

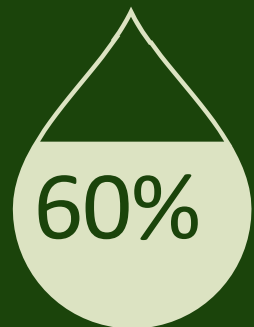
WATER QUALITY & IRISH FARMING

Helping Ireland Make Sense of a Complex Topic



**OUR
FOOD
ROOTS**

Sharing the story of
Irish food and farming



THIRST FOR KNOWLEDGE

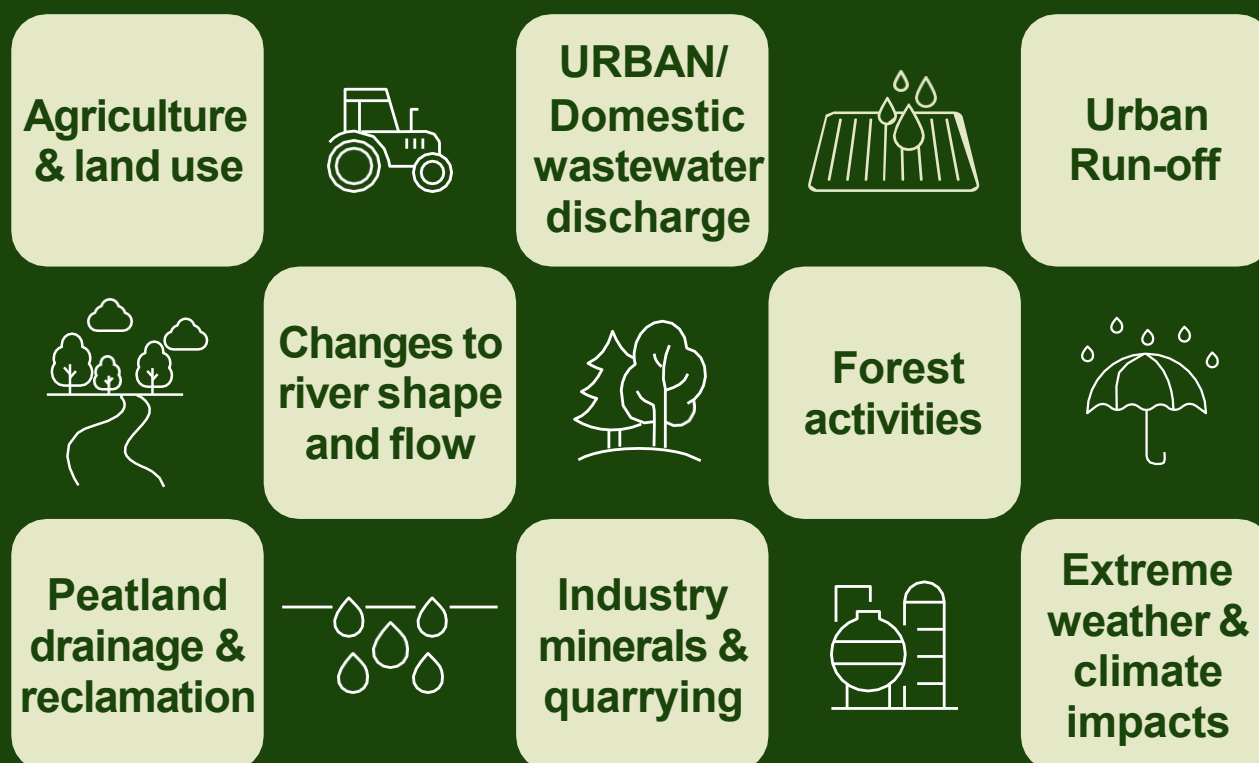
Want to know more about what farming is doing for the environment



WATER QUALITY IS IMPORTANT

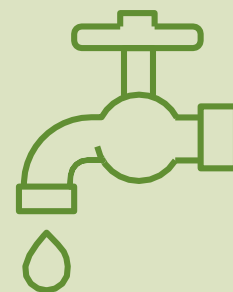
Water quality ranks as a top priority for Irish people, placing fourth out of 17 sustainability topics, and its importance has grown over time.

MULTIPLE FACTORS INFLUENCE WATER QUALITY



PERCEPTION VS. REALITY GAP:

DRINKING WATER QUALITY MISCONCEPTION



Many people underestimate the quality of Ireland's drinking water.

Although only 51% of people think Ireland's water quality is in high/ quality, the 2024 Environmental Performance Index gives Ireland a perfect score for the Unsafe Drinking Water Indicator, placing it among the best-performing countries globally.

SURFACE WATER QUALITY PERCEPTION GAP



Public perception also underestimates the quality of our surface waters.

While 43% of people believe that Ireland's natural surface waters are in high/ good status, the EPA's Water Quality in Ireland 2019- 2024 report shows that 52% actually meet high or good status.

WATER QUALITY IS A COMPLEX TOPIC

The majority of Irish people are in favour of a balanced approach between protecting the viability of farming and protecting the environment.



FIND OUT MORE

Visit our website at ourwatermatters.ie

