

Crucial FEWSION podcast trailer - transcript

“Food Energy Water to bring them together and actually know how one impacts the other – its very enlightening.”

‘When it comes to Food Energy and Water, I never knew in the past that they are connected.’

Crucial FEWSION (sonic logo)

Ben Ruddell: I want people to know that their food energy and water are connected. And those connections need to be understood, so that we can understand how sustainable they are. We wanna know which links are vulnerable, we wanna know which links might be improved – which ones might break. And we wanna understand how to make those connections, those links, stronger and more resilient.

Narration: Food Energy and Water Systems – F-E-W-S or FEWSION is a team science project led by Professor Ben Ruddell at Northern Arizona University, and funded by the National Science Foundation.

BR: Most of the footprint of your behavior on the Earth’s resources is buried in your supply chain. Out of sight.

“I never knew that I used that amount of water in a week – I think it was shocking for me.”

“This is the first time that I actually heard the term ‘virtual water’. All the water that goes into energy and then producing food. So just to give you an idea of what my daily water useage is – its about 2100 gallons of water a day – I can’t even imagine what that looks like over the year.”

“There’s something about these big numbers that really hits home and makes me realize how I contribute to those big numbers.”

BR: That knowledge is the foundation for action. It’s the foundation for change. Being informed allows people to make better choices about their own behavior and about what the priorities are in their community.

Narration: Be better informed – listen to *Crucial FEWSION* – for in-depth coverage and cutting-edge findings on US Food Energy and Water Systems – across the nation ... *and* in your community.