# Saving water in the Huelva strawberry crop, The Guardian award for sustainability

**Last year, the cultivation of strawberries in Huelva managed to reduce its water consumption by 40%, resulting in considerable water savings, namely 1.7 billion liters of water. A great achievement, made possible thanks to a project funded by the company** Innocent Drinks**, a subsidiary of** Coca Cola**, and developed by the team AGR research 227 Hydraulic and Irrigation of the** University of Cordoba**, which has won** the Guardian Sustainable Business Award**, in its category dedicated to water.**

Explains the British newspaper The Guardian in its online edition, this award aims to recognize the work of companies committed to sustainability of water as a resource through projects, technologies, designs or policies that improve water availability, access to it or quality. In this case, the bet of onubenses freseros for a more effective and sustainable irrigation management leads to a significant benefit over an area of ??especially sensitive crop due to its proximity to nearby Donana National Park, a UNESCO Biosphere Reserve since 1980.

The project that the University of Córdoba has developed for Innocent Drinks during the past four

years, Irrifresa, allows farmers manage irrigation depending on the different types of soil, plant varieties and climatic conditions, but always through an application easy to handle. Emilio Camacho, Pilar Montesinos, Rafael González, Manuel Martin, Irene Fernandez, Juan Antonio Rodriguez and Jorge Garcia have participated in this project.

**Source: Freshuelva**