

MADERA COUNTY AGRICULTURE TODAY



Call First Next Time - An Opinion

By Don A. Wright, *WaterWrights*, February 2, 2025

It's safe to say things have changed a good deal in the past few weeks. Things are always changing. The climate, world leaders, our position relative to the size of the universe as it expands – the only unchanging constant is God. Death and taxes are also mentioned in this context and there is the inevitable cry of disinformation becoming a certainty. I'm sharing what I understand about the situation following President Trump's Executive Order concerning water in California.

Now, much of us have received much of what we wanted from the recent election given the choices available. Personally, there have been some positives in having a nontraditional politician like Donald Trump win especially considering his opponent. My outstanding accounts are starting to catch up and I've been to two large water events since the election and there is more optimism in the business side of the water world I've seen since before Covid.

One gentleman shared with me his observation that within his first month in office Trump cured global warming. After all, he pointed out, "Didn't it snow at your home in Louisiana?"

Yes, literally the NWS declared a blizzard in St. Martin

Parish. My wife said it dropped down to 8 degrees Fahrenheit and she had more than a foot of snow that lasted almost a week. All this less than 30 miles from the Gulf of _____ insert your choice – America or Mexico or? Also, literally and officially the State of Florida declared a falling iguana hazard due to low temperatures.

But not everything has been as smooth as could be. Most of us have seen the message sent over Truth Social attributed to Trump, "The United States Military just entered the Great State of California and, under Emergency Powers, TURNED ON THE WATER flowing abundantly from the Pacific Northwest, and beyond. The days of putting a Fake Environmental argument, over the PEOPLE, are OVER. Enjoy the water, California!!!"

First response for me was, "Oh really?" I suspect many of you had a similar response – we're water folks after all. It's true there are many untrue environmental arguments and the Army Corps of Engineers does operate many dams in California. But ACE was already here, it didn't have to enter the state. There is no valve or pump or any kind of conveyance linking our state to the waters of the Pacific Northwest. Maybe a tunnel in the future but not now.

Some other thoughts regarding this message, I knew it wasn't true. I don't go to fact checkers or Wikipedia for anything I'd consider accurate information. The "fact checkers" most often referenced by mainstream media have proven skills. Wikipedia? The freshest opinion isn't a good substitute for truth or beauty.

But I did take a look at Snopes, couldn't resist. It didn't change my opinion about the malleable accuracy of fact checkers. Snopes' response was more convoluted than the original message. Snopes doesn't have a clue how the state is plumbed.

I've heard and have begun to adhere to the advice of taking Trump seriously but not literally. Had Biden made an analogous claim it would have been met with mass derision. I sorry it was so over the top but I think Trump's goal was sucking the political oxygen out of the room so Newsom couldn't gain traction. On that count he succeeded.

Later that week I'm in Reno in the National Bowling Stadium as part of the festivities at the Mid Pacific Water Users Conference. CONTINUED ON PAGE 13



Upcoming Events

- 2/17 Office Closed
- 2/18 Young Orchard Irrigation & Nutrient Management Workshop
- 2/26 MCFB Board of Directors Meeting
- 3/4 Scholarship Applications Due
- 3/6 Hazardous Ag Materials Transport Class
- 3/20 Tractor, ATC & Pesticide Use Safety Trainings
- 3/26 MCFB Board of Directors Meeting

Check out our Events Page at mcfb.com/trainings-workshops

ADVERTISING RATES & SPECIFICATIONS

RESERVE TODAY!

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1102 South Pine Street
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559.674.8871
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MADERA COUNTY AGRICULTURE TODAY

Bi-Monthly Newsletter Published by Madera County Farm Bureau

AD/PRINT SPECIFICATIONS

High Resolution PDF (175 lpi/2400 dpi)
Files created using PDF-X1a settings are required. No film will be accepted.

No WORD or PUBLISHER files accepted.

All art must be CMYK (**no RGB files accepted**) No spot colors accepted. All fonts must be embedded or converted to paths or font substitution will occur. Photos must be minimum of 300 dpi at their original size. Files can be sent digitally to office@maderafb.com

PREFERRED PRINT FORMAT: PDF WITH FONTS OUTLINED PRESS-READY

Pre-Press Guidelines for Production

We accept digital files created in InDesign, Photoshop, Illustrator. Export to Adobe Acrobat PDF

E-mail: office@maderafb.com

Fonts & Graphics Required:

Include all screen and printer fonts or convert your type to outlines. Include all placed files, i.e., EPS, TIFFs, PICTs, JPGs. Scanned images for 4-Color process printing must be scanned at a resolution of 170 dpi minimum. Scanned line art and type, even if they are in color, must be scanned at 300 dpi.

PC Warning: PC typefaces/fonts don't always work well on Mac systems.

NEED YOUR AD DESIGNED?

We provide ad design services for \$75 an hour. This includes design, plus a round of corrections. You will receive a PDF copy for future use.

