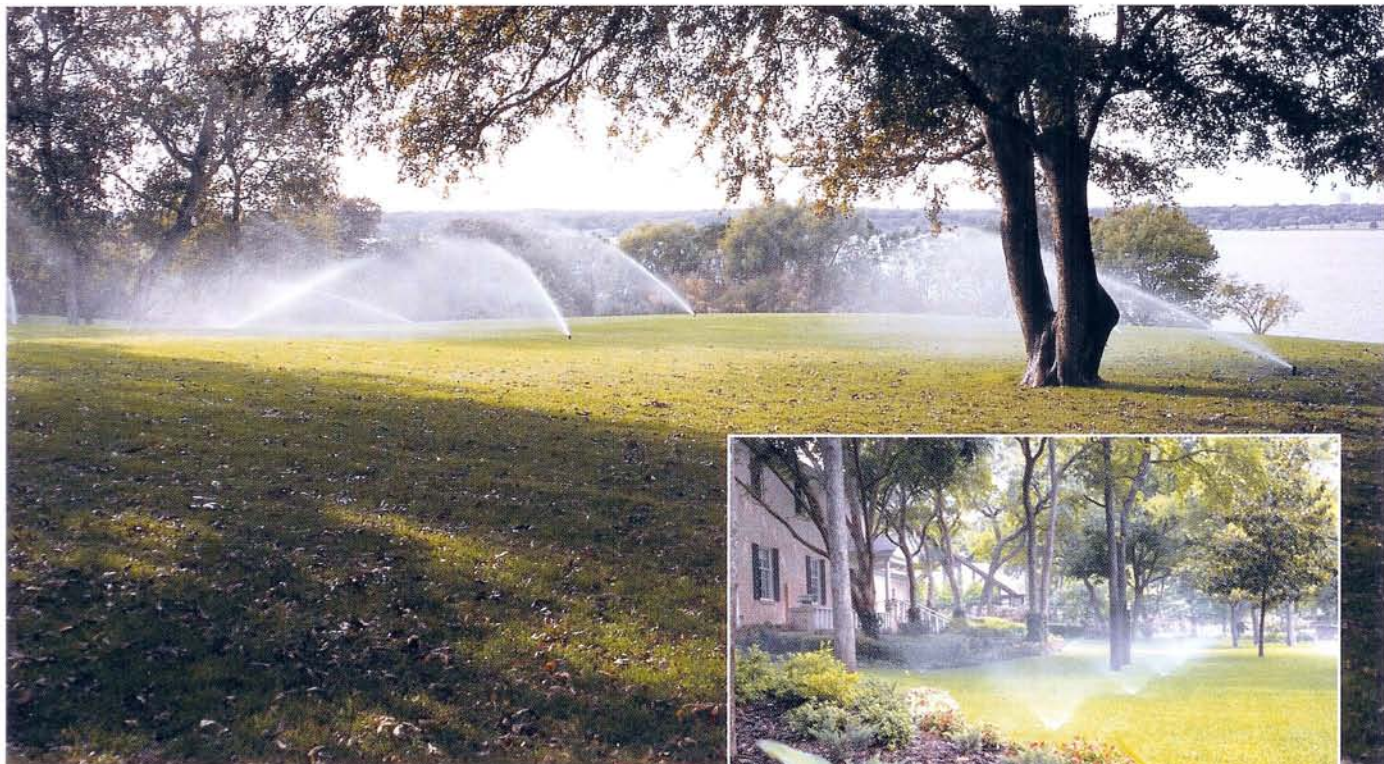


# Watching Every Drop. The Irrigation Industry.



## Landscape

Take a look around. Attractive landscapes do more than please the eye. They're essential to our health and general well-being. However, many people assume America's lush lawns inefficiently consume water. This couldn't be further from the truth. Landscaping accounts for only 2.9% of total water usage nationwide. And with sensible stewardship of our limited water resources, this figure could be reduced even further.

