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Bottled Water: Beneficial Industry or Super Con Job

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USDA-CSREES

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John Ascuaga's Nugget Hotel Resort

1100 Nugget Avenue
Sparks, Nevada 89431

In this presentation I will go from general to specific.

I have used knowledge gained from studies in science, personal experience, interaction with professionals in the drinking water industry, and review of articles from many sources, including:

American Beverage Association,
American Water Resources Association,
American Water Works Association,
Beverage Marketing Association,
Container Recycling Institute,
Earth Policy Institute,
Food and Water Watch Organization,
International Bottled Water Association,
Natural Resources Defense Council,
NSF International,
State Water Resource Agencies/Boards,
U.S. Environmental Protection Agency,
U.S. Food and Drug Administration, and
World Wildlife Fund International.

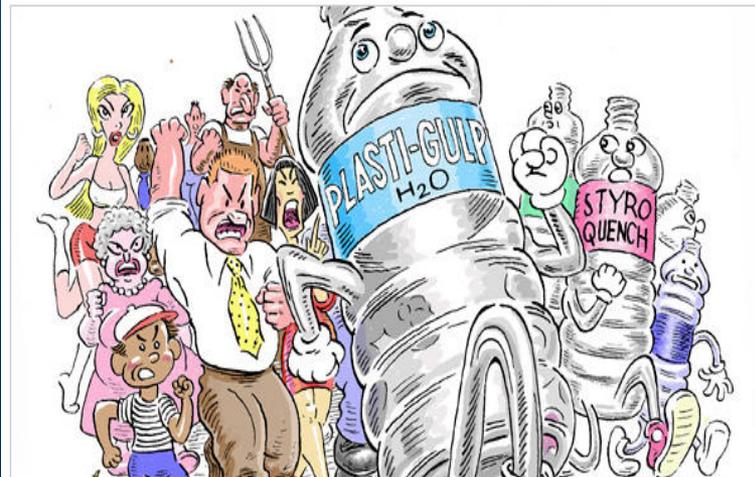
The four primary objectives of this presentation are:

- 1) To give the audience some background and historical information on the bottled water industry;
- 2) To overview the growth in bottled water sales, projected future growth, and market value of the bottled water industry;
- 3) To discuss some of the reasons why bottled water has become such a booming business in the US, a country that has one of the best and safest distribution systems for drinking water in the world; and
- 4) To discuss some of the reasons for a growing backlash against the bottled water industry that has picked up significant support from environmental groups, social activists and others since 2006.



Some classy examples of bottled water

Water, Water Everywhere, but Guilt by the Bottleful



Robert Grossman

BACKGROUND AND HISTORY OF BOTTLED WATER

Saratoga Spa State Park *The Public's Resort*

Park History



The springs in this area are a result of a geological fault that allows the carbonated mineral water from deep (one thousand feet or more) in the earth to come to the surface. This fault is caused by the continued growth of the Adirondack Mountains (of which we are on the edge), and the stability of the surrounding land.

Native Americans frequented the mineral springs in the fourteenth century. They believed the springs had healing powers, and the springs were considered sacred. In the late 1700's, Sir William Johnson, a friend of the Native Americans, became ill and he was transported to the springs to drink of the water and to bathe. He is believed to be the first white man to visit the springs. The town of Johnstown, about twenty miles west of here, is

named for Sir William Johnson.

During the 1800's, Saratoga, much as today, was a very popular tourist attraction. People came to partake of the waters. In the middle 1800's, the water was being bottled and shipped around the world. Reportedly, up to seven million bottles a year were shipped.

The business of single-serve bottled water began with packaging carbonated mineral water in Switzerland in the late 1700s. This occurred after doctors there claimed medicinal benefits from bathing in this water.

A few years later similar claims were made in the US. George Washington and several other US Presidents visited Saratoga Springs, N.Y. in the late 1700's to bathe in its carbonated mineral water. Later on, this water was bottled and shipped all over the world.

Bottled water's mass appeal in the US however, really began with the marketing of Perrier that was imported from France in the mid-1970s. The industry has been on a steady growth rate ever since.



The image on the bottom left shows a pint bottle of Saratoga Springs mineral water sold around 1875 to 1895. The bottle on the right, called Radol, is from around 1905 to 1910 and represents possibly the first known bottled water scam in the US. Radol water was a scam because it was suppose to contain radon, a decomposition product of radium. However, radon was absent after shipping because radon has a half-life of only 3.85 days. Better methods were later employed to produce that healthy glow from radioactive water.

