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A deep dive into water issues

Our signature special report on sustainability and the intersection of business and the environment tackles a single issue in the 2014 edition: California's drought and its impact on water supplies.

In the face of a potential economic and ecological disaster as the state experiences its driest year on record, we decided to devote our entire Green Coast coverage this year to water and water conservation issues.

We learned that many of the themes that run through solar, wind and energy issues apply to water as well. Regulations are complex and not very transparent, transportation looms large as a contributor to inefficiency, and technology holds many of the solutions. Moreover, for many water users, pricing is not market-based, and subsidies, both hidden and visible, are everywhere.

Finally, government and government policy loom very large.

For this year's section, we looked across the region at companies that are developing systems and products that promote water efficiency. Among them are one of the region's signature businesses, S&S Seeds of Carpinteria, which is blazing trails in drought-resistant crops.

When we launched Green Coast six years ago, we had three principles in mind. First, the tri-county region is a true example of an area that embraces clean tech and is committed to rebuilding its economy around

green practices.

Second, our region is a hub for innovation and research in the clean tech and alternative energy arena. As such, it is a thriving source of innovation around water use and drought remediation issues.

Third, we believe that the brand Green Coast expresses what our region is all about when it comes to sustainability.



HENRY DUBROFF
Editor

Of necessity, our drought coverage focuses heavily on the agricultural industry — it is the sector that still uses a large share of water, particularly groundwater. It is in the groundwater basin north of Paso Robles that some of the most severe impacts of the state's drought were first brought into public view as farmers and urban users fought over supplies.

But water impacts virtually the entire economy. Our crucially important tourism industry, industrial and commercial users, local governments and small businesses all depend on clean, available and reasonably-priced water to open their doors every day.

Green Coast was produced by Special Reports Editor Erika Martin. Graphic Designer Elizabeth Willhite was in charge of advertising production. Green Coast would not have been possible without the support of our sponsors, Limoneira Co., McCarthy Cos. and Community West Bank.

• Contact Editor Henry Dubroff at hdubroff@pacbiztimes.com.

A word from our sponsor

Community West Bank is committed to being the bank of choice to the communities it serves from five branch offices between Santa Maria and Westlake Village. Part of that commitment includes investing in the most experienced bankers in the marketplace. Our commercial loan officers, branch managers, and their staff provide knowledge and personalized service to assist with each customer's unique financial needs, consistently delivering on the Bank's mission of providing extraordinary customer service.

Community West Bank is proud to be the local community bank with experienced bankers who ensure that our local communities grow and prosper. Community West Bank's experienced commercial lending and branch officers structure and underwrite credit and handle their customers' on-going business banking needs in our local branches, creating a close and continually growing banking relationship. Some of the services business banking customers enjoy include the Bank's door-to-door courier service, on-line banking and bill pay, remote deposit capture, merchant credit card processing, payroll direct deposit and lines of credit.

Because Community West Bank is a local business, we understand the special needs of our customers, and are better able to make responsible lending decisions based on firsthand knowledge of the local economy. We channel most of our funds into loans that are put to work locally to develop and expand businesses, create jobs, and purchase and repair homes. It's what we do.



A word from our sponsor

Since 1980, McCarthy Companies has been providing sustainable, functional and innovative development and building solutions throughout the Tri-Counties. While always aiming to deliver the McCarthy experience; our clients benefit from our local entitlement, development and construction expertise.

In an effort to appropriately plan for the future, company goals ensure projects have proper site selection, design and construction methodology so that they minimally impact the environment and blend into their surroundings. Depending on the project type, we aim to receive a green building certification through LEED®, Green Point Rated or Green Communities. Our unique vision has led to several recent, defining, and successful projects that truly speak for themselves and serve as tangible examples of what we value at McCarthy Companies.

- 2015: Co-Developer for the upcoming Castillo del Sol Apartments. This will be a 40 unit special needs community and support services located in Midtown Ventura. Slated to be Green Point Rated.
- 2014: Builder for the renovation and "greening" of Vista del Mar Commons, 143 affordable housing units in downtown Ventura. All three buildings will receive a Green Point Rated Certification.
- 2013: Co-Developer/ Builder for Paseo Nuevo Apartments. 72 multifamily apartments with community space, garden and tot lots. Green Point Rated certification and a goal for 100% net zero solar package.
- 2012: Construction Manager for Orchards Senior Apartments. 20 senior apartments with community garden and Green Communities Certification.
- 2012: Builder for Paseo de Luz Apartments. 25 apartments and community center with Green Point Rated Certification.



