

NEWS GLOBAL CALL OUT TO TACKLE WATER LOSS IN THE AGRICULTURE INDUSTRY. CAN YOU HELP?

AB Sugar, in partnership with Water Aid and the Centre for Industrial Sustainability at the University of Cambridge are requesting a global call out for ideas to solve the current water loss crisis involved with irrigation in the agricultural industry.

Making sugar, like any agriculture activity is very water intensive. Many companies and farmers currently have steps in place to conserve water, however the process isn't moving fast enough, something on a larger scale is needed. Enter the '*Innovate Irrigation Challenge*'.

The challenge seeks to bring people together to stimulate and share new ideas with the aim of having a positive impact on the future of sustainable agriculture. For 48 hours between the 19th and 20th of June, all ideas for ways to preserve water in agriculture can be submitted online [HERE](#).

A panel of expert judges will then select a winner, who will have the chance to work with AB Sugar and their partners to test the potential benefits of their idea as well as the reliability and validity of their submission. The winner will also receive a cash prize of £10,000.

With the increasing threat posed by depletion of water resources, the challenge hopes to stimulate new ideas for a healthier, sustainable future.

To find out more about the challenge click here, [LEARN MORE](#).