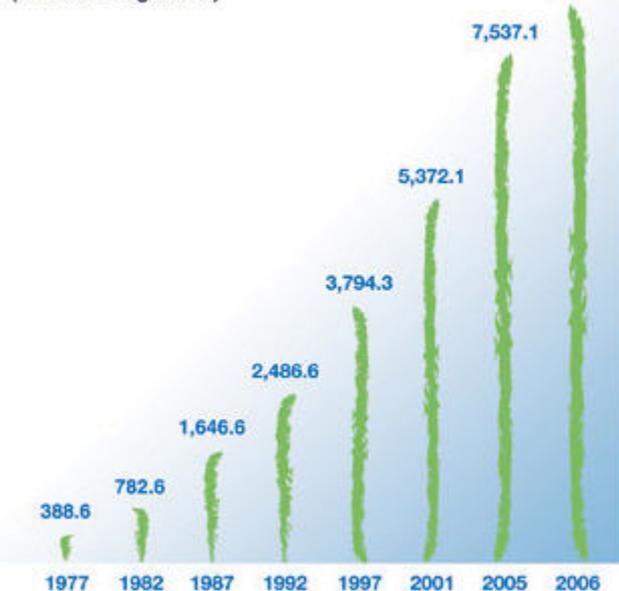


Ironically, consumers would have been much better off if all the radium quack cures of the "radiation is good for you era" had been just as fraudulent as Radol.

GROWTH, PROJECTED GROWTH AND MARKET VALUE OF BOTTLED WATER

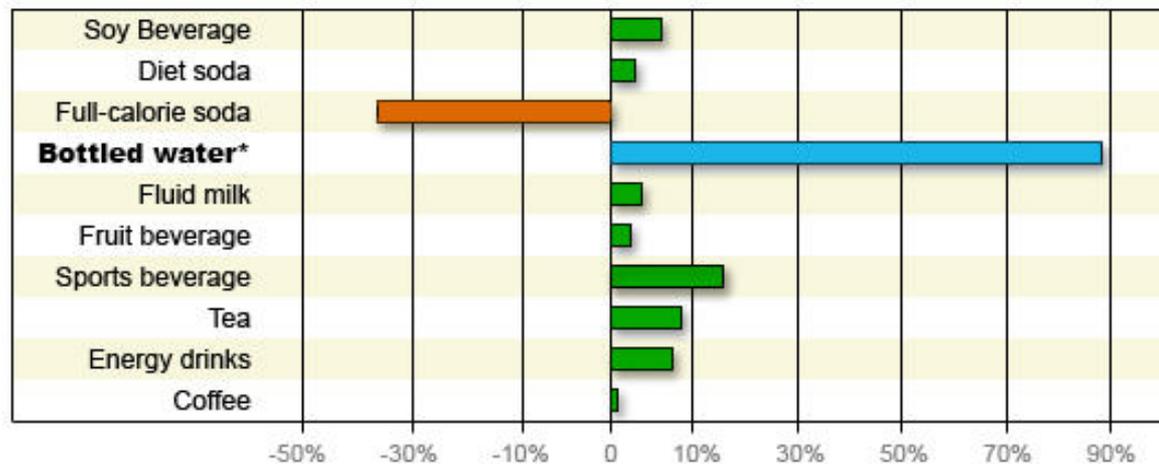
Trended Bottled Water Volume Growth

(millions of gallons)



Source: Beverage Marketing Corporation, 2006

Projected incremental growth, 2006-2011



* This does not include the fortified or enhanced water market

Note: The average American consumes 28 gallons of bottled water every year.

Chart data extrapolated from Beverage Marketing Corporation, American Beverage Association.

The above image on the left shows the growth rate of single-serve bottled water in the US over the past 30 years, beginning just after the marketing of Perrier in 1976 and ending with sales of all bottle waters through 2006.

In 1975, bottled water barely existed in the US, but by 2006 Americans were consuming over 8.2 billion gallons in a year, more than 28.3 gallons per person.

The image on the right shows projected incremental growth of bottled water in comparison to other consumer beverages for the next five years. For the five previous years, bottled water had grown at a phenomenal rate.

The negative issues associated with bottled water may have an impact on this projected growth rate. Only time will tell.



