

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com





*Smart practices.
Sustainable solutions.*

A close-up photograph of a vibrant green leaf, likely from a plant, showing its intricate vein structure. Several clear, spherical water droplets are resting on the leaf's surface, reflecting light and adding a fresh, natural feel to the presentation.

Why Do Efficient Irrigation Technologies Sit On The Shelf?

Andrew K. Smith, Irrigation Association



Welcome to WaterSmart Innovations





The Toolbox

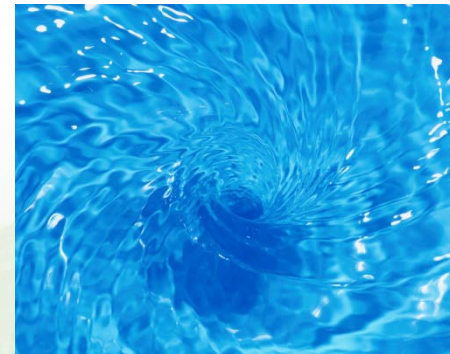
- Smart irrigation controllers
- Sensors
- Drip irrigation
- Matched precipitation
- High efficiency nozzles
- Pressure regulation
- High flow detection
- Principles
- People
- What else?





The Issue

- The irrigation industry is capable of providing solutions that apply no excess water to the landscape.
- The marketplace for efficient irrigation technologies and practices has been frustrating.
- The limitations are:
 - Comfort zone
 - Awareness
 - Skill
 - Cost (up-front and ongoing)
 - Cheap water in ROI
 - Proof
 - What else?





Selling Irrigation Systems

- What is the primary deciding factor for irrigation purchases in today's marketplace?





Solutions

- Innovation
- Awareness
- Education
- Standards
- Price signals
- Regulation
- Contractors





Question

- Are the products in the irrigation marketplace better or worse than they were 20 years ago?



Question

- Are the visible skills in the irrigation marketplace better or worse than they were 20 years ago?



Is This The Answer?



Irrigation Industry Initiatives





Constructive Dialogue





Thank You



*Promoting Efficient Irrigation
Since 1949*

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