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Zambezi river.
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HELP SAVE THE T-SHIRT

The T-shirt needs help. Because the cotton crop it's made from absorbs thousands of litres of water. WWF is helping farmers grow thirsty crops, like cotton, rice and sugarcane, more sustainably with less water. This takes the pressure off freshwater ecosystems, benefiting people and nature. We also help businesses understand the amount of water in their raw materials and final products, so they can be more efficient, and look after nature as well as their bottom line. Help us look after the world where you live at panda.org/50



50 YEARS
OF CONSERVATION



32295 WWF_TShirt_DPS
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