

## **EPA Market Enhancement Program Update**

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The EPA has been developing a program to transform the marketplace for water-efficient products. EPA intends to conduct market-enhancement activities to make the efficient use of water an attribute of choice among purchasers of water-using products, and to provide standards for water-efficient products that can be used nationwide. Urban irrigation will be a important area for this program. Adoption of new and existing water-efficient technologies and practices in irrigation systems provides an opportunity for substantial reduction in water-use in residential and commercial irrigation systems. The presentation will provide an update on the EPA market enhancement program.