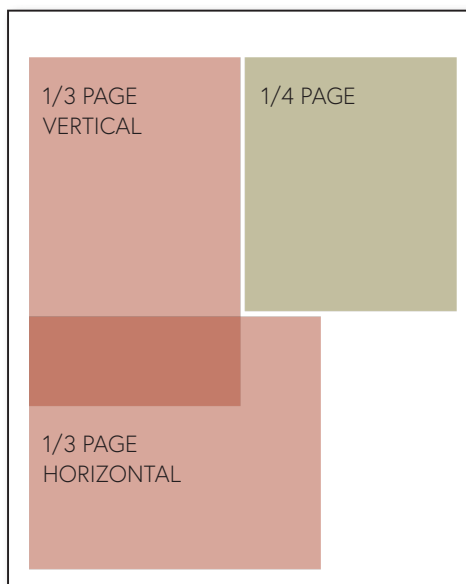
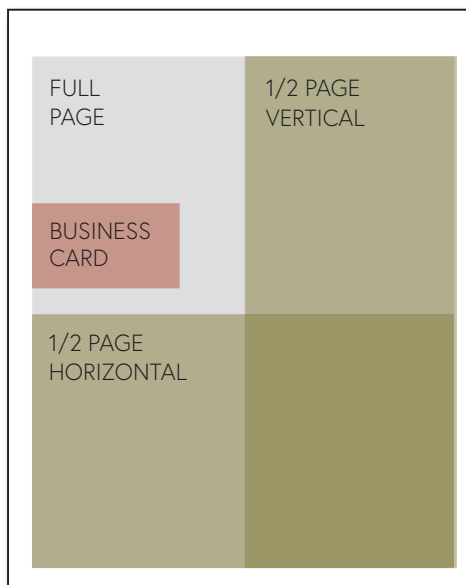
ADVERTISING DEADLINES

Ad reservations need to be made by the 10th of each odd month. Ad materials due by the 20th of each odd month.



ADVERTISING RATES FULL COLOR

| AD SIZE | NON MEMBER | MCFB MEMBER |
|---------------|------------|-------------|
| Full size | \$668.75 | \$535 |
| 1/2 page | \$375 | \$300 |
| 1/3 page | \$325 | \$260 |
| 1/4 page | \$212.50 | \$170 |
| Business Card | \$75 | \$60 |



Contact MCFB for back cover pricing:

office@maderafb.com

(559) 674.8871

AD SIZES

Measurements in inches (W x H)

Full page: 8.5 x 11 (no bleed)

1/2 page horizontal: 8.5 x 5.5

1/2 page vertical: 4.25 x 11

1/3 page horizontal: 3.75 x 4

1/3 page vertical: 4 x 3.75

1/4 page: 4.25 x 5.5

Business Card: 3.5 x 2

PLEASE RESERVE MY SPACE FOR AGRICULTURE TODAY.

EMAIL TO : office@madera.com

BUSINESS NAME: _____

CONTACT PERSON/TITLE: _____

ADDRESS: _____

CITY/STATE/ZIP CODE: _____

TELEPHONE NUMBER: _____

EMAIL: _____

ADVERTISING RATES

| AD SIZE | AD RATES NON MEMBER | AD RATES FB MEMBER | AD PUBLICATION RUN |
|---------------|---------------------|--------------------|--|
| Full size | \$668.75 | \$535 | <input type="checkbox"/> 1 run _____ |
| 1/2 page | \$375 | \$300 | <input type="checkbox"/> 3 runs _____ |
| 1/3 page | \$325 | \$260 | <input type="checkbox"/> 6 runs (1 year) |
| 1/4 page | \$212.50 | \$170 | |
| Business Card | \$75 | \$60 | |

CREDIT CARD PAYMENT

Payment Amount: _____ Cardholder Name: _____

Billing Zip: _____ Card #: _____

SCC #: _____ Exp. Date: _____

PAYMENT & ADVERTISING AGREEMENT

The Undersigned Advertiser agrees to supply **Agriculture Today** newspaper camera ready artwork and/or ad materials for **Agriculture Today**. The advertising rate is \$_____.

Payment in full of \$_____, will be invoiced upon publication and due upon receipt. All costs are net to Madera County Farm Bureau. Final invoices not paid within 30 days of publication will be subject to a 1.5% fee accrued monthly in addition to original placement costs. The advertisement will appear in the _____ issue of **Agriculture Today**.

ALL PAYMENTS SHALL BE MADE PAYABLE TO: Madera County Farm Bureau. For further information, call MCFB at (559) 674.8871. Money paid to Madera County Farm Bureau is non refundable.

Please check this box if you'd like to receive a tear sheet of your ad each month.

It is the sole responsibility of the advertiser to provide camera ready advertising and/or ad materials, no later than at the close of regular business hours on the newspaper closing date _____ unless otherwise noted in this Agreement. By signing this Agreement below, the Advertiser acknowledges that they have received a copy of this Agreement.

