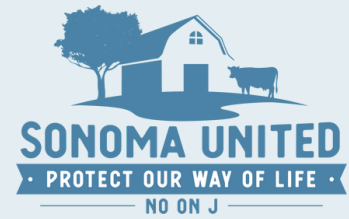


# Community Toolkit



## Frequently Asked Questions

### What is Measure J?

Measure J is an attempt by outside interests to eliminate dairy farming in Sonoma County by prohibiting farms and other animal production operations that have been in the county for generations and are vital to the future of this region.

Measure J is an assault on dairy farmers and the future of dairy production in California. The measure would have irreversible and devastating consequences on Sonoma County's agricultural economy and regional food security.

Anti-animal agriculture activists who wrote the ballot measure are attempting to mislead the public. Recently, the County Board of Supervisors was forced to intervene and correct deceptive language that inaccurately suggested the measure would improve animal welfare and water quality. Read more [here](#).

### How Does This Hurt Sonoma County?

Eliminating dairy production in Sonoma County would drive up the cost of food, devastate the local economy, kill thousands of good-paying jobs overnight, and wreak havoc on county budgets that fund police, fire, and other vital social services. The ballot measure would negatively impact a variety of economic sectors related to the animal agricultural economy, including veterinarians, mechanics, and farm and feed suppliers.

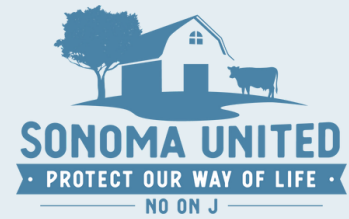
According to the University of California, eliminating dairy production in Sonoma County would result in the loss of \$259 million in agricultural production and reduce spending in the region by \$38 million.

For more information on the economic impact of eliminating dairy production in Sonoma County, view [this analysis](#) prepared by the University of California Agriculture and Natural Resources Cooperative Extension.

### What is Sonoma United?

"Sonoma United – No on J" brings together the multigenerational family dairy farmers in Sonoma County to ensure the industry and the residents of Sonoma County understand the destructive impact the ballot measure would have on the dairy industry and this community. In collaboration with other agricultural interests, related industries and labor, Sonoma United is a community-based effort to stand together against this outside attack on workers, farmers and the future of Sonoma.

# Community Toolkit



## Frequently Asked Questions

### Why Should People Outside of the Dairy Industry Care?

Sonoma County is a special place that offers a rural county feel with a rich agricultural history, vast open spaces and rolling hills that support wildlife and biodiversity. Sonoma is well known for its agricultural bounty, specialty grocery stores, world class farm to table restaurants, wineries and microbreweries, and a flourishing farmer's market scene offering fresh, organic and locally grown products including specialty dairy. Sonoma County dairy production is a key part of the agricultural system and is under attack by groups who do not share our values.

The organic scene in Sonoma County is supported by regenerative agriculture, a process that is led by local dairies providing the organic fertilizer used by hundreds of other organic business operations. Any organic product grown in the county was fertilized by the byproduct from an organic dairy or livestock farm.

### If This Really Only Applies to a Few Large Farms, What's the Big Deal?

Measure J is an attack on Sonoma County's way of life by outside activist organizations imposing their extreme views on the residents of Sonoma. The impact of the ban will be devastating to our family dairy farmers, the dairy workforce and all professionals who service the agricultural economy.

County residents prefer products from farms that are pasture-based and engage in organic and environmentally sustainable farming practices. This includes local household names like Clover and Straus Creameries who adhere to the highest standard of care for their animals and provide local jobs, while protecting the environment.

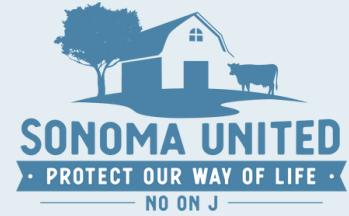
This is also about the related businesses and the county's regenerative agricultural lifestyle that would be impacted by any reduction in local food production. Sonoma County has been unique and doing things different for generations. We don't need outsiders to come in and tell us how to operate.

### Who is Funding the Sonoma United Campaign?

Sonoma United was formed specifically to defeat Measure J by family dairy farmers, small businesses, other agricultural interests and community members.

The primary contributor, Western United Dairies, is a voluntary trade association made up family dairy farmers who work hard to produce some of the most desirable dairy products in the world.

# Community Toolkit



## Frequently Asked Questions

### How Can I Help Guarantee Measure J is Defeated?

To ensure Measure J is resoundingly rejected at the ballot box, join our diverse coalition of community partners by signing up on the [campaign website](#) and following us on social media to stay informed.

Show your support with a yard sign, which can be requested [here](#).

Talk about your support with your friends and neighbors and let them know how harmful this measure is and the effect it would have on the entire community.

