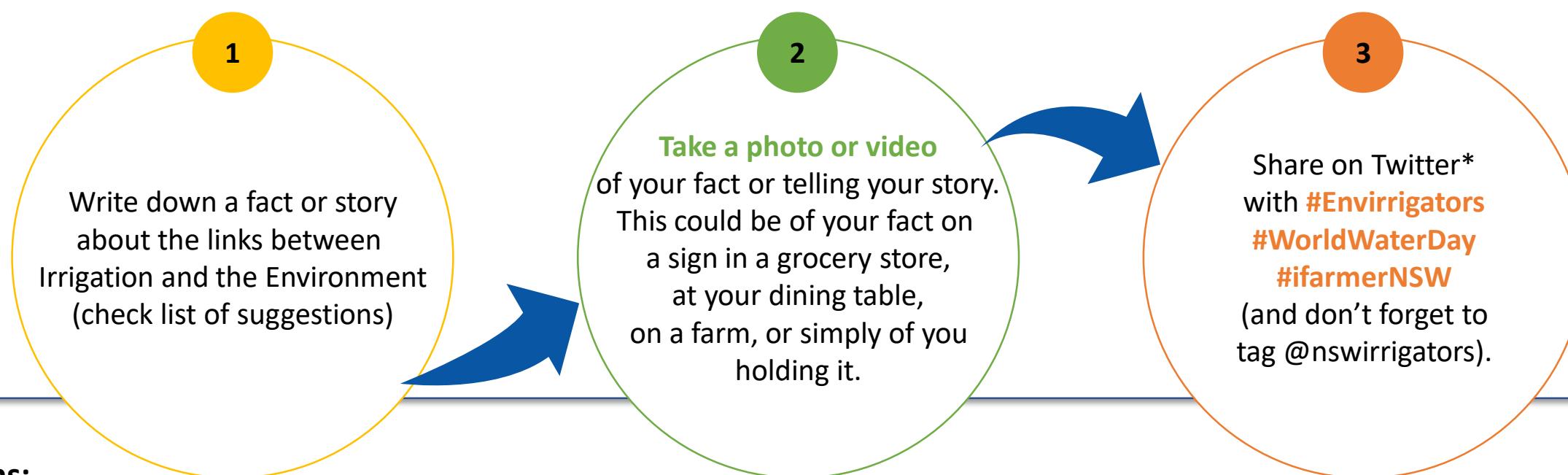


# World Water Day 22 March 2019 – NSW Irrigators' Council social media campaign

For World Water Day this year, we want to celebrate the positive links between irrigation and the environment. To do this, we must show why irrigation is sustainable and efficient, and share our many good news stories. So we're starting our #Envirrigators campaign in the lead up to World Water Day.

## How to take part:

Help us share the positive message of why irrigation is so important to water use efficiency and sustainable food production



## Suggestions:

*"Irrigation means water can be used most efficiently, and thus most sustainably."*

*"Irrigation means we can improve food and water security."*

*"As an irrigation farmer I am committed to improving my land and that is why I have undertaken a native revegetation program on sections of my farm to promote biodiversity."*

*"Irrigation means we can be more resilient with a dry climate."*

*"Irrigation means we can grow more with less water."*

*"My land includes a wetland that has been recognised by the Office of Environment and Heritage and together we water the area to make a drought refuge for wildlife. I irrigate my crops and the wetland."*

On the driest inhabited continent on Earth, water is a precious resource. Irrigation provides a way to control the water that's available so it can be used optimally to produce the greatest amount of food and fibre, with the lowest amount of water.

**We are proud that Australia's irrigation farmers are some of the most water efficient in the world.\*\***

\*for other social media platforms, please contact NSWIC at [nswic@nswic.org.au](mailto:nswic@nswic.org.au).

\*\*more information can be found here: <http://www.nswic.org.au/factsheets/>