Advertiser Signature

Date

Agriculture Today Representative Signature

Date

TERMS, CONDITIONS, & GENERAL POLICIES FOR AGRICULTURE TODAY NEWSPAPER ADVERTISING

1. The Publisher* reserves the right to reject or cancel any advertisement(s) at its sole discretion.
2. All artwork submitted to the Publisher becomes the sole property of the Publisher and cannot be returned.
3. All advertisements are accepted and produced by the Publisher on the representation that the advertiser and/or advertising agency is properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or agency will indemnify any loss, expense or any liability arising out of publication of such advertisement.
4. No conditions, printed or otherwise, appearing on the contract order or copy instructions, which conflicts with the Publisher's policies, will be binding on the Publisher, unless specifically agreed to in writing by the Publisher.
5. The Publisher reserves the right to hold the Advertiser and/or Advertising Agency jointly and severally liable for such money is due and payable to the Publisher.
6. Ad positioning agreements, even when acknowledged in writing by the Publisher, are subject to preemption by units of greater space, special placements or insertions or any other reason at the sole discretion of the Publisher.
7. The Publisher cannot be held responsible for the quality of reproductions when specifications are not adhered to or when materials are not received by specified dates. "Camera ready" art/ad specifications pertain to any/all of the following: art/ad size, resolution of output or items submitted for output, line screen, etc. If these specification guidelines are not adhered to in the strictest sense, the Publisher reserves the right to not accept the art/ad as camera ready and make adjustments to the advertisers price of the ad according to the current Publisher's price guidelines.
8. Any advertising agreement subject to cancellation must be accepted and acknowledged in writing by the Publisher in advance of the publication closing date. Cancellations are subject to a loss of monies already paid toward said advertising.
9. It is the sole responsibility of the Advertiser to proof their ad for correctness. It is the Advertiser's responsibility to turn in artwork to the Publisher during normal business hours on the publication closing date for the issue in which the advertisement is to be published. If no artwork is provided by the specific date, the Advertiser shall lose all monies paid to the Publisher and forfeit any space reserved.
10. No employees or agents of the Publisher has the authority to change any of the terms, conditions, and/or general policies of the Farm Life newspaper.
11. As evidenced by the signatures of the sales representatives and the Advertiser, the parties intended that a binding contract be created, and that it is understood by the Advertiser that the dollar amount contracted for in each issue contracted for is due regardless of Advertiser's business closure, business location change, event cancellation, or any other adverse event that might otherwise prohibit the Advertiser from the intended benefits of advertising in Farm Life newspaper.
12. The Publisher reserves the right to alter and/or change any Advertiser's layout, artwork and/or advertisement that does not conform to the Publisher's specifications without notice to the Advertiser. The Advertiser understands that there will be additional charges assessed to the Advertiser to alter and/or change Advertiser's artwork and/or advertisement to conform to the Publisher's specifications.
13. Photographs, mechanicals, and other production department operations requested by the Advertiser from the Publisher will be assessed at extra charge. The amount will be based on the cost of the work required to get that item into the form and specification which conform to the Publisher's specification.
14. Although the Publisher will make every effort to print and distribute the Farm Life newspaper by the issue date, the Publisher shall not be held liable, and the Advertiser agrees to waive its rights to hold the Publisher liable for failure to distribute any issue of the Farm Life newspaper by the issue date.
15. Advertiser agrees that under no circumstance whatsoever, will the Farm Life newspaper be accountable to the Advertiser for any claim, loss of advertising, loss of business, failure to print and/or publish that would exceed the Advertiser's PAID amount.
16. The Advertiser warrants that he is the duly authorized and appointed agent for, or representative of, the product of service or place of business or business to be advertised under this Agreement and agrees to hold the Publisher harmless from any and all claims in any manner resulting from said advertising.
17. The Advertiser warrants that the use, in or in connection with any item, person, or persons used in or in connection with any item of advertising specified in this Agreement, including the use of any picture, picture reproduction, any endorsement, trademark or trade name is duly authorized and the Advertiser agrees to hold the Publisher harmless from any and all claims in any manner resulting from use of such in advertising.
18. The Advertiser is fully aware and understands the nature and content of the Farm Life newspaper and that it is a publication that could contain drawings, illustrations, commentary and other such materials, and such as, the Advertiser agrees to hold the Publisher harmless from any and all claims in any matter resulting from said contents of Farm Life newspaper.
19. Publisher reserves the right to decline any advertisement, before or after published closing date, including any prepaid, paid and/or unpaid advertisement. All copy, text, photos, and illustrations in advertisements are published with the understanding that the Advertiser is fully authorized, has secured proper consent for the use of such material, and that the Publisher may lawfully publish Advertiser's material. The Advertiser agrees to indemnify and hold the Publisher, its employees, agents, and business affiliations harmless from any and all liability, loss and expense of any nature whatsoever incurred as a result of publishing said advertisement. The indemnity includes, but is not limited to, lawsuits for libel, invasion of privacy, plagiarism, copyright infringement, unauthorized use of a person's name or photograph, or any other claim or suit.
20. By executing this Agreement, the Advertiser admits having read all of the foregoing and neither the Publisher nor the Advertiser shall be bound by any agreement or understanding not expressed herein, and that the Advertiser understands and agrees to all the Terms and Conditions contained in this Agreement.

***Madera County Farm Bureau**

Signature: _____

Date: _____