



**PAGG**



**Punjabi American Growers Group**

**[WWW.PAGGUSA.COM](http://WWW.PAGGUSA.COM)**

**408-499-5535**

# Mission and Vision Statements



## Our Mission

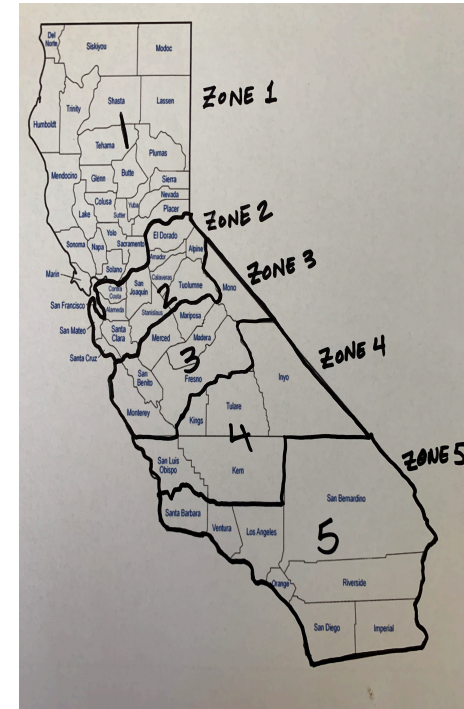
Empower all farmers with knowledge of services and resources from government, educational institutions and other entities to achieve profitability. PAGG platform will provide end to end solutions by strategic alignment with leadership solution companies in each segment

## Our Vision

Transform family farms with solutions to compete with corporations while Protecting and sustain Mother Earth.

# PAGG OVERVIEW

- Farmers Non-Profit Organization started September 2020
- Members consist of farmers and associated services
- Organization operated by BY-LAWS & members
- California divided into 5 zones with equal representation
- **Key Focus area:**
  - AG Technical knowledge center
  - Optimize End-end to farming operation ( Nursery to selling crop)
  - Reduce Farm Input cost
  - Marketing and pricing visibility
  - Government Representation (Regulatory, USDA, Crop/Ag Committees)





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PUNJABI AMERICAN  
GROWERS' GROUP

