



REIMAGINING THE

Cadillac Desert

THURSDAY, SEPT. 15, 2016

BEST BEST & KRIEGER LLP

Water in the Agricultural Economy

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 [#BBKCadDesert](https://twitter.com/BBKCadDesert)



1965 Cadillac Eldorado
4,830 lbs 308 HP

2015 Cadillac CTS
3,900 lbs 420 HP



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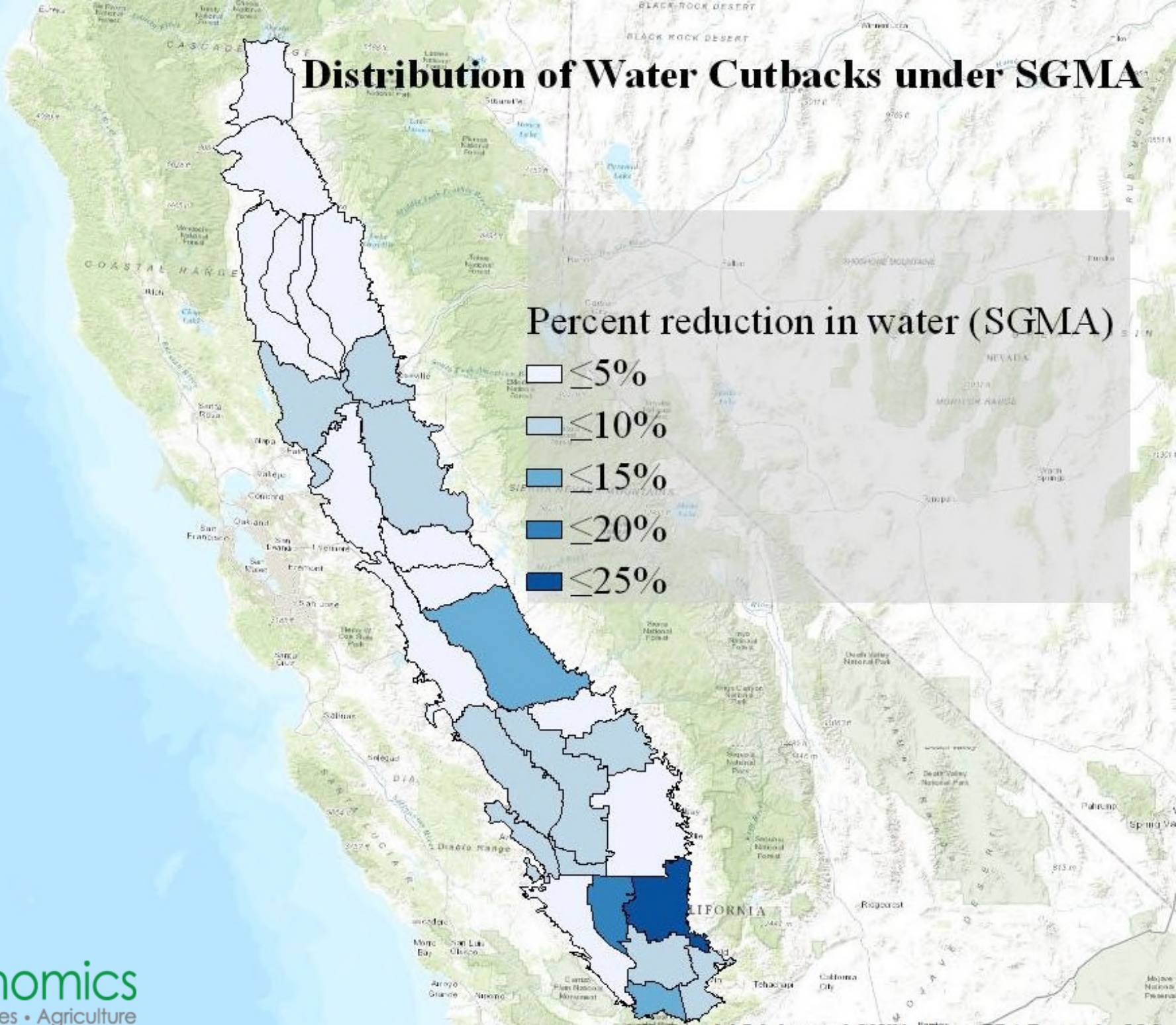
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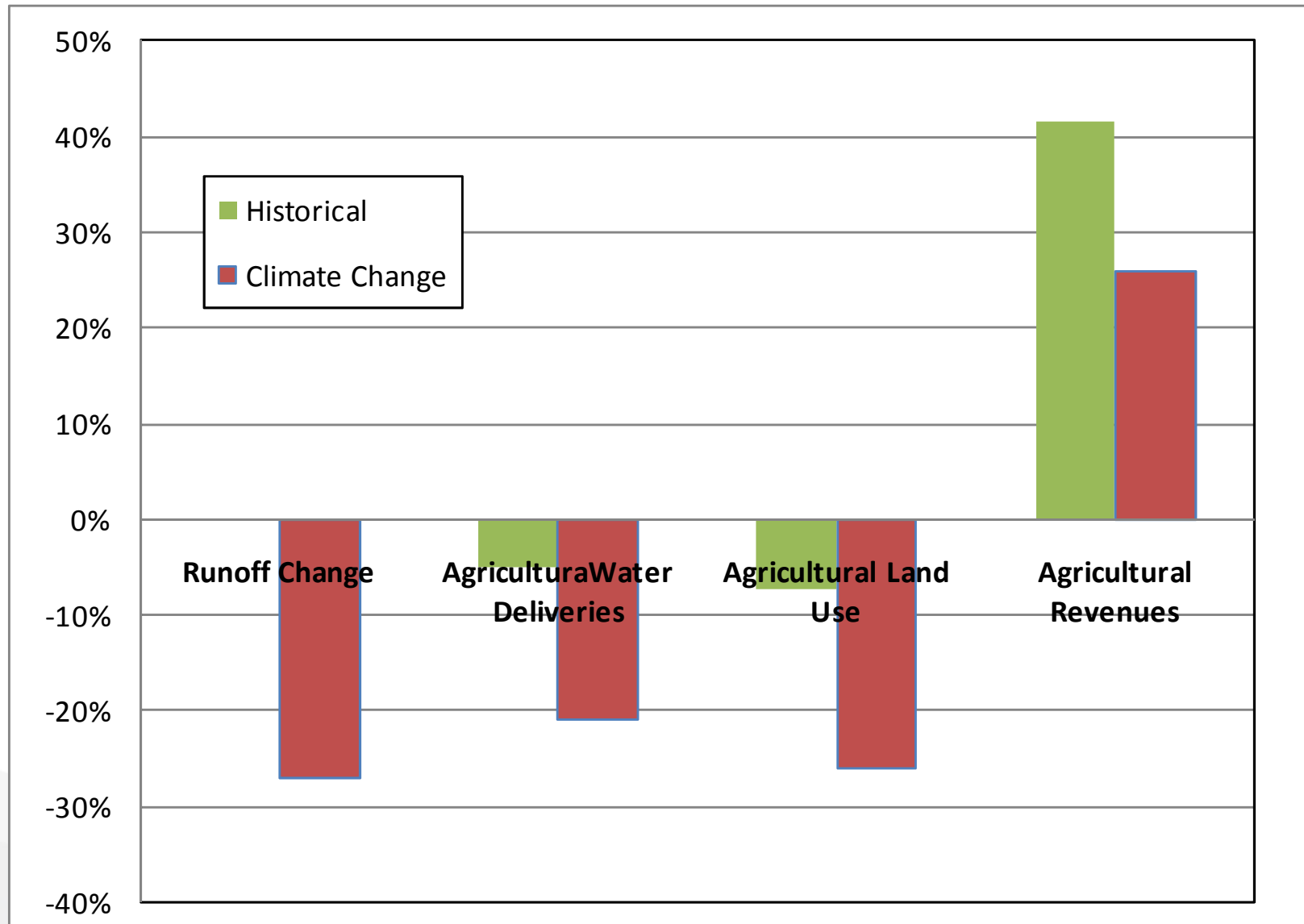
Distribution of Water Cutbacks under SGMA

Percent reduction in water (SGMA)

