

“Zetland is never traditional, usually informative, and always provocative. The End of Abundance is no exception. It will definitely open your mind to innovative approaches to close the gap between water supply and demand.”

Dan Bena, Senior Director of Sustainable Development, PepsiCo, Inc.

“A thought-provoking challenge to many current water management and pricing practices, Dr. Zetland's book will catalyze the debate we need to have on the economic value of water. Required reading for water leaders throughout the world.”

Kevin P. Hunt, P.E., General Manager, Municipal Water District of Orange County

In a past of abundance, we had clean water to meet our demands for showers, pools, farms and rivers. Our laws and customs did not need to regulate or ration demand, over time, our demand has grown, and scarcity has replaced abundance. We don't have as much clean water as we want. We can respond to the end of abundance with old ideas or adopt new tools specifically designed to address water scarcity.

In this book, David Zetland describes the impact of scarcity on our many water uses, how the institutions of abundance fail in scarcity, and how economic ideas and tools can help us direct water to its highest and best use. Written for non academic readers, The End of Abundance provides examples, insights and ideas to anyone interested in the management of our most precious resource.



A native Californian, David Zetland earned his PhD in Agricultural and Resource Economics from UC Davis in 2008. After receiving a Wantrup fellowship, he studied the political economy of water at UC Berkeley until 2010. He is now a senior water economist at Wageningen University in the Netherlands.

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