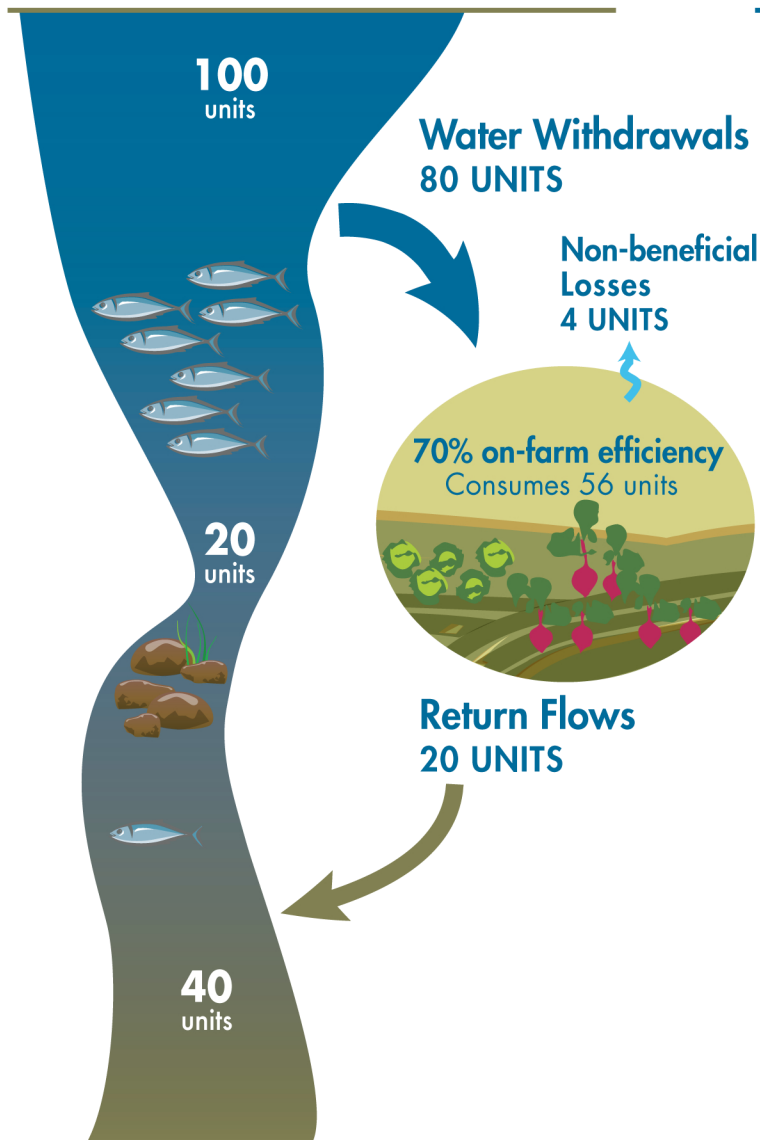


The Multiple Benefits of Water Efficiency

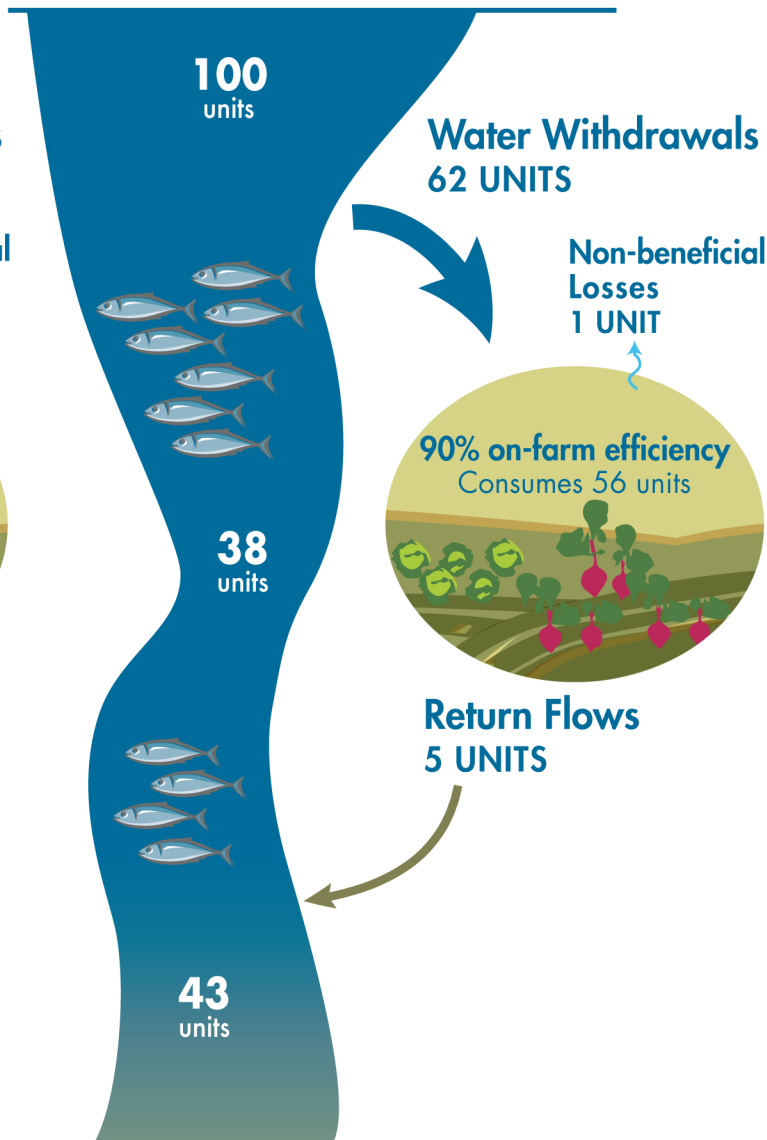
BENEFITS OF EFFICIENCY INCLUDE:

- Maintain agricultural production
- Reduced non-beneficial consumptive losses, creating new supply
- Less polluted runoff into rivers, streams, and groundwater aquifers
- More water to support in-stream flows
- Less energy for pumping
- Reduce or eliminate need for expensive infrastructure
- Less vulnerability to drought

LESS EFFICIENT WATER USE



MORE EFFICIENT WATER USE



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* Numbers in this figure are for illustrative purposes. Actual quantities would depend on site-specific conditions.