

Virtual Water

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We use a lot of water without actually seeing it. This is called “virtual” water. It is hidden so even though we may not see it being used, it is important to making a product or offering a service.

For example, a glass of orange juice has water in it, but water is also used to:

- Grow the trees to grow the oranges
- Make the machine that picks the fruit
- Make the fuel that powers the machine that picks the fruit
- Clean the fruit after it is picked
- Make the container that holds the juice

On York Region’s YouTube channel, watch the following video to inspire a group discussion:

[A Day in the Water Life \[4:32 min\]](#)

Think about the different things we eat, drink, wear and do each day, and discuss ways that we could conserve virtual water. For example, instead of buying brand new clothes, shop at a thrift store or do a clothing swap with friends. Then, think about what you could do with your old clothes once you’re ready to get rid of them.

