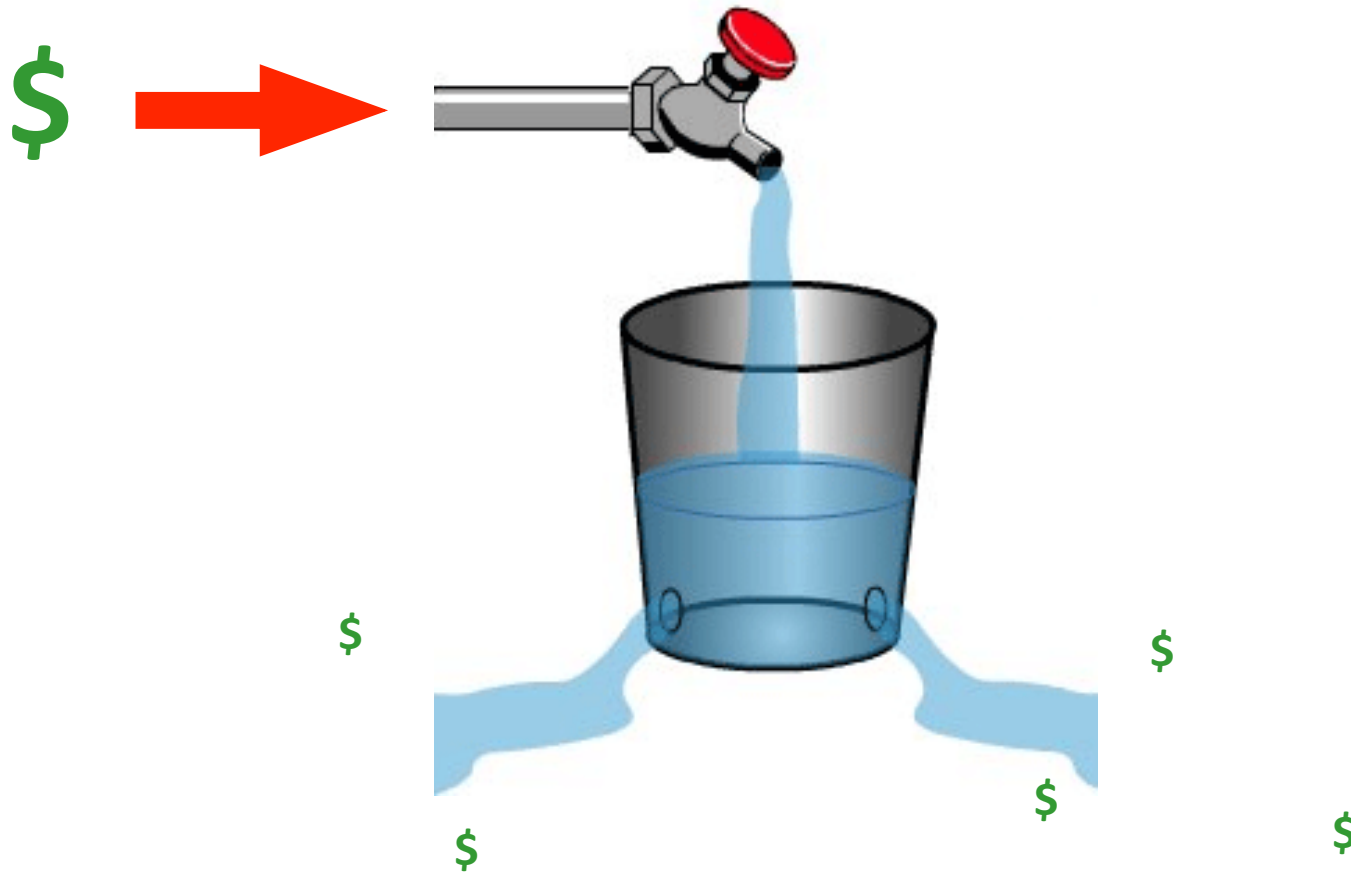


But, new “supply” is not the only solution,  
or even a preferred one:

