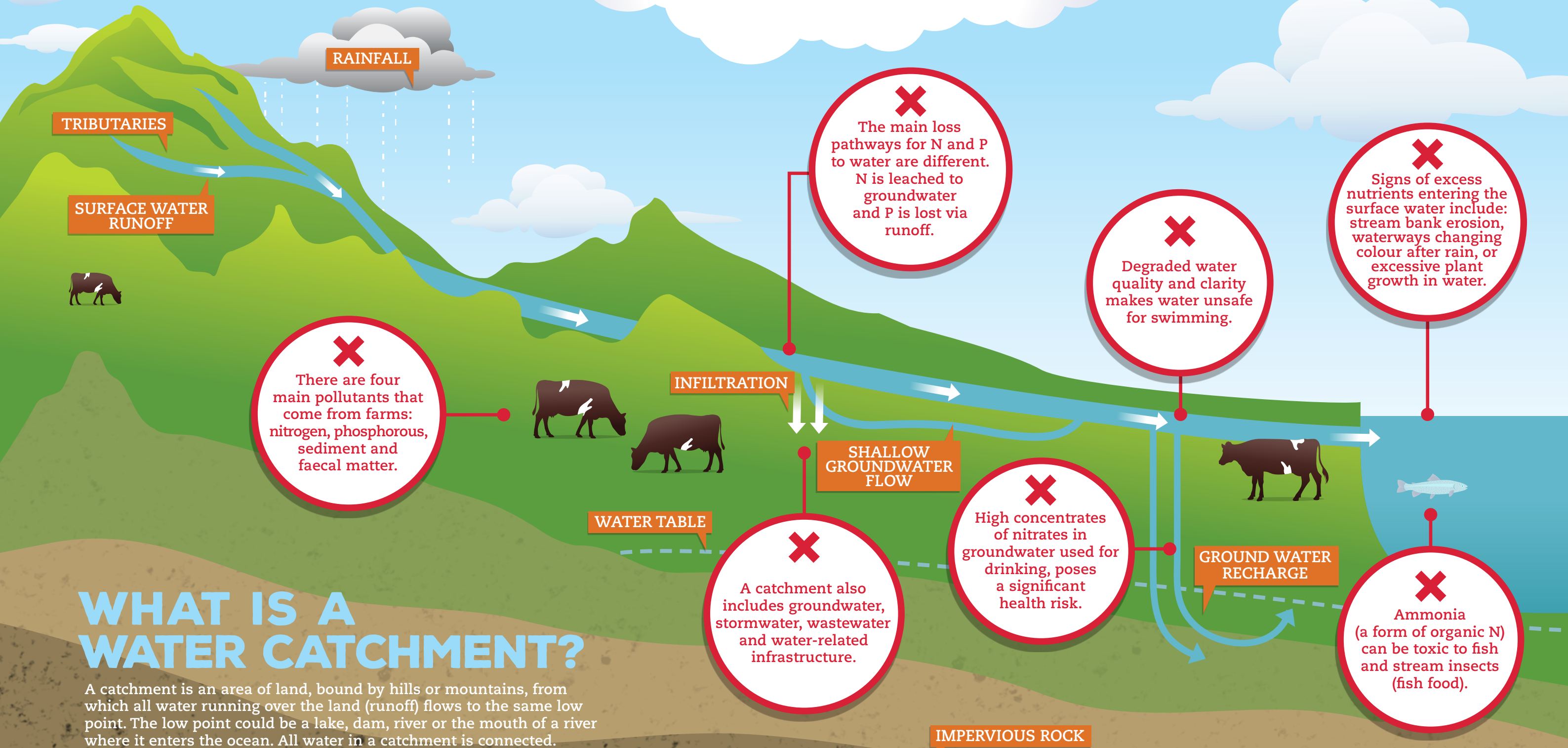


CATCH 22

For all the positive impact on people and communities, the dairy industry can have a major influence on New Zealand's water quality. It is therefore critical that we address any potential negative impact.



WHAT IS A WATER CATCHMENT?

A catchment is an area of land, bound by hills or mountains, from which all water running over the land (runoff) flows to the same low point. The low point could be a lake, dam, river or the mouth of a river where it enters the ocean. All water in a catchment is connected.