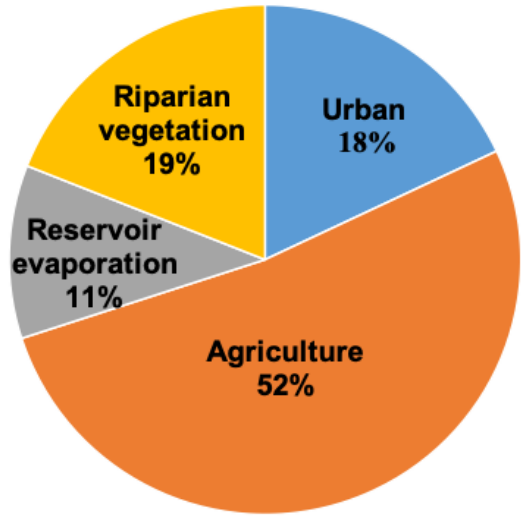
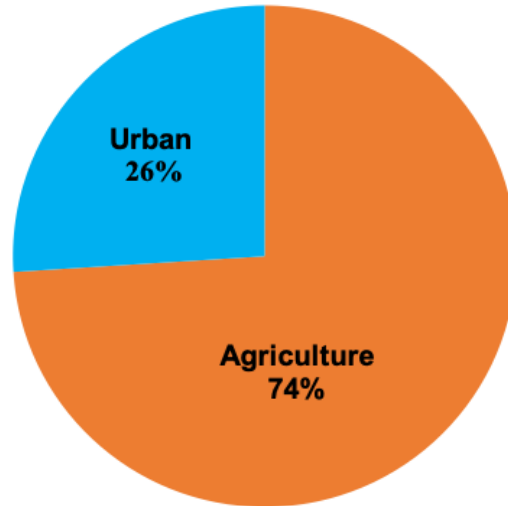


Colorado River Basin



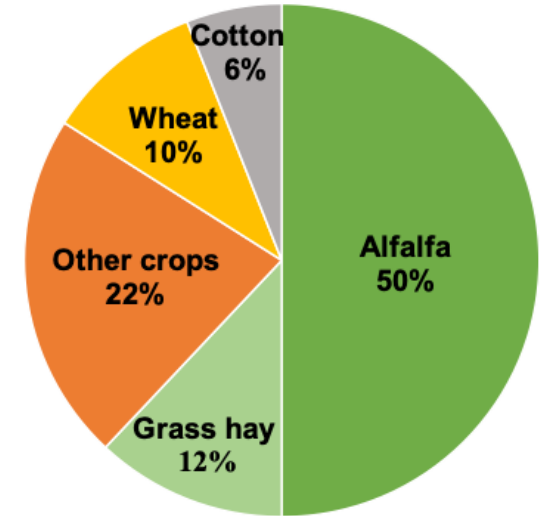
All Water Consumption

Colorado River Basin



Direct Use

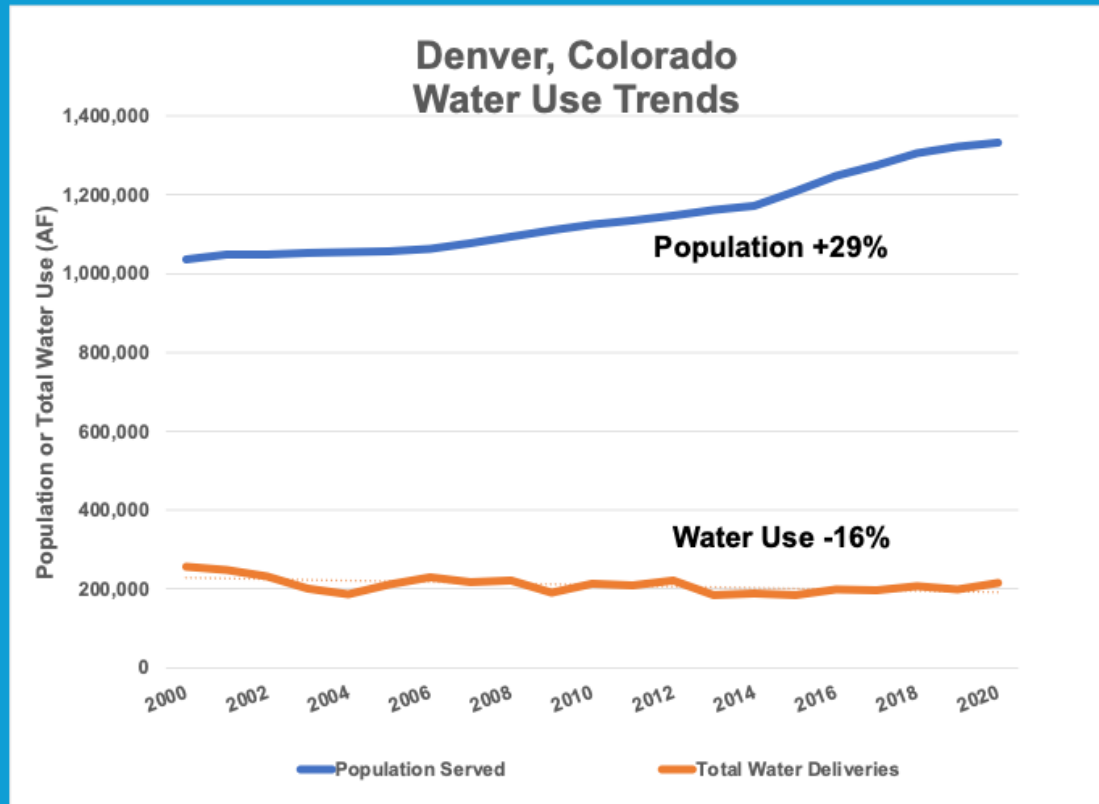
Colorado River Basin



Crop Water Consumption

Cities and industries account for 26% of water consumed directly

However, cities using Colorado River water have been able to grow by 24% while their water use *decreased* by 18%



How did they do it?

- Reduced outdoor landscape watering
- Replaced indoor plumbing fixtures (water-efficient toilets, washing machines, dishwashers)
- Tiered rate pricing
- Leak detection and repair

Irrigated farms account for 74% of water consumed directly

Relatively small percentage reductions can add up to a LOT of water

How to reduce farm water use

- Switch to crops with lower water needs
- Lower production of water-intensive crops (split season irrigation)
- Improve irrigation efficiency
- Temporary fallowing of some farmland
- Permanent retirement and repurposing