Learn more about farming in Sonoma County by talking to a local farmer at one of the county's several farmer's markets (list of locations [here](#)) OR schedule a visit to a dairy farm to see firsthand what really goes on by contacting Annie Hoagland (530-304-7405 | [annie@istreetpa.com](mailto:annie@istreetpa.com))

## Questions from the Community

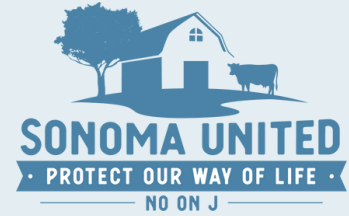
### Is it true dairy farms are polluting our soil and water?

No. All waste on dairy farms in California, including Sonoma County, is entirely contained as required by state and local regulations. Failure to adhere to these rules results in serious fines and penalties. Additionally, dairy farms make use of the majority of their nutrient byproducts for composting and other on farm operations. To do so, farmers utilize engineer approved storage and nutrient management systems and technologies, which also benefit local ecosystems.

### Is it true that Measure J only impacts 21 large farms?

A closure of any local dairy farm will negatively impact local food access and the regional economy. The ripple effect on other small businesses, good paying local jobs and the food production system in the county will be widespread and extremely damaging. Any changes to the dairy farming landscape in the county will touch the entire dairy community, including small farmers who are already operating at a disadvantage.

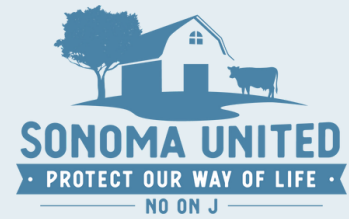
# Community Toolkit



## Fast Facts

- Dairy farms in Sonoma are a key piece of the county's wildfire prevention plan, as outlined in the [California Natural Resources' 30x30 Strategy](#). According to the strategy, wide open spaces must be managed using grazing, a primary activity on dairy farms. More information:
  - [CalFire Video](#)
- Dairy farms in Sonoma County are achieving the highest standards for water quality and are regulated to ensure compliance. To meet or exceed these standards, nearly all dairy farms across the county are certified organic and adhere to water quality control practices that promote enhanced water quality, such as no-till. More information:
  - [Regional Water Board Regulations](#)
- Dairy farms in Sonoma County are using the most trusted and effective technology that reduces methane and provides healthy compost for the regions entire regenerative agriculture system. Additionally, Sonoma County farmers are utilizing technology and best practices to reduce their environmental footprint, helping the industry meet its environmental sustainability goals to reduce emissions by 40% by 2030. More information:
  - [California Department of Food and Agriculture \(CDFA\) Alternative Manure Management Program](#)
- Dairy farms in Sonoma County promote healthy soils through various practices, including multispecies cover crop planting, to enhance pasture biodiversity and regenerative soil production via compost. More information:
  - [CDFA Health Soils Program](#)
  - [CDFA Alternative Manure Management Program](#)
- Dairy farms in Sonoma County utilize cutting-edge grazing and holistic land management practices which sequester carbon and positively contribute to the nutrient cycle. These practices enhance ecosystem function and protect the environment while producing nutrient-dense local food. More information:
  - [CDFA Conservation Agriculture Planning Grants Program](#)

# Community Toolkit



## Sample Social Media Posts

- Measure J is a direct threat to our rich agricultural heritage and the future of dairy farming. Say NO to outside interests trying to eliminate our local farms. #SonomaUnited #NoOnJ #ProtectOurWayofLife
- Sonoma County's farm-to-table scene relies on our local dairy farms. Measure J would devastate this, driving up food costs and harming our community. Stand with us and protect our dairy farmers. #NoOnJ #SonomaUnited
- Sonoma County's unique rural charm and agricultural history are under attack by Measure J. This measure threatens our local dairy farms and the entire agricultural economy. Join us in saying NO to Measure J and protect our community's future. #NoOnJ #SonomaUnited
- Grazing on Sonoma County dairy farms isn't just about raising animals; it's about sustaining our ecosystem. Measure J threatens these practices, putting our environment and wildlife at risk. Protect our community and our way of life. #NoOnJ #SonomaUnited
- Did you know that eliminating dairy production in Sonoma County could drive up the cost of food and devastate our local economy? Measure J is not the answer. Let's protect our way of life and our farmers. #NoOnJ #SonomaUnited
- Sonoma County's dairy farms play a vital role in wildfire prevention through responsible grazing practices. Measure J threatens this crucial land management, putting our open spaces and community at risk. Let's protect our land and our future. #NoOnJ #SonomaUnited
- Our farm-to-table lifestyle depends on local dairy farms that provide fresh, nutrient-dense food to our community. Measure J would devastate this tradition, driving up food costs and harming our local economy. Say NO to Measure J and support Sonoma's agricultural roots. #SonomaUnited #NoOnJ
- Sonoma County's dairy farms are more than just businesses; they are the heart of our local food system. Measure J threatens to eliminate these family farms, leaving us all to pay the price. Stand with our farmers and say NO to Measure J! #SupportLocal #NoOnJ #SonomaUnited

## Resources



[Press Release](#) >

## Contact

Annie Hoagland

[annie@istreepa.com](mailto:annie@istreepa.com)

530-304-7405