
MARKET FACTS!

MARKET FACT #160

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40M

**people rely on the Colorado River
for water supply and hydro
electricity.**

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COMMENT: If you think water supply isn't a modern issue then think again. Water supply across the globe is facing its hardest times, when [70% of the GLOBAL fresh water supply is already used by Agriculture](#) and at the same time there's [a 40% of shortfall of water in freshwater supply \(by 2030\)](#). Food production relies on water, and there's a shortage of it nowadays. That's serious. Because [food production must increase 70% by 2050 to support the expected 10 BILLION world population \(!\)](#). In the US, lakes Mead and Powell are the largest reservoirs, and a bit more than [20 years ago its reserves were full. Now, there's only 1/4 of that reserve left](#). And that's just a part of the major problem.

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