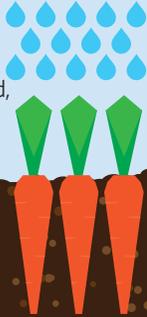


AGRICULTURE INDUSTRY

Improving irrigation efficiency

Minimize runoff & waste

If too much water is applied and the storage capacity of the soil is exceeded, runoff occurs. Applying water with precision is key.



Increase productivity through efficient irrigation

Efficient irrigation maximizes yield and crop quality while reducing water loss. Farmers can incorporate smart irrigation technology to be both profitable and sustainable.



Practice good soil management

Proper soil management can be key to conserving water by improving infiltration and reducing runoff. Know your soil and explore options to increase water-use efficiency on your farm.



Improve irrigation scheduling

Improved scheduling allows farmers to more precisely irrigate, preventing stress on crops.



Take advantage of cost-share programs

The Environmental Quality Incentives Program — a USDA cost-share program — enables farmers to upgrade to more efficient irrigation solutions.

Check to see if you're eligible.



Smart Irrigation Month is an Irrigation Association initiative to increase awareness of the value of water use and grow demand for water-saving products, practices and services.

For more great resources, visit www.smartirrigationmonth.org