

# MRCTI



## Clean Water Program

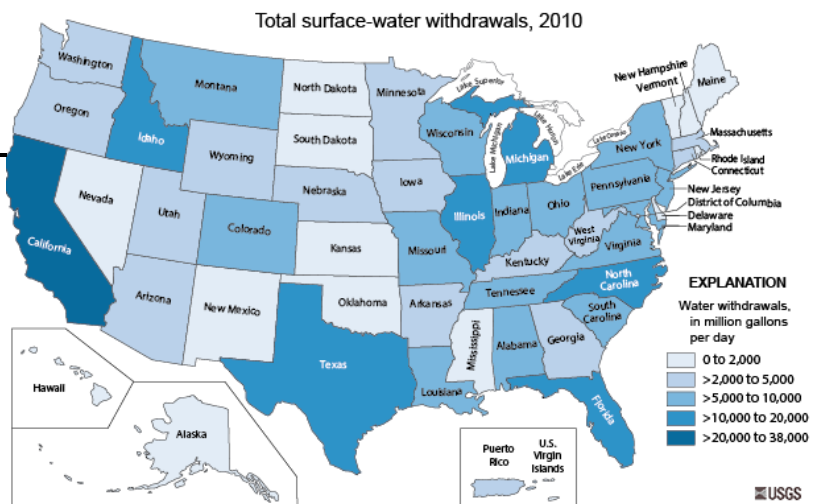


The Mississippi River Cities & Towns Initiative (MRCTI) clean water program is a top priority because we can tie all aspects of a better life in our cities to clean water. Truly, if we have clean water in the River then we have food security because clean water means sustainable agriculture is being practiced on the landscape. If we have clean water, then we are better protected from droughts and floods because we have a healthy ecological system. If we have clean water, then our economy has a competitive edge in that it too is sustainable. Most importantly, if we have clean water, then the 50 cities (20 million people) drinking the water can be assured of a secure source into the future.

More than 52 percent of our nation's total fresh water withdrawals are sourced from surface water—rivers, lakes, and streams. The majority of these withdraws are from the manufacturing sector which is

also the largest source of jobs on the Mississippi River. The USGS map below shows the Mississippi River Corridor is one of the most intensive surface water use regions withdrawing a minimum of 38 billion gallons annually.

Our program is comprised of three parts: 1) Increase the capacity of federal programs that assist states to reduce their nutrient loading quotient;



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2) Increase nutrient monitoring capacity throughout the Mississippi River Valley and bolster state efforts to set goals and timelines for both nitrogen and phosphorus;

3) Create market signals within the food production and retail industries that nutrient reduction practices are an important supply chain control for city procurement policies and priorities.

## Partners

Mayors are working to bring essential stakeholders together. Securing our source water requires diverse partners from a variety of sectors including companies, states, and federal agencies. Monitoring, supply chain management, increasing resources, policy changes are all part of this program within MRCTI. Cities from the headwaters to the Gulf use the River's surface water and the manufacturing, tourism, agriculture, navigation, and energy economies depend on this surface water to exist; the quality of the water has a direct bearing on performance of the first three, which are the top revenue and job performers along the River. Wal-Mart Stores, Inc., Upper Mississippi River Basin Association, U.S. Geological Survey, American Water, and the National Sustainable Agriculture Coalition are all partners of



MRCTI in this work and the roster continues to grow as we expand our work over the next two years.

## International Scope

MRCTI has an international food and water security program that closely aligns with our clean water program. Both programs create urgency and synergy for each other. The Mississippi River's trade footprint is considerable directly impacting 40 percent of our nation's agricultural output, most of which is traded across the globe.

The global economy and the world's food producing river basins have influence on the Mississippi's economy. As climate risk impacts demand for commodities worldwide, sustainable agriculture will contribute to water quality and maintain the land's ability to reliably produce.

## Shared Commitment

MRCTI is committing to working within the food production supply chain to incentivize cleaner water through city procurement strategies, as well as work to add acreage to credible nutrient management platforms such as Wal-Mart's fertilizer optimization Initiative. More can share in our commitment. We encourage organizations that are impacted by the water economy to join our effort and secure our source water.