

Securing the Future *of* Food & Water *for a* Demanding Planet



By 2050 the Demand For Water Will Exceed Supply by 56%!

Food and water. Many of us take them for granted. But today, over 1 billion people will worry if they have enough to sustain themselves, their family, and their community. Of those 1 billion, 925 million people suffer from chronic hunger, and the disease and hopelessness that accompanies it. Hunger of this magnitude kills more people every year than AIDS, malaria, and tuberculosis combined. Most of these deaths occur in emerging economies and developing countries.

Numerous variables contribute to “Food Insecurity” but one of the most serious is lack of water clean enough for agriculture and livestock — water for food.

It takes a lot of water to grow food.

Clean water is a precious commodity and our planet is running out of it. The World Health Organization predicts that by 2050, two-thirds of the world’s population will face severe fresh water shortages. By that time, the planet will have an extra 2.5 billion mouths to feed.

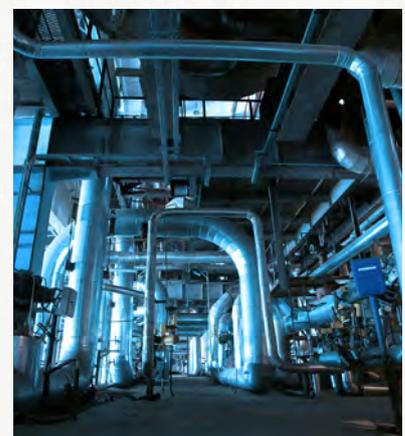
The demand for water is ever increasing due to a number of factors including population growth, climate change, and an increase in demand from industry and agriculture.

Consumption is doubling every 20 years and the World Water Organization estimates that by 2025 the demand for water will exceed supply by 56%.



On average, every calorie of food requires a litre of water to produce it. This means between 2,000 and 3,000 litres of water per person per day is required to sustain the planet’s daily food requirements for the human population.

“Making” water out of the air is not the answer — no affordable technology has been developed. However, we can clean and use the water we have!



Sources of contaminated water include oil & gas production, mining, and other industrial processes.

What Can We Do?

Contaminated water can be converted into “found water,” a valuable resource for irrigation, livestock, and people.

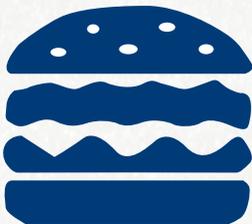
Oil & gas operations and other industries use or generate billions of barrels of water each year. Each oil barrel of water contains 42 gallons and the oil & gas industry alone generate at least 100 billion barrels of water contaminated with deadly components per year. Right behind the oil & gas industry is the fashion industry. Over 60 million barrels of water are used every day to manufacture clothing. Most of the world’s clothing is manufactured in developing nations and, in those countries their chemical-laced water is dumped into surface bodies of water, poisoning crops, wildlife, fish, domestic animals and millions of people. And that’s just one part of industry. Untold billions of gallons of water are generated or contaminated by mining and other industries.

Further complicating the matter is naturally-occurring contaminated water. A large percentage of the water available today is contaminated with arsenic. Nowhere near a manufacturing plant, people are subjected to arsenic in their well water. Arsenic is a problem on every continent on the planet, but has reached crisis levels in developing regions.

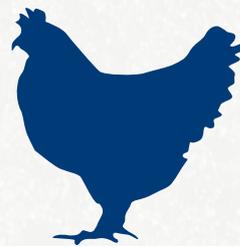
The chemical compounds in both oil & gas produced water, and in industrial water, cause birth defects, cancers, other diseases, and eventually death for those exposed to the contaminants.



Nearly one-third of the planet’s population suffer from food insecurity.



68,000 litres (18,000 gallons) of water is required to grow a hamburger.



1,893 litres (500 gallons) of water is required to grow every pound of chicken meat.



100 litres of water is used per person, per day in developed regions. The minimum per-day is 2 litres for drinking & sanitation.



21 litres (5.5 gallons) of water is required to grow one head of broccoli.



18,000 litres (5,000 gallons) of water is required to create one T-Shirt.

Treating Contaminated Waters to Create “Found” Water

The IX Power Clean Water company recognizes the worsening problem of water for our planet and is dedicated to providing solutions to clean polluted water that truly work, can be operated with ease, and are much more affordable than other products.

Working with scientists from the U.S. Department of Energy’s Los Alamos National Laboratory, the University of Texas, and New Mexico Tech, the company has created a suite of technologically-advanced products: **IX Water OG™** and **IX Water Blü™**.



Treats water from the oil & gas industry

12 times cheaper than its competition

Scalable to process any amount of water

Removes 99% of dangerous contaminants



Removes arsenic and other contaminants from wells and treats water from manufacturing

6 times cheaper than its competition

Perfect for treating water on farms, ranches, and for small communities and villages

Removes 99% of dangerous contaminants

IX Water OG removes benzene and other hydrocarbons, as well as heavy metals, and scalants found in all produced water. IX Water Blü removes both natural and man-made contaminants including arsenic and other industrial chemicals.

Working with the IX Power Foundation, the Company is continuing to leverage programs for subsidizing the cost of IX Water products for at-risk communities around the world.



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