



Concluding Statement

The State of Utah is investing in a number of proactive policies and programs to secure a thriving water future. Water marketing is not the solution to all of Utah's water challenges, but can be used to address a number of pressing matters. By working inside the existing Prior Appropriation system that governs Utah's water rights, water marketing allows local water users to control the terms and conditions for how water is used and moved in the State. Water marketing, and the Utah Water Banking Act, can also be used to support a number of the State's ongoing programs, like agricultural water optimization, efforts to bolster the Great Salt Lake, and programs to address declining flows in the Colorado River Basin.

The Statewide Water Marketing Strategies are intended to help water users understand, employ, and use water marketing principles. The resources, materials, and guides are derived from water user experiences exploring water marketing. Utah's Water Marketing Strategies are by local water users for local water users.



Utah
Water
Banking



water.utah.gov/water-marketing

