HOW MUCH

Water is part of any production process.

We need it to grow apples, as well as produce a packet of crisps.

The amount of water needed in this process depends where we are because climate and agricultural practices will be the most important players.





1 cup of coffee







1 glass of beer



1 glass of apple juice



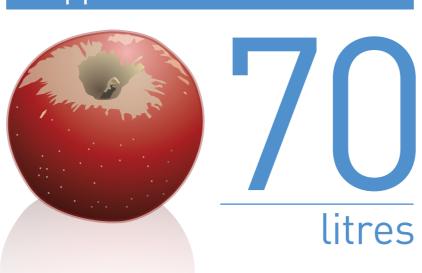
Global average virtual water content of some selected products, per unit of product (Source: Hoekstra and Chapagain, 2007)

WATERISNEEDED

1 glass of orange juice



1 apple



1 egg



1 glass of milk



litres

orange



potato



PKULUULE

1 tomato



1 slice of bread



slice of bread with cheese



litres

bag of potato crisps



hamburger