We can produce more food, goods, and  
services with *less* water

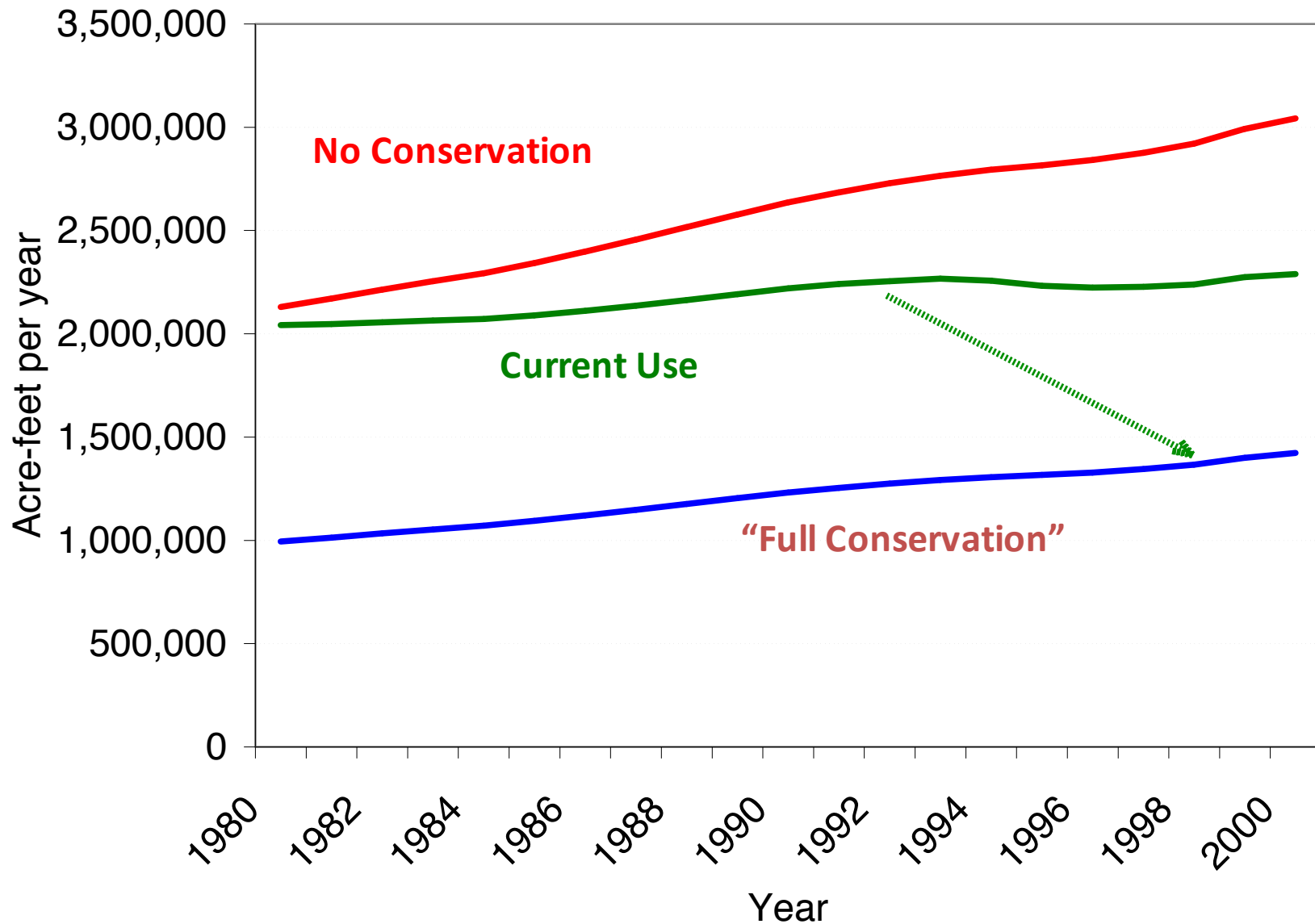
# What's the first thing to do to a leaky bucket?