- ≤ 5%
- ≤ 10%
- ≤ 15%
- ≤ 20%
- ≤ 25%



Runoff, Deliveries, Land Use and Revenues 2050



Cadillac Desert

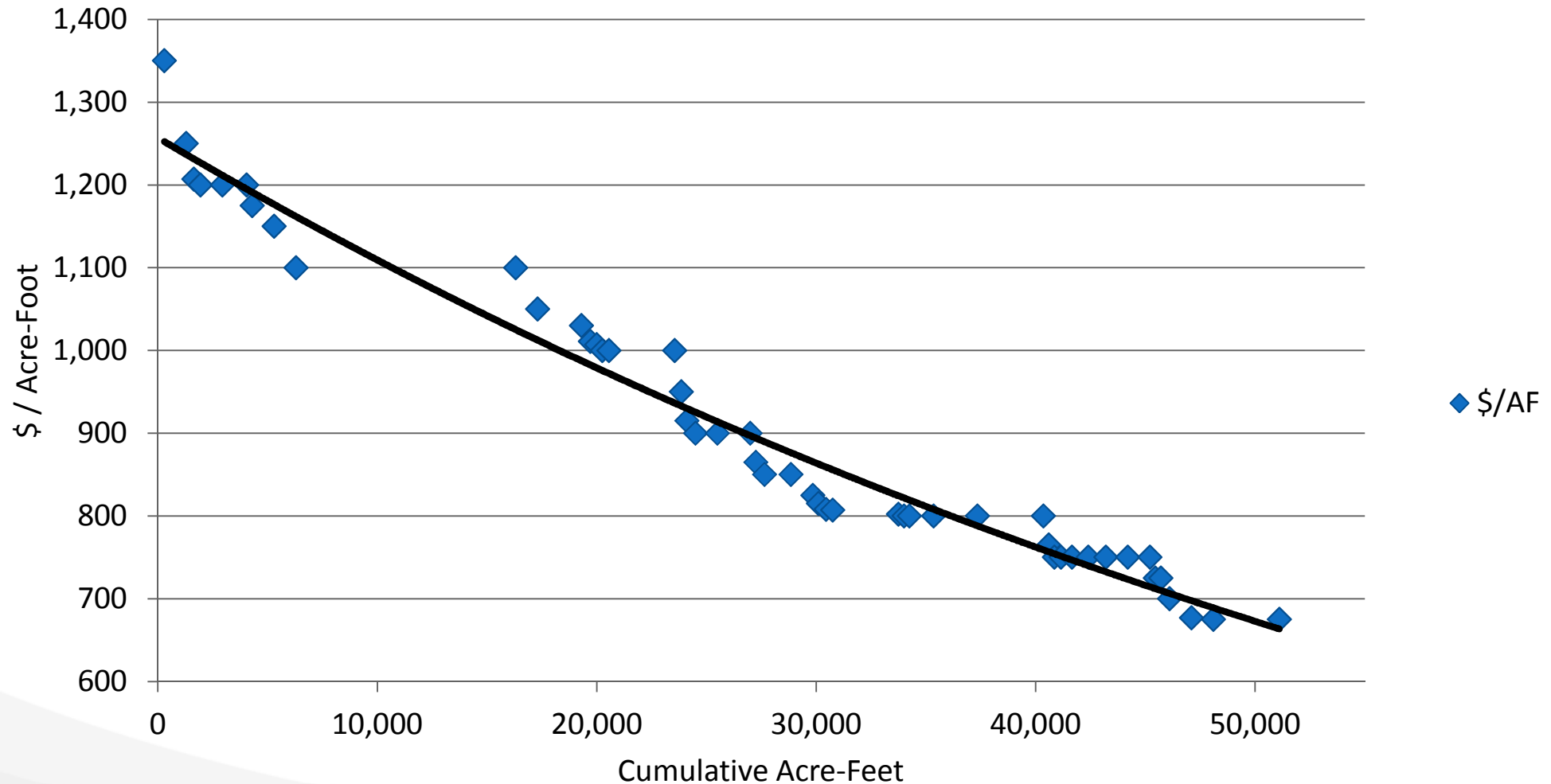
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Private Water Markets

