

**How much water does it take
to make a cup of coffee?**

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Answer: 37 gallons.

8 ounces are used to actually brew the coffee, and the rest to grow, process, package and ship the beans.

Unlike traditional measures of water consumption, water footprint measures the total volume of freshwater used in making a product, giving a fresh perspective to the amount of water consumed by individuals, businesses and nations. Here's the water footprint for a few other common items:

- 800 gallons for a gallon of milk
- 1340 gallons for a pound of wheat
- 9300 gallons for a pound of beef.
- 2.5 gallons for a single sheet of paper
- 7 gallons for a gallon of bottled water

Only around two per cent of the world's water is drinkable, with 65 per cent of that permanently locked away, frozen within glaciers and at the poles. With water projected to become scarcer in the 21st century, and wars expected to be fought over it, water footprint can be predicted to become a part of popular conscience in the near future.