

# Water Conservation Education: Earth-Kind® Landscaping Practices

## Making a Difference

### Meeting the Growing Demand for Water through Conservation Education

- ◆ Population growth, drought and increasing water demands have added stress on the state's water supply.
- ◆ Water demand in Texas is projected to increase by 22 percent between the years 2010 and 2060.
- ◆ The 2012 State Water Plan includes more than 500 water-management strategies necessary to balance the projected water supply and demand.
- ◆ Municipal water conservation is expected to account for approximately 7 percent of new water supplies by 2060, part of which would be achieved through education.
- ◆ In urban areas, about 25 percent of water use is attributable to landscape irrigation, and approximately 50 percent of irrigation water applied is lost due to inefficiencies and improper operation.

### Extension's Response

- ◆ Earth-Kind® Landscaping uses research-proven techniques to provide maximum garden and landscape enjoyment while preserving and protecting the environment.
- ◆ The best organic and traditional gardening and landscaping principles are used to create a horticultural system based on real-world effectiveness and environmental responsibility.



- ◆ Earth-Kind® landscaping encourages water conservation, reduction of fertilizer and pesticide use, landscaping for energy conservation, and reduction of landscape wastes entering landfills.
- ◆ The program also focuses on using native plant species to provide habitat and reduce water requirements, and minimizing the use of potentially harmful chemical fertilizers and pesticides.

### Economic Impact

- ◆ About 4,000 Earth-Kind® participants (56 percent of evaluation respondents) indicate they will adopt one or more water-conservation practices, reducing their annual landscape water use by 31 percent.
- ◆ This reduction in landscape water use results in a potential annual savings of approximately 6,800 gallons per household, and 27.7 million gallons for all participant respondents. The potential water cost savings to these users is approximately \$117,000 per year based on average municipal water rates.
- ◆ More than 5,000 participants indicate they anticipate a cost savings of \$217 per year, or \$1 million in total, associated with reducing their use of pesticides and fertilizer.
- ◆ In addition to these water-costs savings, the ultimate societal benefit to Texas is a more efficient use of scarce water resources.

**Contact:**

Dean McCorkle  
Texas A&M AgriLife Extension Service  
ph. 979.845.1861  
e-mail: d-mccorkle@tamu.edu  
agrilifeextension.tamu.edu/impacts

MKT-3558AU, November 2012