

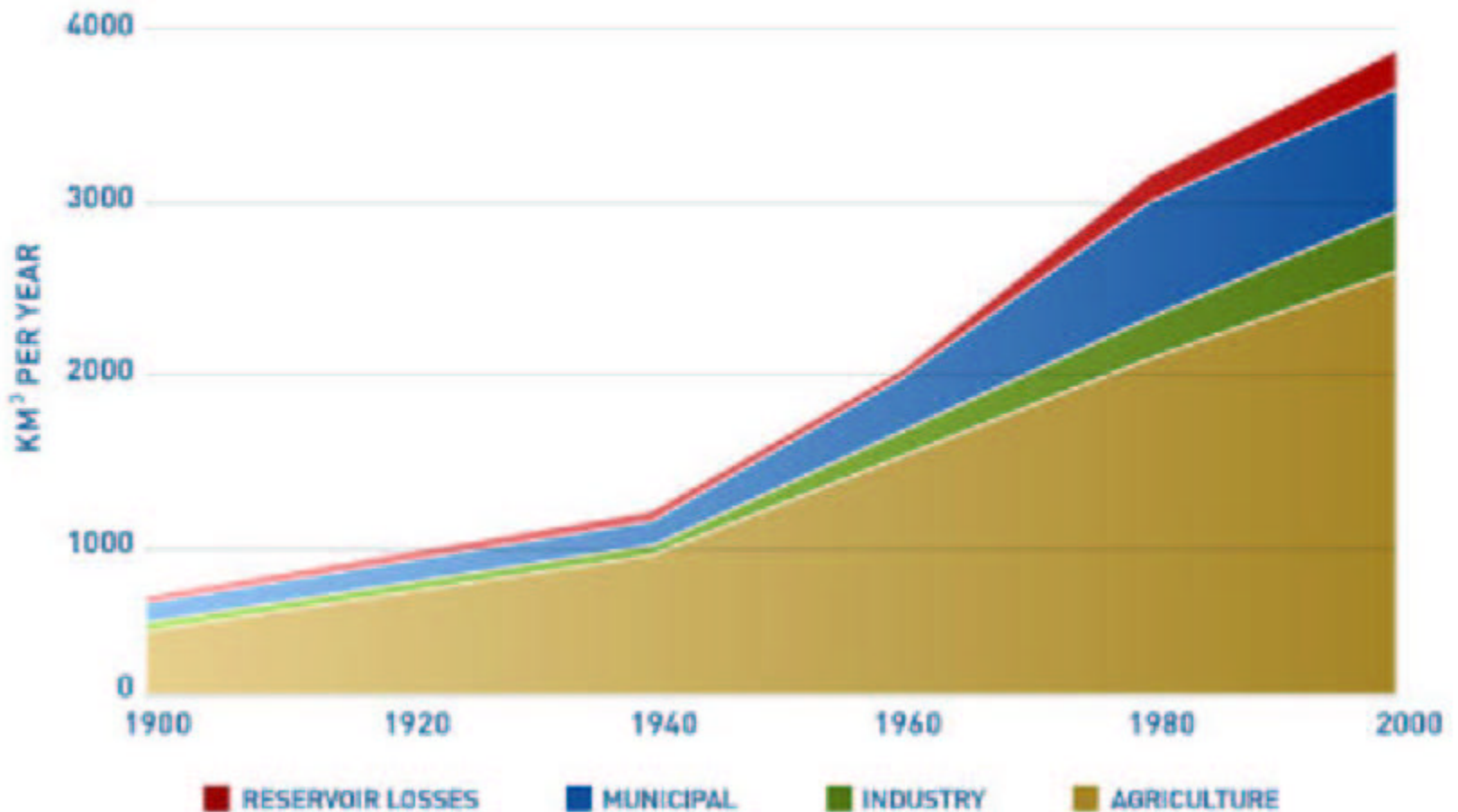


**Did you Know ... 140 litres of
water is required to produce
your cup of coffee?**

Virtual (Embedded) Water

- **VIRTUAL WATER** is a term that links water, food, and trade. It is the amount of water that is embedded in food and products needed for its production.

ESTIMATED WORLD WATER USE



Reference: www.fao.org/nr/water/art/2008/wateruse.htm

Did you Know?

