

VIRTUAL WATER LINE

Virtual or hidden water is the water used to produce things we consume but typically do not think of as containing water.

- 1 apple – 99 L water
- 1 banana – 107 L water
- 1 chicken – 9,000 L water
- 1 kg potatoes – 100 L water
- 1 kg beef – 13,000 L water
- 1 kg corn – 966 L water
- 1 kg rice – 3,415 L water
- 1 kg wheat – 1,332 L water
- 1 microchip – 72,000 L water
- 1 average car – 350,000 L water
- 1 kg chocolate – 27,000 L water
- 1 L milk – 100 L water
- 1 cup coffee – 100 L water

“And – irony of ironies – it takes something like 4 litres of water to produce a 1 litre plastic bottle of water. Last year, in the UK alone, we bought, drank and threw away 9 billion plastic water bottles... 36 billion litres of water... wasted to produce bottles – for water “ Stephen Emmott *10 Billion* (2012) London: Penguin

The annual global trade in virtual water today is said to exceed 800 billion tonnes, the equivalent of 10 Nile Rivers.

If you wish to know more about virtual water and the sources of these statistics, please visit our website.

(The water in these bags is rain water.)