A word from our sponsor

Limoneira - Pioneering for a Brighter Tomorrow

Limoneira bridges the past and the future through stewardship and sustainability, and these conventions are part of our Company's mission. We employ sustainable practices in virtually each aspect of our day-to-day business, and we have made strategic investments in solar, water, soil, integrated pest management, our employees and our communities.

Limoneira's state-of-the-art solar projects provide two megawatts of clean sustainable energy to power our historic, yet modernized lemon packing facility in addition to providing electricity for heavy-duty motors that pump water for our acreage. We estimate that, over their expected 25-year lifespan, the solar generation of 84 million kilowatt hours will save at least 64,000 tons of greenhouse gases that would have otherwise been emitted by an ordinary oil- or coal-firing power plant.

Limoneira's extensive holdings in water come with a responsibility of stewardship. Our land use practices are efficient, and our water use history is long and exemplary. We take our stewardship responsibility seriously and fully understand that our use of an important public natural resource is not only the essence of a public private partnership, but it is also our legacy.

Our partnership with Agromin to create an innovative organic recycling program is another example of stewardship that makes good business sense. Not only does it help satisfy AB 939, the Integrated Waste Management Act, the material received at composting facilities curbs erosion, improves water efficiency, reduce weeds and moderates soil temperatures. It also helps to create high quality lemons and avocados.

In 1917, Limoneira's management built the first private insectary in California to grow beneficial insects to combat harmful predator bugs. Today, Limoneira maintains a complete Integrated Pest Management (IPM) system to bring our sustainably-grown products to market.

Sustaining our employees and our community is also an extremely important link in the sustainability chain. Limoneira is proud to have been named one of the best places to work in Ventura County for several years, and we take great pride in helping sustain the communities in which we operate.

At Limoneira, we all believe that you can truly do well by doing good.



TABLE OF CONTENTS

COMPANY PROFILES

- S&S Seeds 5B
- Soilmoisture Equipment Corp. 7B, 14B
- PowWow Energy 11B

PANELS

- Sustainable design 6B, 14B
- Top Crops 10B, 13B
- Water-efficient landscaping 5B

DATA

- Economic summary 4B
- Drought map 8-9B



BLOOMBERG FILEPHOTO

A farm worker harvests strawberries, the Tri-Counties' most-valuable produce last year. Bank of the West estimates the drought will cost California \$5 billion in revenue during 2014.

Drought will take big toll across key state sectors

California's agriculture industry will be the hardest-hit sector in the state's ongoing drought, with an estimated \$2.7 billion revenue loss, according to a study by the Bank of the West.

80 percent of the state's forecasted output, jobs and earnings losses, and roughly half of value-added revenues.

— Staff Report

According to Scott Anderson, the bank's chief economist, this would mark an 11 percent decline from the \$45 billion the sector brought in during 2012. The decline in agricultural production will cause \$5 billion in economic damage in the state.

The state, in comparison, would face a the loss of \$170.6 million in tax revenue, including income, sales and other taxes, the study said.

The figures were used "to parse out some of the overall impacts for the state of California in terms of lost jobs, lost wages and lost income taxes," Anderson said. The research group determined the economic blow would result in 37,600 lost jobs across the economy, with a third of those in the agriculture industry.

Total lost compensation due to the drought will be around \$1.5 billion for 2014, and it could shave two-tenths of a percentage point off the state's job growth, the study found. However, agriculture hovers around only 3 percent of California's total economic output.

The report also predicted that 500,000 acres of California irrigated land will become fallow, or too over-worked, to farm. "The state has about 9 million acres of land used for agriculture, so that's more than 5 percent of the total land used for agriculture," Anderson said.

Foods whose prices will rise the fastest will be those that require robust amounts of water, such as broccoli, lettuce and nuts, he said.

Outside agriculture, manufacturing, real estate, finance and insurance and wholesale trade round out the top five industries set to be hardest-hit by the drought. Those sectors alone account for

Fiscal impact of California's drought

State income tax	\$62.5M
Sales tax	\$9M
State disability & unemployment insurance	\$14.9M
Business tax, permits & fees	\$50M
Total	\$170.6M

Economic impact of California's drought

Output	\$5M
Employment	37,600*
Compensation	\$1.5B
Value-added	\$2.4B

*in both full- and part-time jobs

Within the state's top five industries

Agriculture	\$2.7 B
Manufacturing	\$411M
Real estate	\$307M
Finance & Insurance	\$295M
Wholesale trade	\$205M

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