

Escondido Agriculture At a Crossroads



Agriculture Summit
October 3, 2102

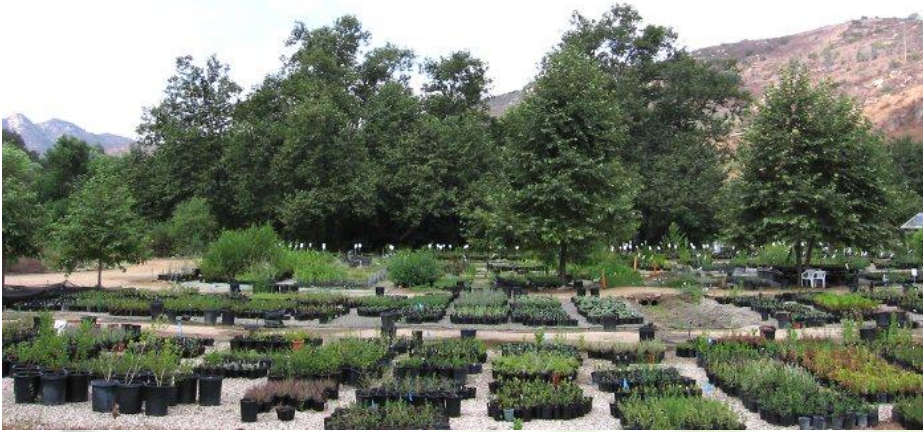
Summit Overview



- **At a Crossroads – Water Pricing, Strategic Decisions**
- **Focus and Commitment of EGAP**
- **Water Pricing Relief – Fall 2011**
- **The History of Ag and the Ag Economy**
- **The Marriage with Recycled Water**
- **Escondido Economic Development**
- **Preserving the Agriculture Cluster**
- **Strategic Water Pricing for Growers**
- **Connecting the Dots – Leveraging Our Investment in Ag**

Agriculture

Just Around the Corner



Ag Service Level, Strategic Price

- **The Benefits of the Ag Service Level**
 - Large Water Users – Low Overhead Per Meter
 - Partners in Recycled Water – 100% Reliable Disposal Solution
 - Interruptible Supply – Key During Maintenance and Shortages
- **Strategic Water Price Should.....**
 - Consider the Water and Economic Benefits of Ag
 - Allow Growers to be Competitive
 - Apply to All Growers, Independent of Recycled Water Access
- **Strategic Price is Needed Now**
- **Sets the Table for a Thriving Ag Cluster**
 - Puts Escondido in Position to Leverage Its Investment