



Empowering people to  
protect and restore water.

Mike Tiboris  
Clear Water Farms Director  
[WisconsinRivers.org](http://WisconsinRivers.org)



**RIVER ALLIANCE**  
*of* WISCONSIN





Connecting clean water advocates with farms that are good stewards of Wisconsin's land and water.

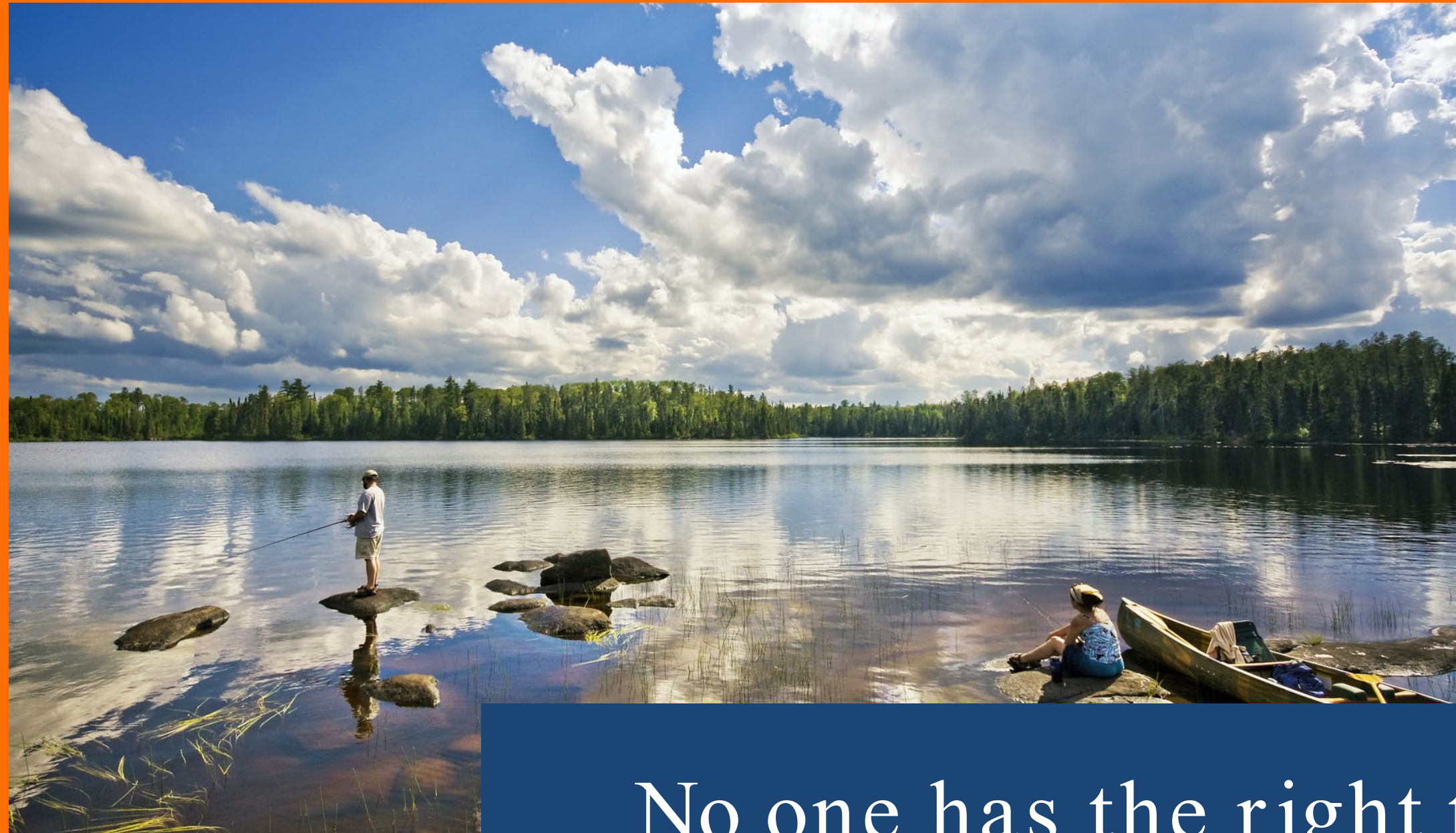




**David Trimner**  
General Manager  
**Miltrim Farms**



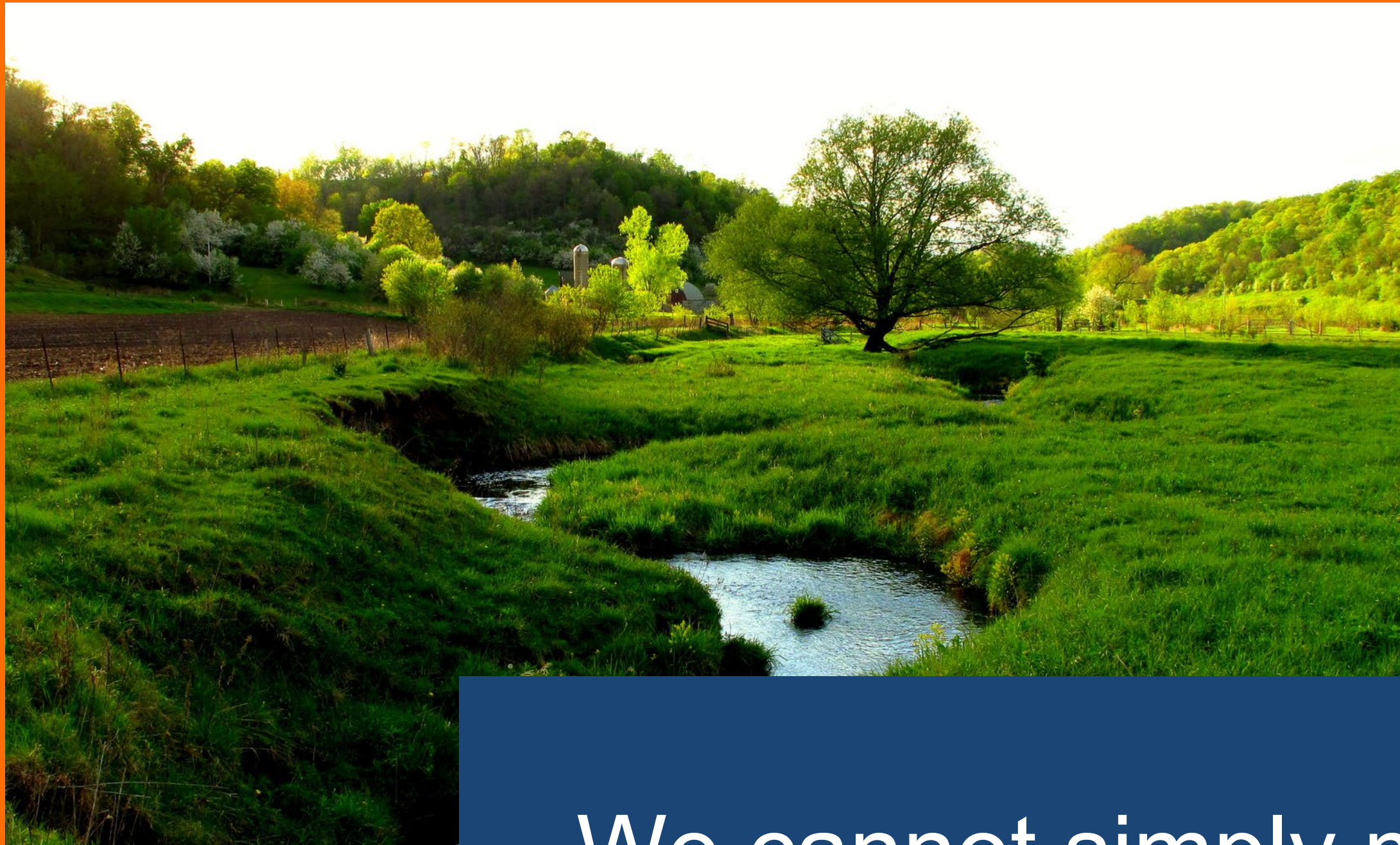
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No one has the right to pollute.

