

Toro Focuses on Water Issues in California



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EL CAJON, Calif. – On Sept. 10, “The Water Zone” radio show, hosted by [Toro Irrigation](#), is putting focus on California’s agricultural industry and efforts to save water amid the historic drought. The show can be heard every Thursday at 6 p.m. PDT on NBC News Radio KCAA 1050 AM, KCAA 106.5 FM or online at www.kcaaradio.com.

Building on informative one-on-one interviews with noted water experts—such as Felicia Marcus, chair of the [California State Water Resources Control Board](#); State Sen. Fran Pavley, chair of the [California Senate Natural Resources and Water Committee](#); Marcie Edwards, general manager of the [Los Angeles Department of Water and Power](#); and Robb Whitaker, general manager of the [Water Replenishment District of Los Angeles](#)—The Water Zone radio show will turn its attention to the use of water in agriculture.

For this special show, The Water Zone will be hosted by Inge Bisconer and Paul McFadden from Toro’s Micro Irrigation Business, which serves agricultural growers around the world. Their guests include Wade Crowfoot, deputy cabinet secretary and senior advisor to the office of California Gov. Edmund G. Brown Jr.; and, Chase Hurley, manager of the [San Luis Canal Company](#). They will discuss water challenges facing growers and how California is meeting those challenges, and will share a remarkable success story featuring a water district that has helped farmers reduce water use and increase crop yields by adopting drip irrigation.

The Water Zone is regularly hosted by industry veterans Mike Baron and Rob Starr, who collectively have over 50 years of experience in the irrigation business. “The drought impacting much of California is a very serious issue to all of us,” said Baron, water conservation manager with Toro’s Irrigation Business in Riverside, California. “The destinies of California’s agricultural, environmental and urban interests are now forever intertwined,

so it's important that we work together on solutions to best protect this critical resource, being water. This radio show has been a great venue for bringing together great leaders on the topic of water conservation and use efficiency."