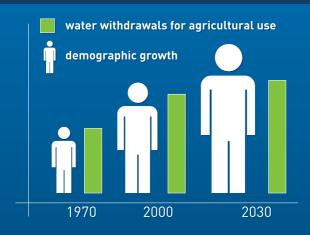
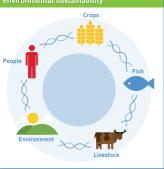
## WATER USE EFFICIENCY

With continuing population growth, rising incomes and urbanization, food demand will roughly double in the next fifty years

## PRODUCING MORE FOOD WITH LESS WATER



we must make better use of water along the whole chain from the farm to the market while preserving and restoring healthy ecosystems



Water use efficiency and productivity increase through better on-farm water management, improvement of irrigation system performance and adjustments of irrigation policies