



Imperial County
We Have Everything



But Your COWS!



IMPERIAL
COUNTY

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Tremendous strides have been made in the past 10 years to overcome the challenges of desert dairying and you should consider the Imperial Valley as an alternative for a profitable dairy operation.

Two dairies are currently operating in the Imperial Valley. One has attracted a Gossner Foods, Inc. plant, which will operate adjacent to the dairy and be the only Swiss cheese factory in California.

DAIRY REFERRALS

Ag Commissioner
Air Pollution
 Steve Birdsall (760) 339-3414
 David Ritter (760) 339-4684

Planning/Building
Local Permits
 Darrell Gardner (760) 339-4236 ext.279
 Jim Minnick (760) 339-4236 ext.278

Environmental Inspections
 Trina Hamby (760) 339-4203
 Public Health-EHS

VIDA
Executive Director
 Ken Hollis (760) 337-7814
Economic Development
 Maroela Piedra (760) 337-7814

IV Farm Bureau
Executive Director
 Lavren Grizzle (760) 352-0232

Water Purification Systems
 Ed McGrew (760) 344-5161

Animal Feeding/Nutrition
 Dr. Juan Guerro (760) 352-9474
 (Coop Ext.)

Banking
 Don Glud (VIB) (760) 337-3240
 Dale Ming (760) 352-1870
 Farm Credit Services Southwest

Farm Real Estate
 Ed Snively (760) 353-1700
 Ed Snively Real Estate
 Jack Strobel (760) 352-3870
 Jack Strobel Ranch Realty

Regional Water Permits
 Suchas Chakraborty (760) 776-3931
 Regional Water Quality Control Board
 Colorado River Basin Region

Water & Power
 Ron Hull (IID) (760) 339-9350

Dairy consultant — Imperial County

Under the direction of the Dairy Steering Committee of Imperial County, the consultant will lead the effort to invite dairies to relocate to, or open additional operations in, Imperial County. The consultant should have strong leadership qualities, established, or the proven ability to establish, relationships in the California dairy industry and a thorough knowledge of dairy operations and markets, general agriculture and local government permitting processes. The position will require the consultant to develop and implement strategies to market Imperial County to dairies, administer the dairy attraction budget and seek and obtain long-term funding for the marketing effort. Duties will include making personal contacts with dairy representatives, creating and delivering presentations, arranging Imperial County's participation in agricultural trade shows and similar events, assisting in the creation of incentive packages for dairies considering a location in Imperial County, fundraising and grant writing. The consultant initially will work under a six-month contract with the Imperial County Farm Bureau, which will provide limited support. Salary will be negotiated based on qualifications. Extension of the contract is possible and will be based upon performance and the availability of additional funding. Applicants should submit a resume, references and a letter outlining qualifications and job approach to Lauren Grizzle, Executive Director, Imperial County Farm Bureau, 1100 Broadway, El Centro, CA 92243, e-mail to lgriz@thegrid.net. The application deadline is May 1.

[BACK](#)





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Location

• Low-cost dairy-ready land:

- 143,000 acres
- Average price: \$2,000 per acre.



• Unlimited quality water and power:

- Colorado River water for only \$13.50 an acre foot
- Electricity to the Valley for 0.0659 cents per kw hour.

• Large available labor pool

• Feed and services:

- Over 180,000 acres alfalfa selling for \$100 a ton
- 17 feed mills
- Extensive livestock services network: feeding and nutrition, vets, breeding and supplies.
Dairies proven to attract specialized dairy equipment firms

• Clean, smog-free air:

- Climate, wind patterns and absence of polluting industries allows for cleaner air not found in the San Joaquin Valley or L.A.

• Dry mild winters with high production:



- Modern desert dairying techniques promote higher winter production, which compensates for lower production during the summer heat.
- Annual production potential is 19,000 lbs. per cow
- Annual rainfall is only 3 inches.

- **Humidity:**

- Humidity, a major component in summer heat stress for cows, is lower in the Imperial Valley than in Phoenix.

- **Misting sheds reduce heat stress:**

- Using modern shade/misting systems with fans, heat stress is significantly reduced and production and conception rates increase.
- Body temperature drops from 105° to 102.1°, about 6° over normal
- Milk production goes up 6-7 lbs. per cow per day.
- Conception rates of 1-15% improve under cooling to 35-50%. The normal rate is 45-50%.

- **Short permit process:**

- Where land is already zoned for dairies, permits can normally be processed in three to six weeks, compared to the six months or longer required in the San Joaquin Valley.

- **Good water drainage:**

- Dry climate and porous soil allows standing water to quickly evaporate or disperse.
- The Imperial Valley does not have the ground water contamination problems plaguing other dairy areas of California.

- **Easy manure disposal:**

- Over 400,000 acres of cultivatable land available for waste disposal.

- **A community with tradition:**

- Agriculture is basic to the Imperial Valley's way of life and the county's "right-to-farm" rules give

...and the County of ... give precedence to agricultural activities and prevent restrictive urbanization. The community is enthusiastic about the future of dairying and is ready to help you move.

- **Solvable transportation cost differential:**
- A subsidy is available after transportation audit and hearing process.

To learn more about opportunities in the Imperial Valley, call:

**Valley of Imperial Development Alliance
(VIDA)**

**800-317-VIDA
836 W. Main St., El Centro, CA 92243**



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