## WHY DO WE NEED ORGANIZATION

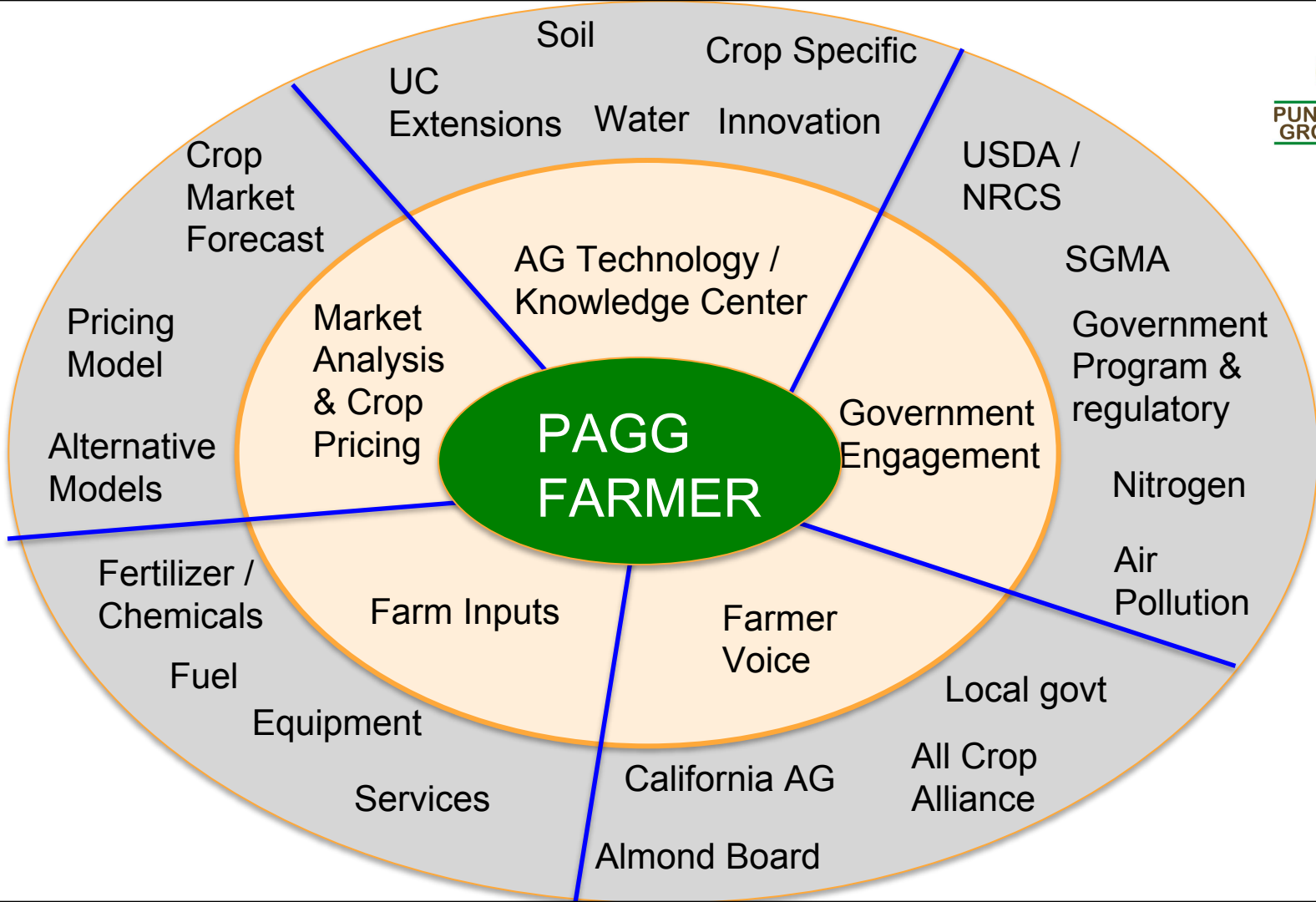
- Farmer's Without Voice Anywhere
- Increasing Input Cost (Chemical, Equip & etc.)
- Limited Technical Knowledge. Chemical Companies & Others take advantage
- Market & Crop price has No inputs
- No Inputs on Government Regulations
- No Farmer organization or platform

## ORGANIZATION GOALS

- Indepth Crop Knowledge Center
- Government Representation
- Reduce farming input cost
- Market and pricing visibility
- Unified Voice For All Farmers
- Platform For All Ag Services and Future Generations to Drive

Family Farms Are in Jeopardy

United We Stand, Divided We Fail



# Farmer Water Challenges

- Very high investments (example 500 acres Orchard)
  - Orchards: \$350,000 per acre
  - Equipment to operate (Tractor \$250K, Sprayer \$120,000, Harvest Equip \$800,000, Drip system: \$600,000, Others \$150K \$): Total is ~ \$2M
- Types Of Water Available
  - Canal or Ditch water (California annually captures 100 million acre-feet and farmer allocation <5% )
  - Pumping from the ground ( quality poor to unusable)
- Operational Impacts
  - Limited availability of water – Canal Water only
    - Allocation last year ( 0% to 30%)
  - Pump water is poor quality ( High pH, Sodium, Bicarbonates and etc.)
- Underground Water Quality Impacts:
  - Degraded or unhealthy soil over time
  - Treatments are very expensive ( Sulfuric acid, Gypsum or adding Calcium, No solutions for bicarbonates or
  - Results in lower yield and crop quality

# Ground Water Pumping Challenges

- Significant cost adder
  - Water treatment cost
  - Balancing nutrients is challenging. Fertilizer cost 2x -4x
  - Lower Yield ( Loss of revenue)
  - Tree replacements and yield lost
- Deepening Irrigation Wells
  - Cost is \$200,000 to \$1,000,000 deepening upon location
- Farmers don't trust of government and educational institutions
  - Government: Designed strategy to eliminate family farms ( Higher Operational cost and reduce crop prices)
  - Educational Institutions : Very knowledgeable research on specific areas but not overall system. Do Corporates need this entity????

# Thank You

