

Healthy Forests. Clean Water. Great Beer.



Water is essential to all life—and to your favorite beer. The local brew you love is 90% water, and keeping water clean, cool and abundant depends on healthy forests.

HEALTHY FORESTS

Be grateful for our forests. They produce clean water, purify the air and provide our best defense against climate change.

AMOUNT OF DRINKING WATER STORED AND FILTERED BY FORESTS IN THE UNITED STATES

50%

HOW WE'RE MAKING FORESTS HEALTHIER



Restoring forests through strategic thinning and controlled fires



Developing innovative technologies to accelerate the pace of restoration



Collaborating with other groups to advance a shared vision of forest health

HOW TREES CREATE CLEAN WATER

Trees slow and capture precipitation on its way to the ground, lessening runoff and erosion. Shade from the canopy prevents evaporation and cools water in nearby streams and rivers.



ACRES ACROSS THE UNITED STATES IN NEED OF IMMEDIATE RESTORATION TO REDUCE THE RISK OF UNCHARACTERISTICALLY SEVERE FIRE AND KEEP OUR COMMUNITIES SAFE AND HEALTHY

82 MILLION



PERCENTAGE OF LAND COVERED BY FORESTS

USA 33%

OREGON 48%

CLEAN WATER

A changing climate and growing population are putting more demands than ever on our most precious resource.

PERCENTAGE OF THE PLANET COVERED BY WATER

70%

PERCENTAGE OF ACCESSIBLE FRESHWATER (OR DRINKING WATER)

1%

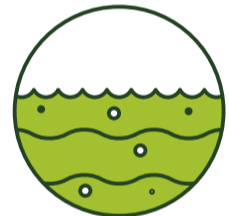
GLASSES OF WATER THE AVERAGE AMERICAN USES DAILY (TOTAL WATER FOOTPRINT)

32,911

HOW WE'RE WORKING FOR WATER



Using science to balance water needs for people and wildlife



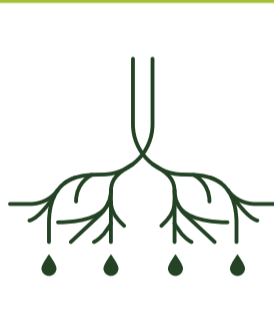
Restoring rivers and wetlands



Protecting watersheds that provide clean water

HOW ROOTS CREATE CLEAN WATER

The root systems of trees and other plants keep soils porous. This filters toxins, sediment and other substances from entering rivers, streams, lakes and underground water.



TIME IT MAY TAKE FOR A RAIN DROP OR SNOWFLAKE FALLING TODAY TO EMERGE FROM A SPRING

100 YEARS

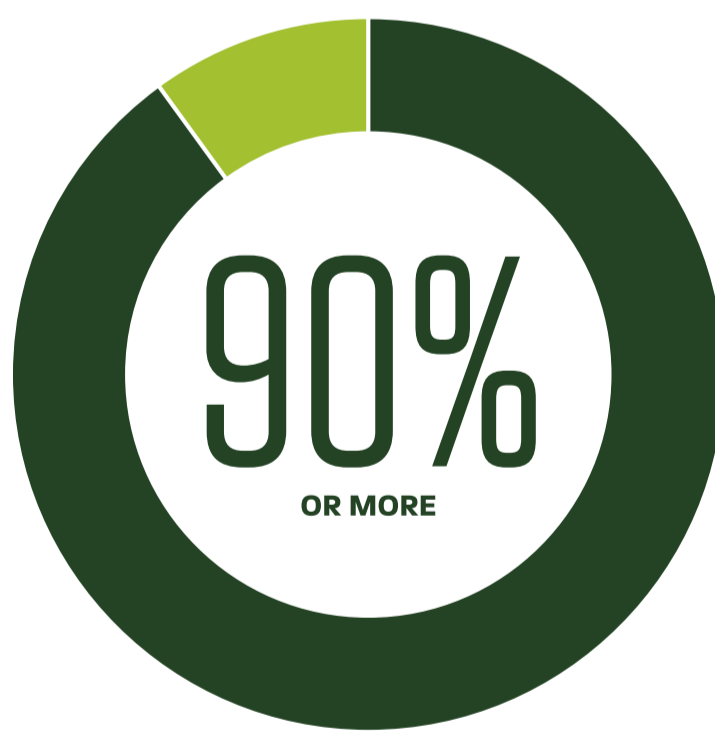
GREAT BEER

Whether you prefer a crisp lager or a roasty stout, every brewer will tell you that water is the most important ingredient.

