

March 5, 2021

Ronald Harris
Designated Federal Officer, Director of Outreach and Partnerships
Natural Resources Conservation Service (NRCS), U.S. Department of Agriculture
1400 Independence Avenue, S.W., Room 6006-S
Washington, D.C. 20250

Dear Mr. Harris,

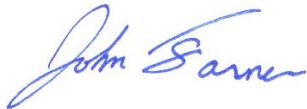
On behalf of the approximate 1,200 member companies of the Irrigation Association, it is my pleasure to nominate Mr. Mauricio Troche for the USDA's Advisory Committee on Urban Agriculture. I am excited about this initiative by the USDA and I look forward to the expertise Mauricio will bring to the committee.

As you may know, more than 70 percent of freshwater is used for agricultural production alone. As the pressure increases on our water resources and with more and more land taken out of agricultural production, the role urban agriculture will play in ensuring a safe and reliable food supply will be great. As much of the water currently used for urban irrigation is potable water, the expertise Mauricio will bring to the committee regarding efficient water management and conservation will be of great value.

Mauricio is the Vice President of Specialty Markets for Netafim. With a strong background in agricultural technology, Mauricio leads Netafim's efforts in the urban agriculture market. Focusing on efficient irrigation, Netafim seeks to create a paradigm shift regarding how water is used in urban settings. Through their drip and solutions-based technology, Netafim's purpose is to help the world grow more with less. In an urban agricultural setting, this is more important than ever. In fact, you can see some of Netafim's technologies in action through their partnership with the USDA and the Farm Journal Foundation at the "Voice of the Farmer Garden" just outside of the USDA on the National Mall.

Thank you for your leadership through this advisory committee and your consideration of this nomination. If you have any questions, please contact me at johnfarner@irrigation.org or on my cell at 703.625.2038.

Sincerely,

A handwritten signature in blue ink that reads "John Farner".

John Farner
Industry Development Director