

MASUEN WATER USE ANALYSIS

SITE SPECIFIC WATER USE REDUCTION & RETURN ON INVESTMENT REPORT



What is a Masuen Irrigation Water Use Analysis (WUA)?

Answer: The Masuen WUA is the tool used by people faced with irrigation investment decisions to evaluate the return on investment (ROI). Starting with the irrigated area on the specific site, we determine the base amount of irrigation water needed to keep the landscape healthy and thriving. Once the base demand is established, we incorporate local historical weather and past water usage data with 30 years of Masuen irrigation management metrics. We then compare the data against historical water use and factor in the current cost of water to clearly illustrate potential savings in both volume and dollars.

I have my past water bills and meter readings, why do I need further analysis?

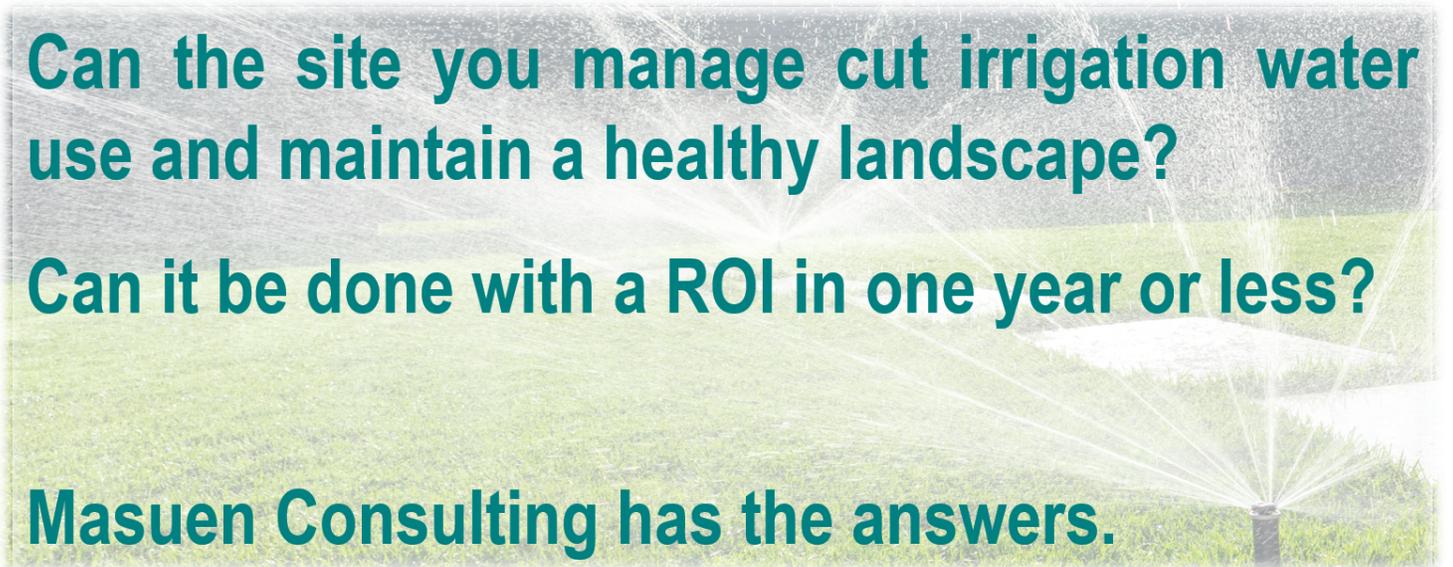
Answer: This is commonly misunderstood. Water bills/meter readings measure the amount of water used, not the base amount needed. As a result, most sites are overwatered because the irrigator doesn't know the amount of water actually needed during the varying conditions on the site and therefore has nothing to compare their performance against.

Facts, resources, and the potential to save real \$\$'s –

- According to the EPA, as much as 50% of the water used to irrigate landscapes is wasted. www.epa.gov
- The EPA also posted data showing outdoor water use accounts for more than 30 percent of total household water use on average, but they state that it can be as much as 60 percent of total household water use in arid regions.
- A U.S. Geological survey concluded 42% of total freshwater is used for irrigation. www.ers.usda.gov
- Bluefield research reports a 43% increase in water rates in the last 10 years. www.bluefieldresearch.com
- For most sites, managing the irrigation schedule correctly provides the shortest return on investment, often less than one year.
- On most sites, Masuen Consulting reduces irrigation water use by more than 50%. This equates to \$3000 + in savings per irrigated acre at only \$5 per 1000 gal.

Why Masuen?

Answer: Masuen Consulting has been advising clients in the areas of irrigation analysis, efficiency, and design for over 28 years. We have the knowledge and experience to provide an accurate, obtainable base target, and a long track record of delivering results.



Can the site you manage cut irrigation water use and maintain a healthy landscape?

Can it be done with a ROI in one year or less?

Masuen Consulting has the answers.