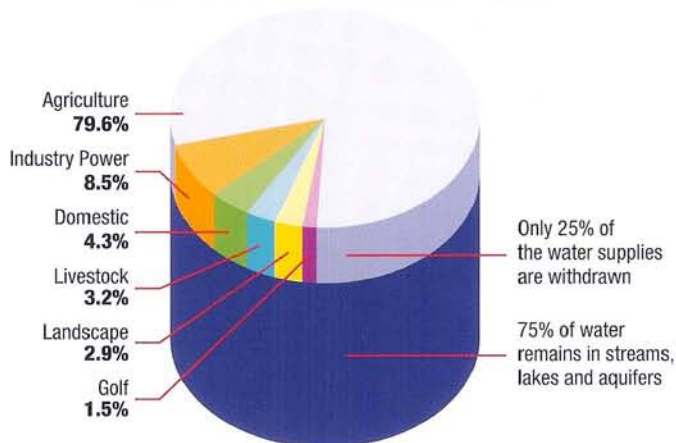
## Gardening...America's #1 Hobby

People are spending more time in their gardens and investing more in developing attractive landscapes. Gardening centers are on the rise in practically every urban area around the country. The positive economic impact this trend has created could grow to even more impressive proportions; however, it is essential that the public utilize the water-saving technologies that are readily available.

Irrigated landscapes contribute to the enjoyment of life in many ways:

- ▶ Create natural "air conditioning"—eight average front lawns have the cooling effect of 70 tons of air conditioning
- ▶ Replenish oxygen
- ▶ Reduce noise levels
- ▶ Add 15% more value to your home
- ▶ Create places to relax and reflect

## Fresh Water in the United States



Pie chart represents 100% of fresh water

**THE IRRIGATION  
ASSOCIATION**



# More Beauty with Less Water...



The Irrigation Industry provides better options for efficient water use and control. Balanced water delivery either from rainfall or irrigation is required for landscapes and gardens to thrive in many areas. The following are just some of the affordable technology options now available for water conservation.

#### **Automatic controllers**

Allow control of watering time, water amount and different application rates for different types of plants. All adjustable to changing weather conditions, all automatically.

#### **Rain shut-off devices**

Sense when it is raining and automatically shut-off the irrigation system.

#### **Soil moisture monitoring devices**

Monitor the amount of water in the soil available to plants, turning the irrigation system on or off as appropriate to maximize plant growth rates while minimizing water use.

#### **Advanced performance sprinklers**

Computer analyzed nozzles and spray patterns provide uniform water distribution in all situations.

#### **Low flow drip irrigation systems**

Water effectively by applying water a drop at a time to the root zone of the plant.

### **Putting Recycled Water to Work**

**Recycling water for use in irrigation is technology that will benefit everyone. Recycled water technology is available today that can convert our cities' sewage and drain water into a beneficial product for our landscapes. The high nitrogen water output from our treatment plants that pollutes our rivers must be recycled and put to productive use in landscape irrigation. Dual water systems, one for drinking water and one for outdoor use, are called for in our newer developments. We only need to create the recycled water delivery system.**

### **A Positive Course of Action for the Future**

In the future, as demand for available water resources increases, proper and efficient water management practices will be crucial to all. At the same time, the environmental, recreational, aesthetic, and economic benefits of landscapes and gardens will grow in importance.

Policy makers and community leaders must lead efforts to ensure the benefits of commercial and residential landscape and gardens are preserved and fully realized through the following initiatives:

#### **Water Management Incentives**

Community-based incentives programs must be put in place which encourage municipal, commercial and residential water users to implement best management practices in irrigation design using affordable existing technology to meter and control the application of water.

#### **Education**

Many of the problems related to the misuse and under-utilization of available water resources are due to lack of education about currently available resources.

Policy makers must lead the effort to develop and make available innovative educational materials and programs that illuminate the value and benefits of proper water management practices.

#### **Recycled Water Projects**

Recycled water (water recovered from sewage treatment plants that has been reconditioned to near-drinking water quality) offers a virtually untapped supply of irrigation water allowing us lush landscapes while conserving fresh water. Vast amounts of recycled water, which could be directed toward landscape irrigation, go unused and are dumped into our rivers and streams daily. The promotion of dual water systems within communities, one for the delivery of drinking water, another for the delivery of water for outdoor use (landscaping and gardening) is a critical step toward effective water savings and cleaning up our streams.

*Since 1949, Irrigation Association (IA) members have led the advance in water-use efficiencies to create smarter solutions for residential and commercial landscapes. The IA is comprised of industry professionals from both public and private sectors—researchers, technicians, manufacturers, distributors, dealers, system designers, consultants, installers, and contractors—all dedicated to assisting the landscaping community develop and effectively utilize our most vital resource.*



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