



Preservation of water, does that mean we should drink less water? Perhaps that might help, but strange as it seems, giving a thought to what you eat might be more useful. On average each of us drinks 2-4 liters of water every day.

However that is dwarfed by these statistics:

To produce:

1 kilo of beef takes 15,500 liters

1 kilo of porc: 4,900

1 kilo of chicken 4,000

1 kilo of cheese: 3,000

1 kilo of rice: 3,000

1 kilo of wheat: 1,500

If you are a resident of rain soaked North-Western Europe you may still be unimpressed but the

fact of the matter is that the water consumed in agricultural products such as these may well come from areas of the world or even Europe that experience considerable water stress.

Europe is not excluded by any means from lack of access to clean water. According to WHO (The World Health Organization) 120 million people in the pan-European region suffer from lack of access to safe clean water and sanitation. These problems are especially acute in rural and remote areas in Eastern Europe but according to a new report by the European Environment Agency in 60% of European urban and industrial areas, water resources are overexploited.

This is, however, only the tip of the iceberg. Much of the food consumed in Europe is imported. UN Water is focusing its campaign for World Water Day 2012 on the slogan: "The world is thirsty, because we are hungry".

"When a billion people in the world already live in chronic hunger and water resources are under pressure we cannot pretend the problem is 'elsewhere'," states UN Water.

To cope with population growth and to ensure access to nutritious food for everyone, UN Water urges all of us to take a series of actions, such as:

Consume less water-intensive products;

Reduce scandalous food waste: 30% of the food produced

worldwide is never eaten and the water used to produce it is definitively lost!

Produce more food, of better quality, with less water.

In other words, the problem is more about what is on your plate than in your glass.

For further information see: <http://www.unwater.org/worldwaterday/>