

Rain Bird: Innovative products and initiatives for a better world

ACCORDING TO A recent article in the *New York Times*, the Southwestern United States is on the verge of a critical situation. Not only are water levels in Lake Mead too low to supply the area's burgeoning population, these same low water levels also diminish the Hoover Dam's ability to generate electricity. Unless the drought ends or water is diverted from other sources, the economic implications could be severe.

The Southwest provides just one example of the impact water has on each of us — in ways as personal as our monthly water bill and as public as our global economy. Around the world, the realities are staggering. Only 1 percent of the world's water is fresh — the only portion suitable for human consumption. Meanwhile, the demand for this relatively small amount of water is growing exponentially. As a result, 47 percent of the world's population will be living in areas of "high water stress" by 2030.

These facts are taken directly from Rain Bird's latest white paper, "Water Conservation and the Green Industry," a publication that examines the social and economic factors behind water conservation and their cumulative effect on the green industry. Our white paper series is just one example of our continued focus on The Intelligent Use of Water™. We understand the vital role water plays in a healthy, sustainable environment — and a healthy economy. As a result,

we continue to innovate and develop spray heads, nozzles, controllers and drip irrigation systems that apply water in the most effective and efficient manner possible.

Our commitment extends beyond our products to initiatives aimed at educating the industry and the community about the need to conserve water. Now in its fourth year, Rain Bird's Intelligent Use of Water Awards will provide a total of \$50,000 worth of grants in \$1,500, \$5,000 or \$10,000 categories to deserving water conservation and environmental sustainability projects worldwide. Through the annual Intelligent Use of Water Summit, Rain Bird brings together some of the world's leading experts on water, irrigation and conservation to openly discuss and debate water-related issues.

We are dedicated to environmental stewardship, and this commitment is woven into the very fabric of the Rain Bird organization. In the future, we will continue to develop both products and initiatives that have the potential to inspire responsible, informed choices about the way we all use water each and every day.

