

Water Industry/Irrigation Cooperation during Drought

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When drought occurs the conservation focus shifts from finding consistent ways to save water to managing a short-term supply shortage. Unfortunately the shortage of supply is usually concurrent with an increase in demand. Irrigators are often concerned that coping with supply shortages will be the death of their business due to watering restrictions.

History in San Antonio has shown the opposite to be true. By working proactively on drought management issues, irrigation professionals can assist with supply management, increase their business revenue and be viewed as a positive resource in the community. Being a landscape/irrigation contractor in a position to help customers cope with drought is a major marketing feature in a drought prone region. This talk will focus on how even water waste tracking, following necessary watering time/day restrictions and other drought processes can benefit high quality irrigators.