# Water Conservation and Efficiency



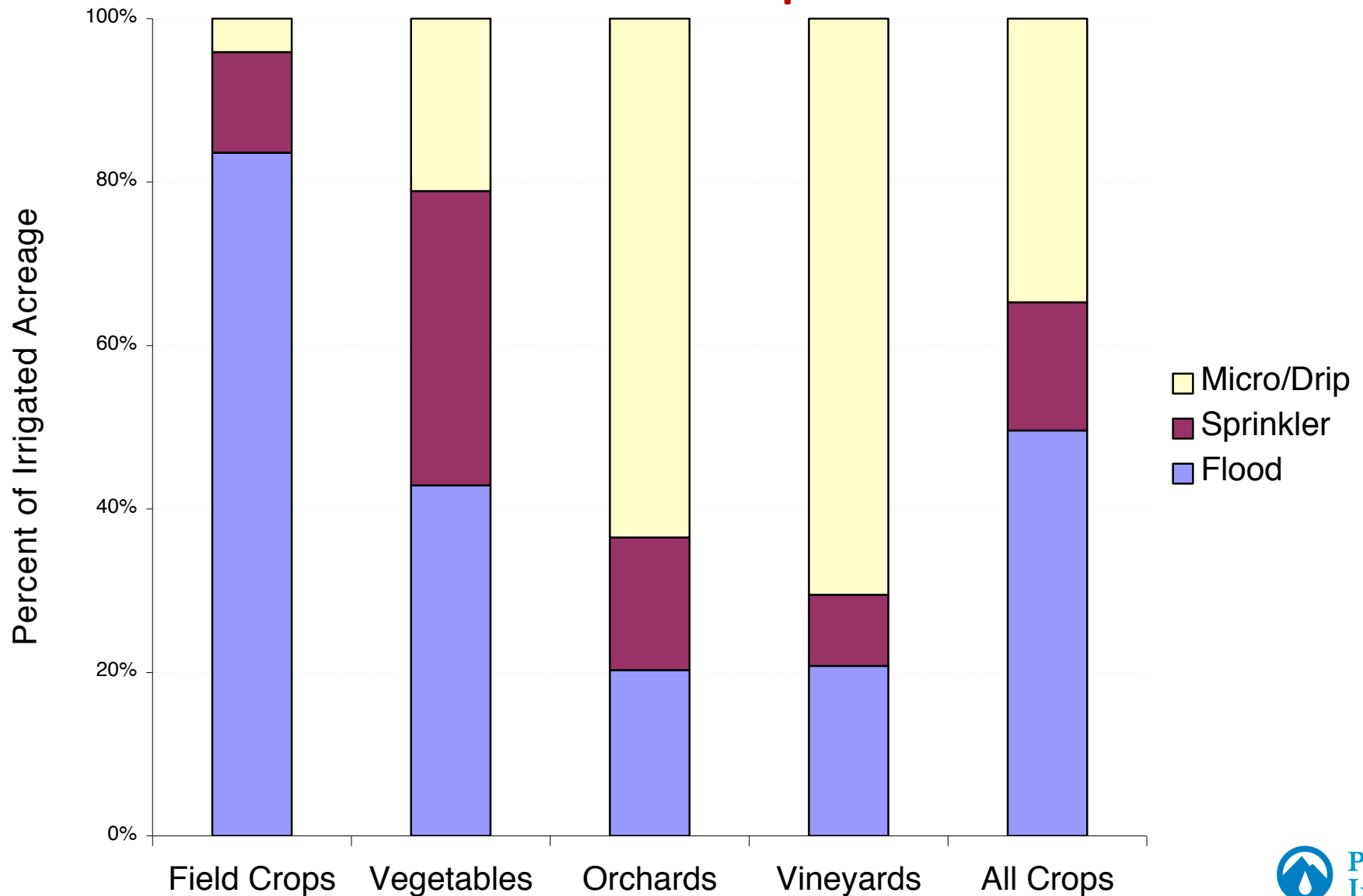
# Indoor Residential Water Use

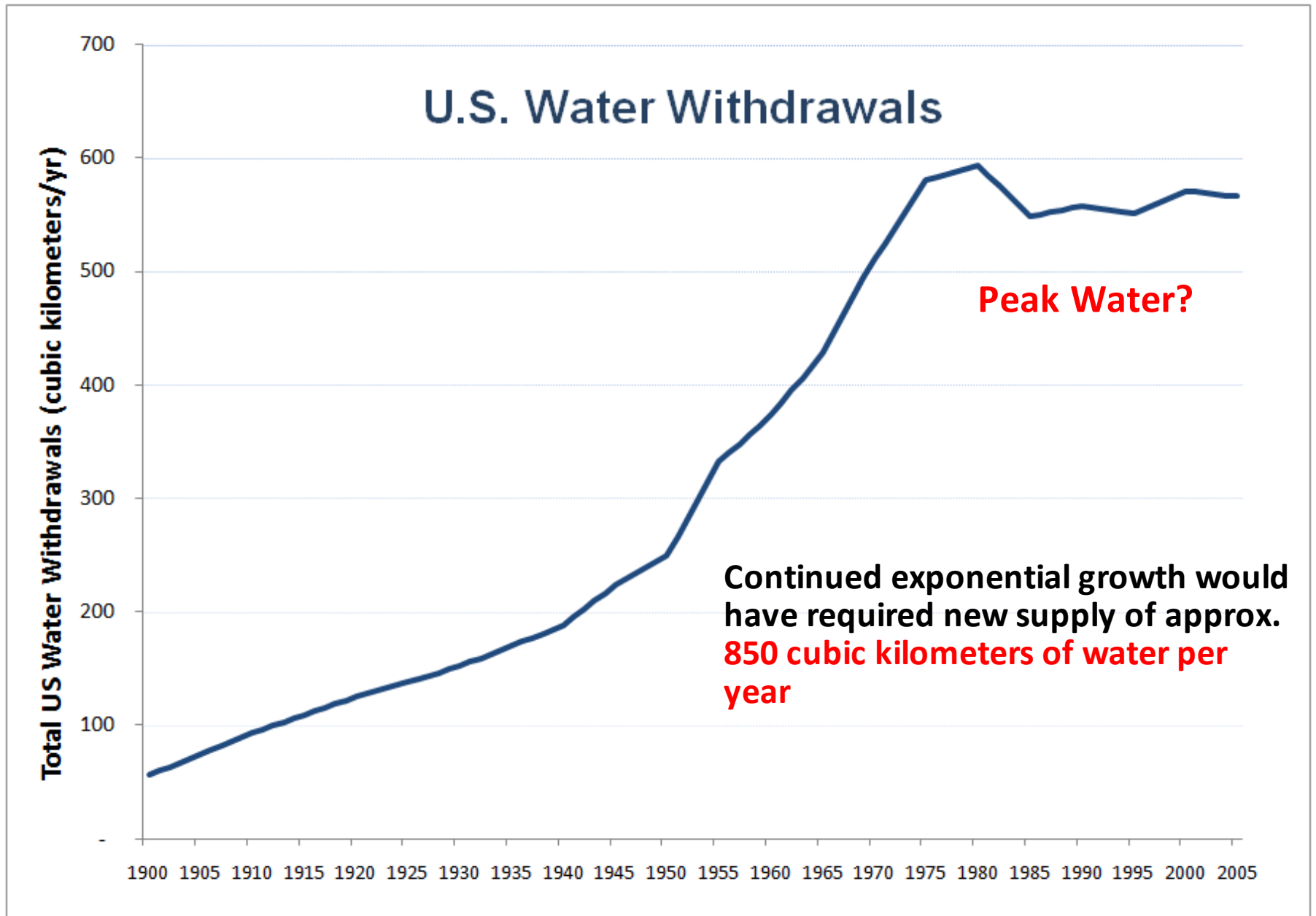


