

WESTERN GROWERS WATER VIDEO CAMPAIGN

campaign started on June 1



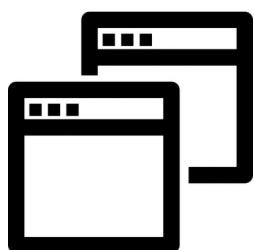
1,894,854 impressions
people who have seen the video



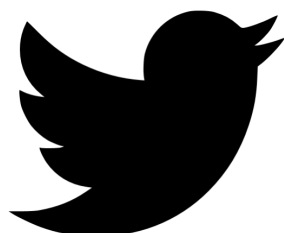
502,276 video completions
people who have watched the entire video



859 social media interactions
people who have liked, shared or commented on the video



8,652 page visits
people who visited the WG Facebook and wga.com/water



16 #lostCAwater
people who have used our #lostCAwater hashtag