



CropSWAP

A Regional Program by Rancho Water

CROPswap CONCEPT & HISTORY

The CropSWAP program was developed by the Rancho California Water District (Rancho Water/District) in 2016 to address severe drought conditions and a weakening local agricultural economy. The idea for the program was borrowed from the turf replacement programs (i.e. Cash for Grass) available to urban water users and applied to the agricultural sector. At its core, CropSWAP is a program that pays agricultural water users to replace high-water-use crops with lower-water-use varieties in order to improve water use efficiencies and to give local farmers a better chance of turning a profit.

The early version of the program was implemented exclusively within Rancho Water's service area, which consists of about 1,400 small farms and 9,000 irrigated acres. Although CropSWAP started as a local effort, the program has had far-reaching impacts. In addition to giving local farmers an opportunity to increase profitability, the program has effectively decreased water demand pressures on California's State Water Project and the Colorado River for the benefit of water users throughout California and its neighboring states.

CROPswap
Sustainable Water for
Agricultural Production

CropSWAP empowers farmers to use water more efficiently, fostering a sustainable and resilient agricultural economy.

THE FUTURE OF CROPswap – REGIONAL EXPANSION



With the generous support of federal, state, and local representatives, CropSWAP is now available to Rancho Water's neighboring water agencies and conservation districts. In June 2023, the California Department of Water Resources and select regional partners allocated an additional \$6.7 million for implementation of a larger regional program. In addition to supporting crop replacement projects, this new and improved program focuses on sustaining the agricultural economy by providing incentives for other types of projects that increase agricultural productivity and efficiency.

PARTNERS



Rancho Water
WORKING FOR OUR COMMUNITY

CITY OF OCEANSIDE
WATER UTILITIES

RAINBOW
MUNICIPAL WATER DISTRICT
ESTABLISHED 1953

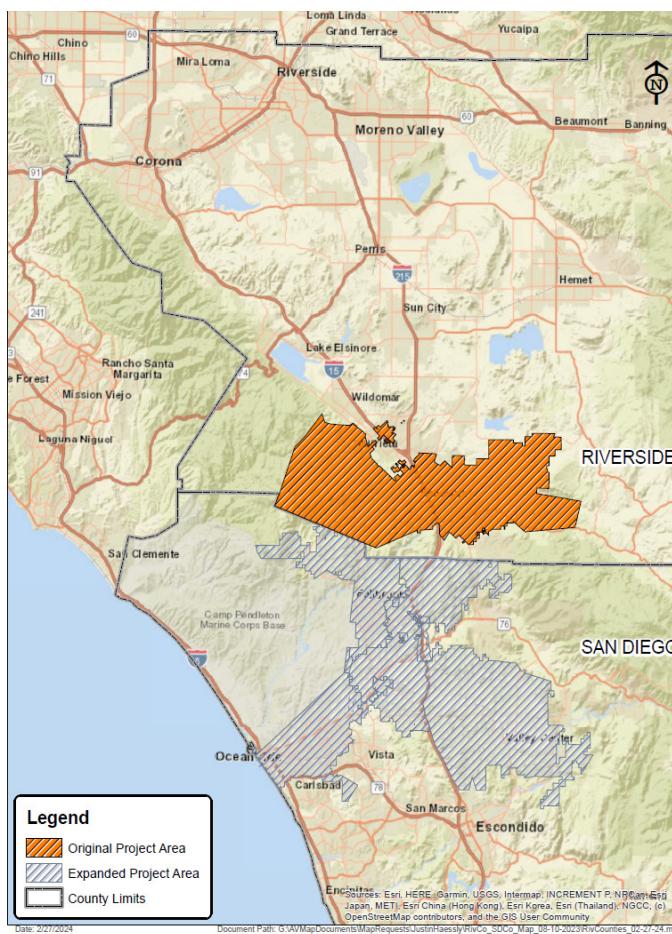
VALLEY CENTER
MUNICIPAL WATER DISTRICT
Water Conservation / A Way of Life

FPU
Fallbrook Public
Utility District



EXPANDED PROJECT AREA

Agriculture within the Temecula & Murrieta area is a small portion of a larger regional community that extends north into Riverside County and south into San Diego County. With the additional \$6.7 million allocated by state and regional project partners for implementation of an expanded CropSWAP program, financial incentives will be made available to more farmers and additional program benefits will be realized over a larger geographic area.



MORE INFORMATION

Learn more about the Regional CropSWAP program by scanning the QR code for a short video.

ADDITIONAL PROJECT TYPES

In addition to providing financial incentives for switching to lower-water-use crops, the expanded regional program will help farmers pay for other sustainable agricultural practices.

Original 2016 Program Incentives

- Crop Replacement
- Rootstock Upgrades

Enhanced Regional Program Incentives

- Crop Replacement
- Rootstock Upgrades
- Regenerative Agricultural Best Management Practices
- Irrigation Efficiency Upgrades
- Irrigation Automation
- Wireless Telemetry
- Advanced Water Treatment
- Nutrient Management
- Fertigation

FUNDING REQUIREMENTS

Because it is anticipated that existing funds will be exhausted quickly, the project partners continue to seek additional funding sources for continuing to support the program.

