



Climate Resilience Strategy for CA Agriculture Stakeholder Outreach Toolkit

Overview

The Climate Resilience Strategy for California Agriculture (RSA) is an important tool to bring together the state's broad and varied agricultural climate actions into a single strategy, providing the status of current actions and a direction for future efforts for climate mitigation and adaptation in the agricultural sector. The Climate Resilience Strategy serves as a guide for internal activities and a resource for partner agencies, the legislature, agricultural stakeholders, producers, and the public.

Talking Points

- Our farmers and ranchers are facing an increasingly difficult landscape, including climate change effects, economic uncertainties, and more. The state is dedicated to supporting our agricultural industry and the Climate Resilience Strategy for California Agriculture is a key step in ensuring that the state is fostering resilience in the agricultural sector.
- The Climate Resilience Strategy for California Agriculture (RSA) captures the range and level of effort from the State to foster resilience in the agricultural sector that is underway and identifies the additional needs to ensure California agriculture thrives in the face of climate change, and is an integral part of the solution.
- The Ag Vision 2030 set the focus for this decade and prioritizes the need to “Foster climate-smart, resilient, and regenerative food systems.” This top priority recognizes that maintaining an abundant agricultural system requires that California foster resilience in the farming and ranching communities doing the work to feed our planet and bolster the natural systems that support those farms and ranches — the infrastructure that has allowed us to develop one of the most efficient, safe, and productive food systems in the world.
- The RSA is a guide for internal activities and a resource for partner agencies, the legislature, agricultural stakeholders, producers, and the public to understand the work the state is already doing to advance climate resilience and to explore future opportunities.
- Climate change is affecting all aspects of agriculture, and protecting our food system requires a coordinated response within the state as well as with partners throughout the industry and agricultural community.
- The RSA details challenges and opportunities across the agricultural industry, covering everything from supporting our agricultural workforce's wellbeing and health to ensuring we have a sustainable and reliable water system to protecting animal health and more.



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How to Use

CDFA partners can help promote the release of CDFA's draft Climate Resilience Strategy with the following social media posts and email text. Sample posts, including captions and images, for Facebook, Instagram, and X are included below. Images are provided separately on Google Drive to maintain quality, linked here: https://drive.google.com/drive/folders/1pg3rtpXmX-WpVND8zsqa3k-l_FKYDs9i?usp=sharing

If you have any questions, please contact hayley@bluepointplanning.com.

Newsletter/Email Text

Climate change is affecting all aspects of agriculture, and protecting our food system requires a concerted response. To address this critical concern, CDFA has developed a Climate Resilience Strategy for California Agriculture. This document describes how climate change is impacting California's agricultural industry, what the state is already doing to help, and what further opportunities exist. The draft Strategy has been released for public comment.

Review the document and provide your insights to ensure the changes we need are highlighted in the plan. Visit www.cdfa.ca.gov/climate to read the document. Additionally, CDFA is hosting a series of workshops to share about the document and collect feedback. Both workshops will have the same presentation and agenda. Pick the time that works for you! You must register ahead of time to get the meeting link.


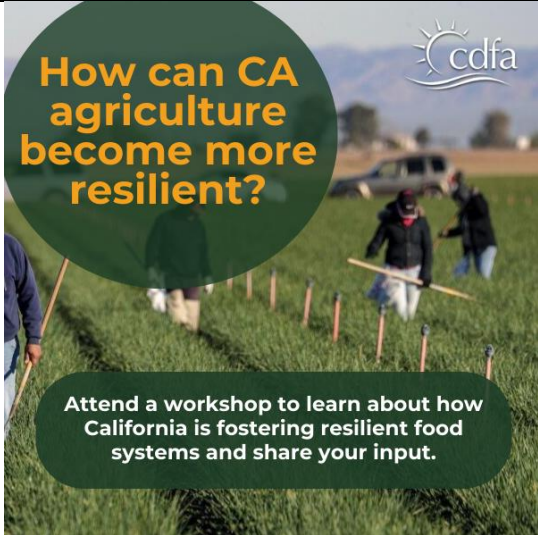
Register now!

- [October 22, 6:30 - 8:00 pm](#)
- [October 28, 9:00 – 10:30 am](#)

For any direct questions, please contact Nina Bingham at Nina.Bingham@cdfa.ca.gov. Please share this information with your friends, co-workers, and neighbors!


Social Media Posts

The following are social media posts for partner organizations to use to promote the Climate Resilience Strategy. These posts include graphics and suggested captions.

Post #1	Caption Copy
	<p>We're excited to announce that the California Department of Food and Agriculture (CDFA) has just released the draft Climate Resilience Strategy for California Agriculture! This document shares:</p> <ul style="list-style-type: none"> ✓ How climate change is impacting California's agricultural industry ✓ What the state is already doing to help ✓ What further opportunities exist <p>Read the Strategy, sign up for a workshop, and provide feedback at www.cdfa.ca.gov/climate. #ClimateResilience #ResilientAgriculture #CAag</p>
Post #2	Caption Copy
	<p>The California Department of Food and Agriculture's Climate Resilience Strategy (RSA) was developed with input from farmers and ranchers – but CDFA needs your help to make sure they got it right!</p> <p>The RSA details challenges and opportunities across the agricultural industry, covering everything from supporting our agricultural workforce's wellbeing and health to ensuring we have a sustainable and reliable water system to protecting animal health and more.</p> <p>Visit www.cdfa.ca.gov/climate to read the draft RSA, share your input, and help make California agriculture more resilient. 🌱</p> <p>#ClimateResilience #ResilientAgriculture</p>
Post #3	Caption Copy



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	<p>Our farmers and ranchers are facing an increasingly difficult landscape, including climate change effects, economic uncertainties, and more. The state is dedicated to supporting our agricultural industry and the Climate Resilience Strategy for California Agriculture is a key step in ensuring that the state is fostering resilience in the agricultural sector.</p> <p>Read CDFA's Climate Resilience Strategy for California Agriculture to ensure that the changes we need are highlighted in the plan www.cdfa.ca.gov/climate. #ClimateResilience #ResilientAgriculture</p>
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Best Practices for Posting

- Hashtags– In post copy for Facebook and Instagram, use 3-5 hashtags per post. Include these 3 hashtags (#ClimateResilience #ResilientAgriculture #AgVision2030).
- Emojis– Use no more than 4 related emojis at a time. Emojis can be used as bullet points or as punctuations.
- Length of Copy – Copy on image posts should be kept at a minimum to increase organic performance. Recommended character counts are listed by platform as follows:
 - Facebook: 80-100 characters
 - Instagram: 125-150 characters
 - X (Twitter): 100-280 characters