



The hidden water on our shopping list

Knorr and the Water Footprint Network bring you three ways to make a difference simply by changing the way you shop

You might be surprised at the amount of water used to grow your favourite food, or how simple food swaps can dramatically reduce your personal water footprint.

To mark **World Water Week** (28 August – 02 September 2016), Knorr is driving greater awareness of the hidden water impact of what we eat every day and how we can all make a difference, as part of the Knorr sustainability programme.

While we're conscious that the way we shower, fill our kettles and run our taps has an impact on our water use, many are unaware that the majority of water we use each day is actually hidden in the production of the food we eat. An average adult uses **140** litres of water for domestic consumption (cleaning, cooking, drinking and washing), but **twenty*** times that amount has already been used behind the scenes to produce the food they eat, with 'invisible' water use averaging **3,800*** litres per day – enough to fill **seven** standard hot tubs.

Why is wasting water such an issue?

Reducing our water footprint has never been more important, with around **500 million**** people across the globe approaching water scarcity and UN predictions stating that by 2030, around half of the global population could be facing water shortages. But every year around **90 per cent** of the world's total surface and ground water is consumed in crop production.

What is Knorr doing?

Knorr is working with farmers across the world to meet sustainable agriculture standards and pioneer new techniques to reduce water used to produce crops used in their products. By using methods such as 'drip irrigation', farmers who have been a part of the Knorr sustainable agriculture programme for three years have saved an average of **10.6 kilotons** of water– that's **700,000** buckets, or over **5.7 million** glasses of water.

The 3 steps to save 'Invisible' Water in your kitchen cupboard

Simple changes to our everyday food choices can make a big impact on our personal water footprint. Knorr has used data from Water Footprint Network's [product gallery](#) to provide 3 key tips to help you make more responsible food choices every day including a handy list of fresh food alternatives that require less water to produce.

- 1) **Swap it out** - choose food alternatives that use less water to produce

* Water Footprint Network

** Human Development Report 2006. UNDP, 2006



FOOD SWAPS TO SAVE 'INVISIBLE' WATER*	
Beef (15,415 litres of water per kg)	Lamb (10,412 litres of water per kg)
Sweetcorn (1,222 litres of water per kg)	Lettuce (237 litres of water per kg)
Bread (1,608 litres of water per kg)	Potatoes (287 litres of water per kg)
Pork (5,988 litres of water per kg)	Chick peas (4,177 litres of water per kg)
Olives (3,015 litres of water per kg)	Tomatoes (214 litres of water per kg)

2) **Look for the logo** – look for sustainably sourced ingredients on products

Looking out for products that adhere to a sustainability scheme is a simple choice you can make in the supermarket that can have a big impact on water use. Researching the ingredient sourcing standards of the brands behind the product can also provide information and reassurance on the sustainable farming methods used. Knorr is working to source 100% of its ingredients sustainably by 2020 and by the end of 2015 had sourced 92% of its top 13 ingredients sustainably, marked by a Knorr Sustainability Partnership logo on its products to reassure that these ingredients are sustainably sourced. Rainforest Alliance and Fair Trade are other schemes which help farmers with water management.

3) **Reduce Food Waste** – take care to waste less food and the water it has taken to produce it

Decisions made at home are just as important, with people in advanced economies wasting approximately 123 -190 kg per capita annually of the food we purchase - alongside all the water resources used to produce it which is equal to 150-490 litre per capita a day [including irrigation and rain water]. There are lots of ways to reduce food waste at home- recipes and food preparation tips can all be found on Knorr.co.uk

Andrea Granier, Unilever Procurement Operations Manager for Sustainable Sourcing says: “Knorr’s commitment to sustainable agriculture and sustainable water practices have already made a big difference, with 17.8% of irrigation water saved already. Our farmers are continuing to build their expertise in more sustainable techniques, which means they can work with nature to use minimal resources giving crops just the right amount of water to bring out their flavour. Our tomatoes aren’t watered for about a week before they’re picked, and are all the sweeter for it.”

Ruth Mathews, Executive Director, Water Footprint Network comments: “Most consumers would be shocked to find out that 92% of their water footprint is a result of the water used to produce the food they eat - and that it might be produced in areas where water is scarce or polluted. That’s why efforts by companies to reduce the water footprint of crops and to educate consumers on their food choices are more important than ever. World Water Week provides a great opportunity to consider how we each can contribute to improving the sustainability of water resources through our daily lives.”

For more information on Knorr’s sustainability practice, please visit <http://sustainability.knorr.co.uk>

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* Water Footprint Network

** Human Development Report 2006. UNDP, 2006



Notes to Editors

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About Knorr:

Our passion for flavour goes right back to Knorr®'s beginnings in 1838. From our iconic bouillon cubes to our delicious range of soups, we are always searching for the best flavours around the world - every single day. High quality is our food philosophy – one that's been years in the making and we love inspiring people to approach the kitchen with a large measure of confidence. We are proud to be the 8th most chosen FMCG brand in the world (according to Kantar World Panel) and Unilever's largest brand, with a yearly sales value of over 4 billion Euros. Our products are sold in more than 87 countries around the world and our flavours are enjoyed by more than 320 million people every day. Our 300+ dedicated chefs are true culinary experts and represent over 48 nationalities, making us one of the biggest employers of professional chefs worldwide. Our mission is to unlock flavour and goodness from everyday food, from farm to fork. We believe that by sourcing our ingredients sustainably, our foods taste better. It's as simple as that. So our ingredients are grown naturally, out there under the sun, in rich, fertile soils and with care for the environment. Want some flavour inspiration? Visit www.Knorr.com

About Water Footprint Network:

We consider clean fresh water to be a fundamental requirement for people and the planet, for economic development and environmental sustainability. By providing science-based, practical solutions and strategic insights, we empower governments, companies, small-scale producers and individuals to transform the way we use and share fresh water within earth's limits. Working with 100 partners in 45 countries, we accelerate progress towards sustainable development, build communities to drive change in river basins worldwide, share knowledge and train practitioners to help solve the world's water crises. Visit www.waterfootprint.org

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** Human Development Report 2006. UNDP, 2006