# Producing More Food and Fiber with Less Water

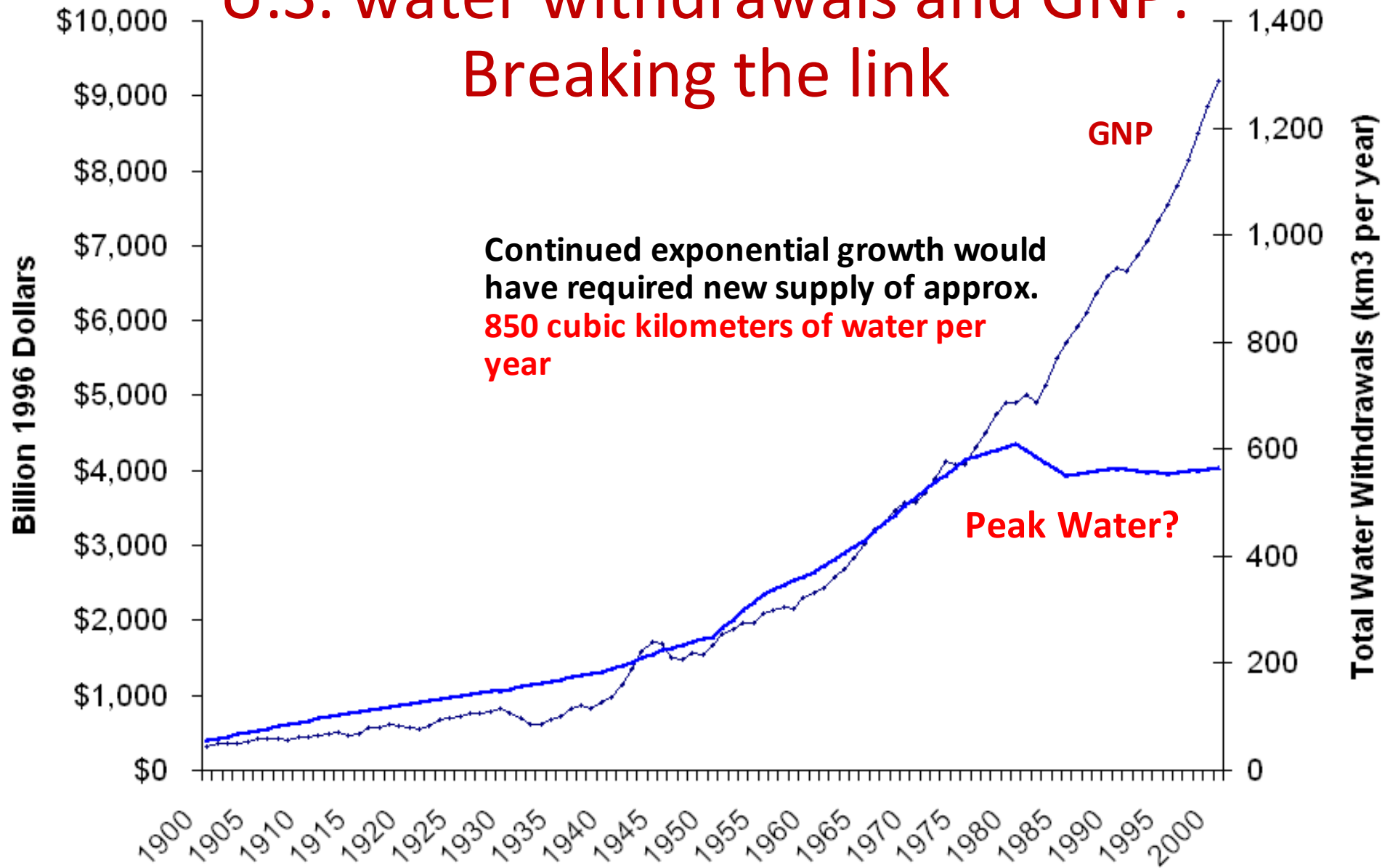
- Efficient Irrigation Technology
  - Changing irrigation technology
- Improved Irrigation Scheduling
  - Using local climate and soil information to schedule irrigation; and
- Regulated Deficit Irrigation
  - applying RDI to appropriate lands and crops.

