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Deadline Approaches for Fallow Land Incentive Program

Watsonville, CA – The Pajaro Valley Water Management Agency (PV Water) reminds growers that the deadline to apply for a fallow land incentive program is January 3, 2017. FLIP, the Fallow Land Incentive Program, is a new initiative developed by the Pajaro Valley landowners and growers. The program is being funded and administered by PV Water as part of a conservation effort designed to reduce water use in the valley.

PV Water is rolling out this pilot program which will pay growers \$1,000 per acre to fallow land for the entire 2017 growing season. Fallowing has been shown to be effective in “revitalizing” farmland and the water saved by not growing on up to 200 acres in the valley may be a very cost effective way to get closer to the goal of saving 5,000 acre-feet of water annually.

The FLIP application and further information on the program is available online at pvwater.org and the agency reminds any interested grower that the deadline is Tuesday, January 3, 2017.

PV Water is a public agency whose mission is to protect and preserve the water resources within the agency’s jurisdiction, generally the greater coastal Pajaro Valley.

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