

The recreational freshwater fishery provides almost 4 million adult Canadian and visiting anglers with a wide range of recreational opportunities. In addition to the enjoyment the anglers derive from fishing, economic activity of almost \$4.4 billion is generated through their recreational fishing expenditures.

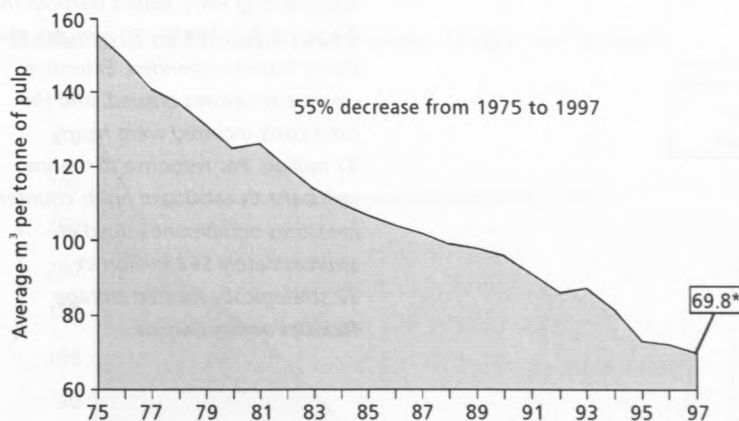
Freshwater resources have value beyond these direct economic values. Water also provides a variety of recreational opportunities other than fishing to Canadians; it is integral to many ecological functions such as flooding and groundwater recharge; it provides habitat for biodiversity; and it has aesthetic and spiritual value. To ensure sustainable development of freshwater resources, water must be considered in terms of these environmental and social values, as well as the economic values. These values are not easy to derive, but are important to consider when making decisions that impact on our freshwater resources.

Better information about the total value — economic, environmental, and social — of freshwater resources can provide an important indicator of their sustainable use in Canada. This information will aid decision makers in establishing effective water management regimes, making choices among competing uses, and implementing appropriate pricing. In recognition of the importance of understanding the total value of freshwater, Canada has begun to examine how to value its water resources. One approach, pioneered by the World Bank, makes an effort to quantify sustainability and question whether we are passing on to future generations at least as much total economic, social, and environmental capital as this generation has enjoyed.

Groundwater

Over 6 million Canadians, about one fifth of the population, rely on groundwater for daily water needs. Groundwater accounts for more than 50 percent of the total available freshwater in Canada. The province of Prince Edward Island is totally reliant on groundwater. Evidence of groundwater depletion in certain aquifers and instances of aquifer contamination are forcing water managers and the public to pay greater attention to this resource. The groundwater/water well industry, in collaboration with provincial regulatory agencies, has been working diligently to upgrade standards of well construction. The education and training of well drillers is being promoted by organizations such as the Canadian Ground Water Association, recognizing that good workmanship enhances well construction, affording better protection for the resource.

Water Use in Manufacturing Processes (Pulp and Paper)



*estimate

Source: The Canadian Pulp and Paper Association.