



LESS WATER

WE DON'T WASTE A DROP

we don't waste a drop

The Statistics

- BMP cotton grown in Australia is *three times* more water efficient than the global average
- Water use efficiency (WUE) has been improved by *238 per cent* on Australian cotton farms since the 1970's
- The industry is investing *A\$17 million* in research and development to improve WUE over the next three years
- Through BMP cotton, the industry is targeting a *doubling* in WUE over the next decade.

How its done

- BMP cotton growers use on farm water storage, water recycling and precise irrigation scheduling to conserve water
- BMP cotton growers use cultivation techniques that increase water availability to the root system of plants
- BMP farms are designed with water return systems to re-use water and capture "first flush" storm run off
- BMP cotton growers are at the forefront of research into alternative irrigation techniques including sub surface drip, and low pressure overhead systems.

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