

Agricultural Programs Market Research Part 1 and Part 2

Part One Presentation

When: November 29, 2016

Time: 10:00 – 11:30 a.m.

Presentation and Discussion:

In Part One we will share the findings from our analysis of the current state of the agricultural market in the Pacific Northwest and BPA's territory. We will draw on analysis we have been working on since 2014 (including analysis of USDA data, mapping of BPA's territory by crop type, and interviews with the experts). This presentation will focus on how the market works in BPA's territory, the different options for types of efficiency with Ag, and current market barriers.

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Part Two Presentation

When: December 13, 2016

Time: 10:00 – 11:30 a.m.

Presentation and Discussion:

Building off of Part One and working from how the market and our programs operate currently, we will share what we found to be the top areas of opportunity for the future of agricultural irrigation in BPA's territory. Since 2014, the research team has completed over 80 interviews and dove deep into the program and market data to identify some interesting new opportunities for efficiency programs. We are excited to share what we learned, so please join us!

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