers.

### What does it cost?

The FFF certification program is available at no cost to farmers. Some funding is also available to implement projects to improve water quality including: return irrigation flow and drainage water settling basins; reduced irrigation water use improvements; sediment filtration improvements such as filter strips and vegetated field borders; native vegetation restoration; lining of canals and drainage ditches, streambank revegetation, berms to manage runoff or discharge water; culvert and energy dissipater installation or replacement; road storm proofing and others.

### How much time does it take?

The FFF program is designed to minimize the time it takes for farmers to become certified. FFF staff complete all maps and forms. The farmer participates in one 2-hour workshop, the site visit, review of the plan and the certification visit - total estimated time is about 6-8 hours.

### How do I get started or get more information?

Fill out an enrollment form ([last page](#)) and email or fax to us at 707 253 1708 or [laurelm@fishfriendlyfarming.org](mailto:laurelm@fishfriendlyfarming.org).

Call or email Laurel Marcus 707 869 2760 [laurelm@fishfriendlyfarming.org](mailto:laurelm@fishfriendlyfarming.org) or Jack Rice (916) 804-7423 [jack@wrstrat.com](mailto:jack@wrstrat.com)

## WHAT FARMERS ARE SAYING ABOUT THE FISH FRIENDLY FARMING PROGRAM



**Keith Horn, Lodi native and President of Board of Directors CLSI**

"Fish Friendly Farming provides a third-party certification that documents environmentally-friendly land practices that benefit the farmer and the environment alike and we are proud to be part in this important effort in the Delta."

**Chris Ruddick, fourth generation farmer, Ukiah Valley, Mendocino County**

"The Fish Friendly Farming program is an easy to complete, common sense program for environmental improvements on private land. I am proud to be certified and host a Fish Friendly Farming sign on my property."

**Jeff Carlton, Manager, Dutton Ranches, Sonoma County**

"We manage numerous small farms and have certified over 100 in the Fish Friendly Farming program. The staff help you by creating maps of all the features of your property and work with you on completing your farm plan."

**Devon Jones, Executive Director, Mendocino County Farm Bureau**

"Many of our members have certified their properties through the Fish Friendly Farming program. For small farmers this is a cost-effective and easy method to inventory farm practices and gain recognition for good land stewardship."

**Bev Wasson, Alexander Valley grapegrower, Sonoma County**

"Fish Friendly Farming allows a farmer to learn about the best practices for obtaining improved environmental conditions on the farm while retaining economic efficiency for small family farmers. It is a blueprint to assist us and give us encouragement to modify our practices and gain some positive recognition for our efforts."





**Fish Friendly Farming  
Certification Program  
Sacramento-San Joaquin Delta  
Sign-Up Form 2020/2021**

1. Farm/Ranch Name: \_\_\_\_\_
2. Site Manager who will participate: \_\_\_\_\_
3. Site Address: \_\_\_\_\_
4. Email Address: \_\_\_\_\_
5. Phone Number: \_\_\_\_\_
6. Cell Phone Number: \_\_\_\_\_
7. Fax Number: \_\_\_\_\_
8. Mailing Address: \_\_\_\_\_
9. 9-digit Assessors Parcel Number(s) for site (so we can create maps): \_\_\_\_\_  
\_\_\_\_\_
10. Total Site Acreage (not just crop fields): \_\_\_\_\_
11. Irrigated Acreage on Site: \_\_\_\_\_
12. Name and phone number/email of landowner if different from above:  
\_\_\_\_\_
13. Coalition Member ID \_\_\_\_\_

**Please fax this form to (707) 253-1708 or email it to [laurelm@fishfriendlyfarming.org](mailto:laurelm@fishfriendlyfarming.org)**  
**If you have any questions, call Laurel Marcus at 707-869-2760**  
*Thank you for your interest in Fish Friendly Farming!*

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