BREWERIES FOUND IN OREGON

246

AMOUNT OF WATER IN BEER



Local matters.

The chemistry and purity of local water sources has defined the flavors of beers for centuries. We are still mimicking styles that owe their flavor to the original local water source—like pale ales (Burton, England) and pilsners (Plzen, Czech Republic).



HOW BREWERS ARE BEING SMART WITH WATER



Improving bottling and kegging equipment to reduce water consumption



Capturing steam, condensing it to water and using it in the next batch of brew

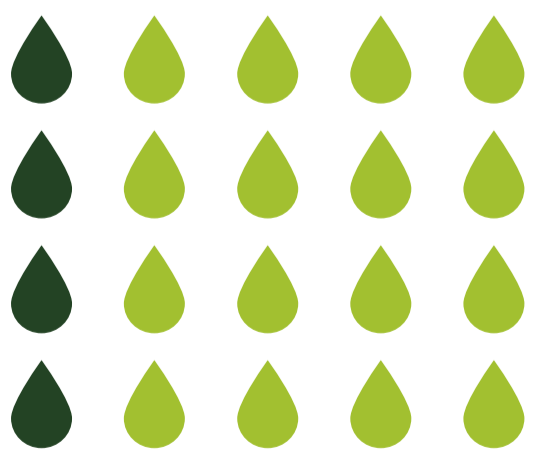


Reusing water from the brewing process to clean and sanitize equipment



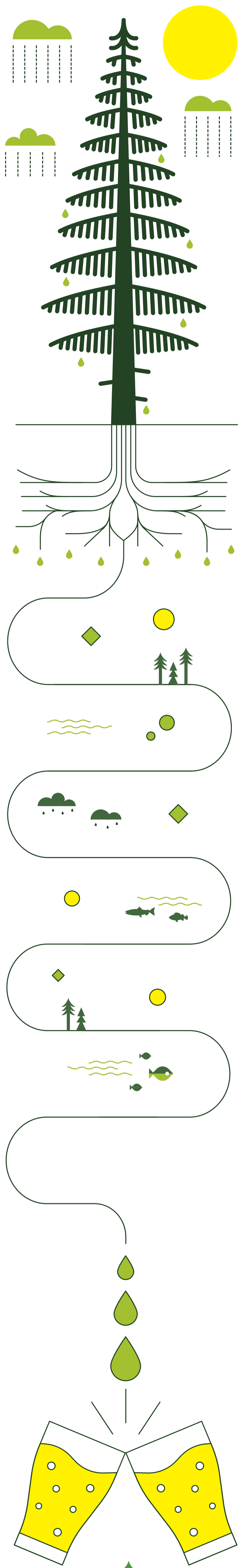
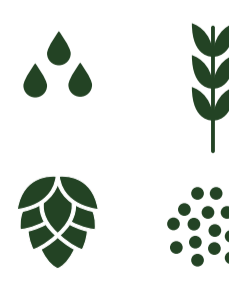
Investing in forest and river restoration efforts

HISTORICALLY, PRODUCING A PINT OF BEER REQUIRED UP TO 20 PINTS OF WATER. TODAY, SOME BREWERS ARE DOWN TO LESS THAN 4!



HOW WATER BECOMES BEER

Every beer begins the same: water, malted barley, hops and yeast. Just like coffee, heat is added, the liquid is filtered and a beverage is made: beer. Water is critical to the brewing process and good, clean water makes great beer.



Love your forests. Love your water. Love your beer.
The nature we depend on depends on us.

NatureOregon.org