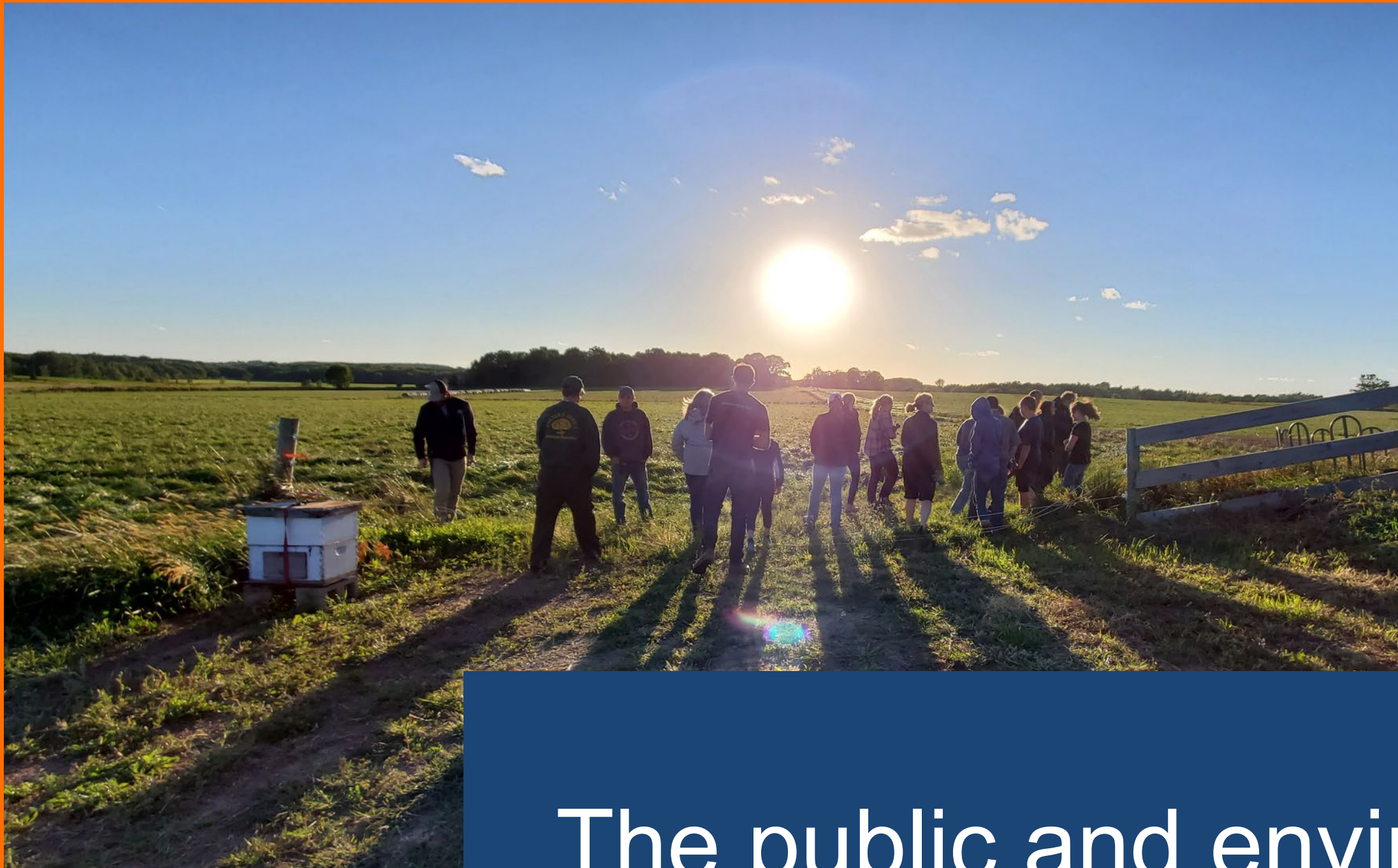
No one (farmers included) should accept the idea that successful farming allows polluting groundwater.





We cannot simply make tweaks to the existing system and expect to meet our environmental and public health goals.





The public and environmental community are supportive of farmers who share the value of water protection.





Sustainability isn't just about efficiency.

If true sustainability can't be achieved,  
farmers will lose their social license.

# The big picture:

- Regulation and monitoring
- Voluntary change
- Collaboration with watershed-based, non-farm groups
- Financing different market infrastructure
- Changing consumer attitudes





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