Buena Vista Water Bids - February, 2014



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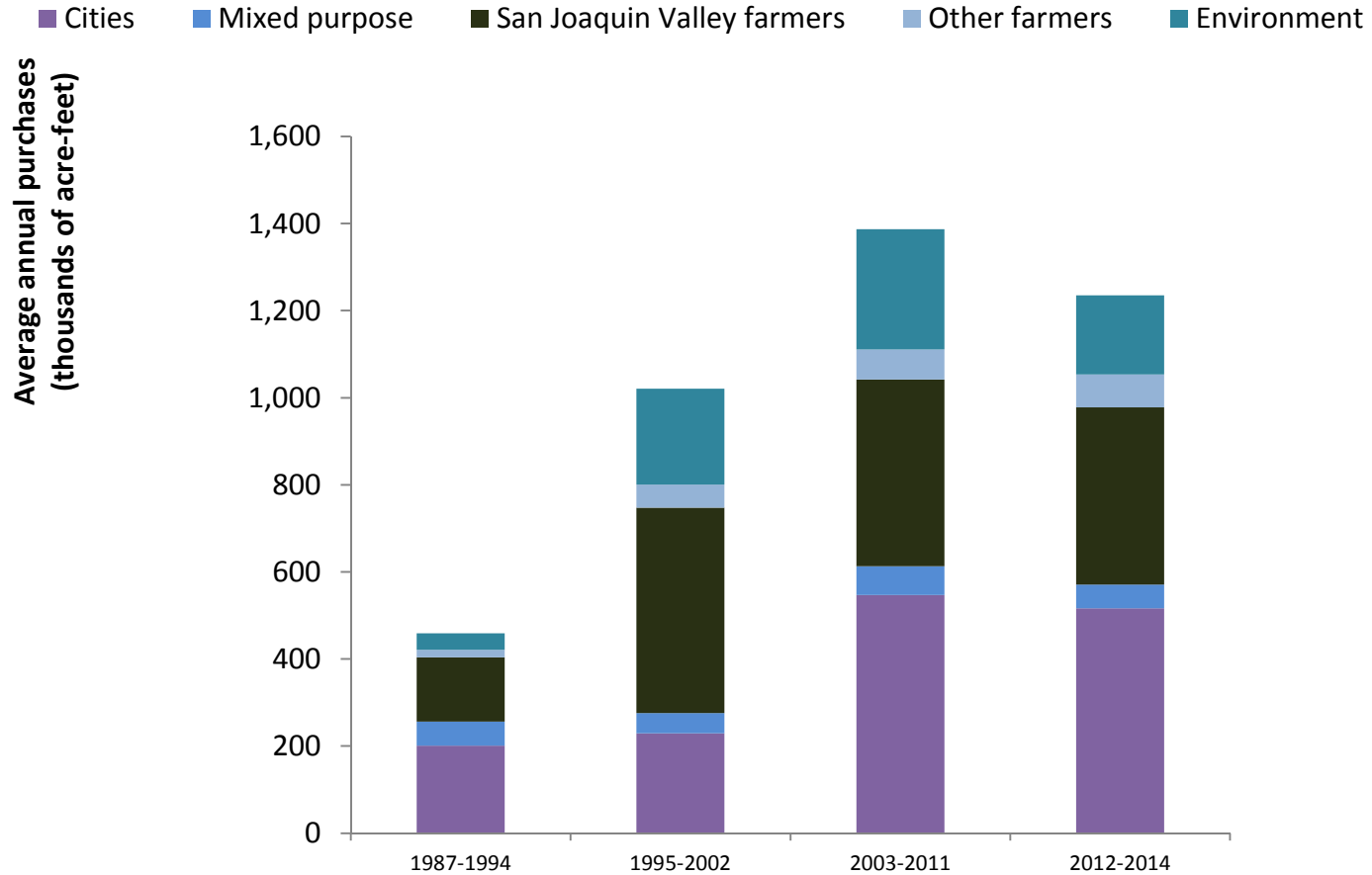
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Water Market Trends

Source Ellen Hanak PPIC



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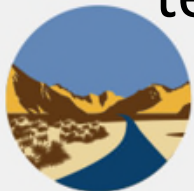
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Conclusions

- Like Cadillacs, agricultural water use is more nimble, valuable, efficient, and responsive since “Cadillac Desert”
- SGMA and Climate change will cause valley agriculture to reduce its water footprint.
- Under current demand projections agriculture will continue to grow in revenue, profit, and employment
- Agriculture can now compete with urban demands in a drought water market.
- Changing technology, environmental and urban demands will drive reallocation of California water.
- Water markets are emerging slowly and need better information
- Treating water as a Public Commodity will facilitate adjustment to future environmental, economic and technological trends in California.



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