- The volume of the Earth's fresh water is the same as it was 2,000 years ago
- 2,000 years ago, Earth's population was 3% of the current population of 6 billion
- Earth's population could approach 9 billion by the year 2050
- We all need to reduce our water footprint

United Nations Predictions for 2025

- Population will increase by 2.2 billion
- Cereal consumption will double
- Meat consumption will triple
- Municipal & industrial water use will increase by 18%
- Global water withdrawals will increase by 32%

Typical Water Use

LITRES OF WATER

Daily drinking water

2–5
litres



Daily household use



20–500
litres

1 kg of wheat

1000–1500
litres

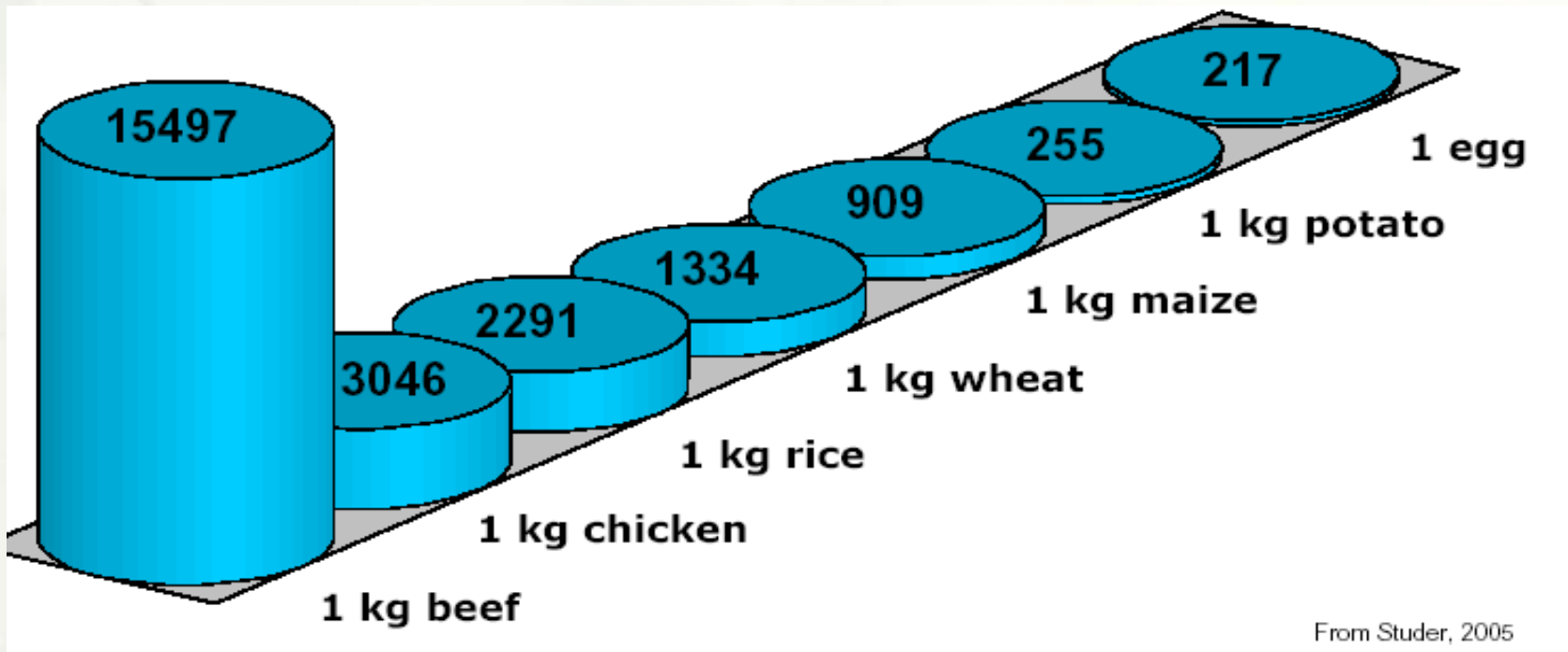


Embedded Water – Did You Know?

- To produce one kilogram of wheat, we need about 1000 litres of water (i.e., the virtual water of a kilogram of wheat is 1000 litres)
- We need more than 15000 litres of water to produce a kilogram of beef
- The leather shoes you are wearing required 8000 litres of water to manufacture

Reference: Water Resources Sustainability, L.W. Mays, Ph.D., P.E., P.H.,
Department of Civil and Environmental Engineering, Arizona State University,
Tempe, Arizona, 2007

Virtual Water (litres) Embedded in Various Foods



Reference: www.oecd.org

Food for Thought

- Our global volume of water is the same as it was 2,000 years ago
- Global growth and water use is increasing significantly
- Conserve your Water – Plan Wisely!!!