# Irrigation Technology is Improving Potential Remains for Improvement



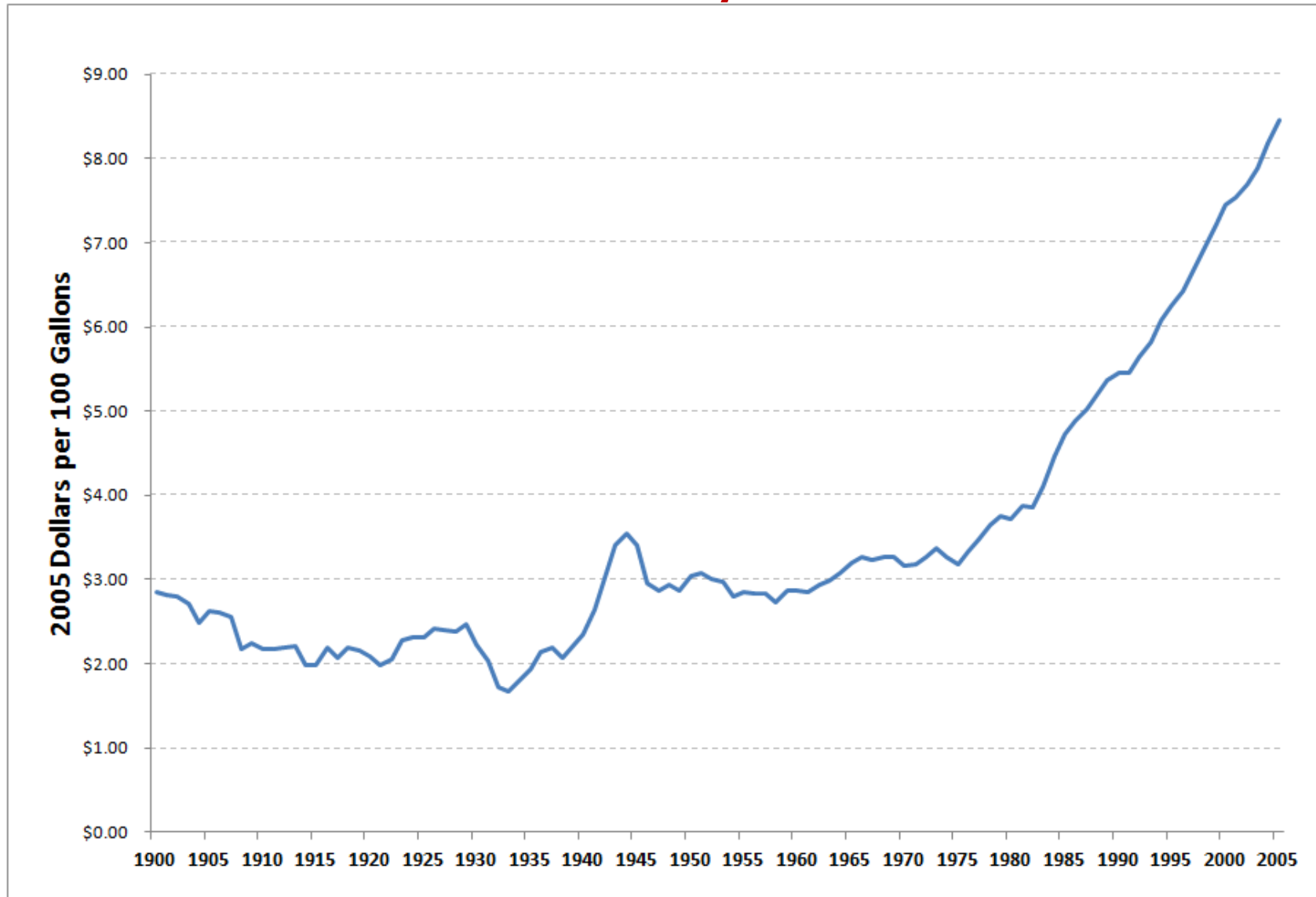


# U.S. water withdrawals and GNP: Breaking the link





# Economic Productivity of Water Can Grow





# Final Thoughts

- The water problem is real and bad.
- There are human, economic, and environmental costs to inaction.
- Not everything is getting worse.
- New thinking is needed. What solutions are sustainable, scalable, and socially responsible?
  - New technologies
  - Better economics
  - Smarter, more integrated institutions
- And new actions, commitments, and partnerships can move us in the right direction.



# THE WORLD'S WATER

Volume 7

The Biennial Report on Freshwater Resources

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Lucy Allen

Juliet Christian-Smith

Michael J. Cohen

Heather Cooley

Matthew Heberger

Jason Morrison

Meena Palaniappan

Peter Schulte

- U.S. Water Policy
- Water and Fossil Fuels
- International Water Quality
- Transboundary Water and Climate Change
- Corporate Water Management
- Drought and Water Management in Australia
- China and Dams



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