

Today is _____, _____ the _____. This is Ken Morgan's Northcoast Ag Report, our lead story is about _____ when we return

California Farmer Reacts to New Ground Water Regulations

Audio with lemon farmer Keith Freitis

The California Department of Water Resources held a workshop in Fresno County to lay out the key components and regulations for the Sustainable Groundwater Management Act, known as SIGMA.

It's thought that SIGMA could change the face of agriculture in places like the central San Joaquin Valley as it will limit the amount of groundwater that can be pumped. Keith Freitis farms lemons on the east side of Fresno county and he was at that recent workshop

Audio

Part of the problem are the so called six deadly sins of water use.

Reducing ground water levels

Reducing ground water storage

Increasing seawater intrusion

Causing unreasonable water quality degradation

Causing land subsidence

And depleting surface water supplies that would have a significant and unreasonable adverse impact on beneficial uses of the surface water

Audio

Beef-bacon Burger Hitting the Consumer Market

Consumers will soon see a 50/50 beef-bacon burger on store shelves. Meat industry publication Meatingplace reports Coastal Ltd. has secured a licensing agreement with Jensen Meat Company to

bring the Slater's 50/50 burger to the grocery store. Slater's 50/50, a Southern California restaurant chain, takes its name from its patented 50/50 burger patty. The product initially will be introduced to 77 Sam's Club locations in Southern California and six in the Dallas market this month. A Jensen Meats official says "bacon-mania shows no signs of receding," noting the huge demand for bacon products that has sent national bacon reserves to a 50-year low. The company estimates that gross sales of the product in the first year could exceed \$10 million. Jensen Meat is a San Diego-based processor of ground beef products, and Coastal Ltd. is a San Diego-based licensing and brand management agency.