

PRESS RELEASE
FOR IMMEDIATE RELEASE

Contact: Rick Kellison
Email: Angela.Beikmann@ttu.edu
Phone: 806.742.2774

TEXAS ALLIANCE FOR WATER CONSERVATION FINALIZES PROGRAM FOR 2010
PIONEERS IN AGRICULTURE FIELD DAY AND WORKSHOP

LUBBOCK, TX – Texas Alliance for Water Conservation (TAWC) announces their 2010 *Pioneers in Agriculture* field day to be held at the Floyd County Unity Center in Muncy, Texas, on Wednesday, February 3 starting at 8:00 a.m. Topics to be discussed include new resources for irrigation scheduling and resource management; livestock management and CRP; updates on the proposed cap and trade and the NRCS Conservation Stewardship Program; and production decision and profitability management recommendations for 2010.

The *Pioneers in Agriculture* series is designed to connect today's producers with the latest research information through a shared experience that draws on our knowledge-building traditions of field days and farm walks.

"This field day is an opportunity to see the latest research, learn of new energy and water saving technologies and hear first hand from commodity groups and political leaders the future directions for agriculture and water management," said Rick Kellison, project director for TAWC.

The TAWC project utilizes on-farm demonstration sites, including cropping and livestock systems, to identify the various production practices, technologies and systems that help maintain individual farm profitability while improving water usage efficiency. One of the main goals of this project is to extend the life of the Ogallala Aquifer, while maintaining the viability of local farms and communities.

The Texas Alliance for Water Conservation is a unique partnership of Floyd and Hale county producers, data collection technologies, and collaborating partners that include: individual industries, universities, and government agencies. The TAWC project was made possible through a grant from the Texas Water Development Board. For more information and a final schedule for the field day, please visit the official Web site of the project:

<http://depts.ttu.edu/tawc>.

###