

## **DISTINCTIVE SUSTAINABLE WATER MANAGEMENT 2017, FOR A RATIONAL USE OF WATER BEFORE CLIMATE CHANGE**

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**ABSTRACT:** To present as a tool for the reasonable management of the water resource for the primary sector: the mark of the sustainable management of the water carried out for the eighth time in the ninth Water Forum within the activities of Expo Agro edition 2017, by the State Council Agricultural in Chihuahua; Where academics and university researchers and other public and private institutions participate to promote a culture and an environmental awareness for the productive management of the scarce water resource that the entity has and in northern Mexico. The lines of action and the bases for the badge are: 1) Foster awareness and knowledge about the value and status of water in our state. 2) Stimulate interest in research to conserve the resource. 3) To promote the generation of future leaders of the agricultural sector with a broad knowledge of the subject of water. 4) Promote teamwork and diverse disciplines to develop projects feasible and with high technical quality for a better use of water. 5) Promote the updating of guiding plans to contemplate and promote the saving and better use of water in the field. 6) As concrete actions to improve their irrigation systems, as their practices for a more reasonable management of water. Those who participate in obtaining the badge: A) Producers, companies and organizations that are taking actions in the last years where they improve the quality of life by means of the improvement of the management of the water resource in quantity or quality. B) Producers, companies and organizations that, through their actions, exemplify solutions at the local, regional, state and national level in sustainable water management. C) Producers, companies and organizations that with their research work promote solutions in the sustainable management of water resources. In general, terms, the label has managed to promote a culture of rational water management with all partners and partners of the State Agricultural Council, as producers in the entity. It established the bases to reinforce the policies between the different institutions in the conservation and the good management of the water resource. Among the plans for this year's label is to provide a workshop course for participants to interact with a multidisciplinary team of technicians, academics and researchers with the agricultural producers of the entity to create a sustainable awareness in the management of the resource Water that is becoming increasingly scarce in Mexico and that more than 92% of available drinking water is used in the agro-food sector. Mexico is exporting much water through its agricultural, fruit and livestock products.

**Key words:** Distinctive sustainable water management.

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