Global Bottled Water Market
Per Capita Consumption by Leading Countries
2000 - 2005

| 2004 Rank | Countries | Gallons Per Capita | |
|----------------|----------------------|--------------------|------|
| | | 2000 | 2005 |
| 1 | Italy | 42.2 | 50.5 |
| 2 | United Arab Emirates | 30.1 | 47.7 |
| 3 | Mexico | 32.7 | 47.3 |
| 4 | Belgium/Luxembourg | 31.2 | 42.4 |
| 5 | Spain | 27.8 | 38.7 |
| 6 | France | 33.2 | 36.6 |
| 7 | Germany | 26.8 | 33.8 |
| 8 | Lebanon | 28.5 | 28.2 |
| 9 | Switzerland | 23.8 | 27.4 |
| 10 | United States | 16.2 | 26.1 |
| 11 | Cyprus | 19.1 | 26.0 |
| 12 | Saudi Arabia | 21.2 | 24.6 |
| 13 | Czech Republic | 18.0 | 23.8 |
| 14 | Portugal | 18.9 | 22.0 |
| 15 | Slovenia | 14.9 | 21.5 |
| Global Average | | 4.7 | 6.7 |

- Countries with intellectual property coverage
- Countries currently without intellectual property coverage

Source: Beverage Marketing Corporation

Global Bottled Water Market
Leading Countries' Consumption & Compound Annual Growth Rates
2000 - 2005

| 2004 Rank | Countries | Millions of Gallons | | CAGR 2000/05 |
|-----------------|---------------|---------------------|----------|--------------|
| | | 2000 | 2005 | |
| 1 | United States | 4,725.1 | 7,539.8 | 9.8% |
| 2 | Mexico | 3,280.0 | 4,963.3 | 8.6% |
| 3 | China | 1,582.2 | 3,395.1 | 16.5% |
| 4 | Brazil | 1,799.6 | 3,224.3 | 12.4% |
| 5 | Italy | 2,434.5 | 2,932.9 | 3.8% |
| 6 | Germany | 2,217.7 | 2,784.6 | 4.7% |
| 7 | France | 1,970.0 | 2,216.9 | 2.4% |
| 8 | Indonesia | 1,135.3 | 2,008.6 | 12.1% |
| 9 | Spain | 1,110.8 | 1,558.6 | 7.0% |
| 10 | India | 567.5 | 1,625.5 | 23.4% |
| Top 10 Subtotal | | 20,822.7 | 32,249.6 | 9.1% |
| All Others | | 7,734.5 | 11,047.8 | 7.4% |
| Total | | 28,557.2 | 43,297.4 | 8.7% |

- Countries with intellectual property coverage
- Countries currently without intellectual property coverage

Source: Beverage Marketing Corporation

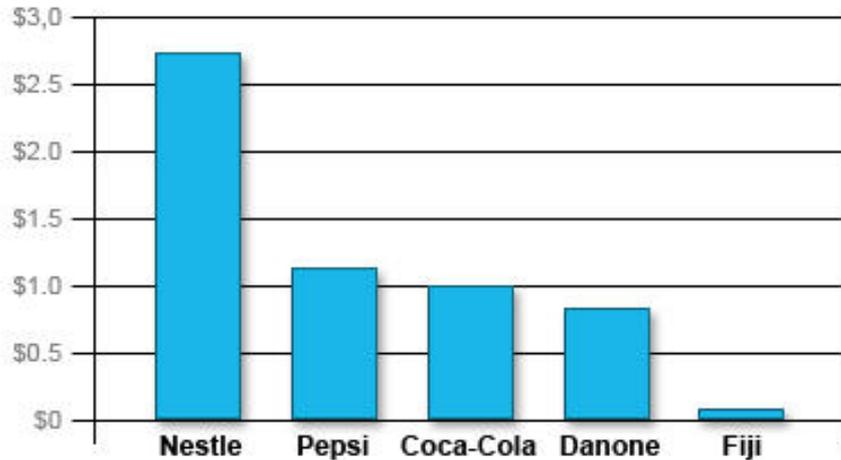
The figures above show how the US ranks in the global bottled water market.

In 2005, citizens from nine countries consumed more bottled water per person than Americans (left image), but we led the world in total consumption (right image).

Estimates for 2007 still place the US first in total consumption, with annual per capita consumption at just over 30 gallons.

With its huge population base and current growth rate, bottled water sales in China will likely surpass those in the US within the near future.

U.S. Water Sales, Leading Companies 2006 Estimates, \$ Billion



The global market value of bottled water is estimated at being worth between 75 and 100 billion dollars.

Over 800 brands of bottled water are currently being sold in the US market, with an estimated value of 12 to 16 billion dollars.

Nestle, a multinational corporation founded in France, is the leader in bottled water sales in the US, followed by Pepsi and Coca-Cola in second and third place.

Nestle has bought out many of the earlier bottling companies in North America like Poland Spring, located in the state of Maine. Poland Spring started out first as a world-renowned natural spring spa before a company started bottling and selling water from this source in 1845.

Nestlé Waters
NORTH AMERICA

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Poland Spring

Just may be the best tasting water on earth!®

Poland Spring®

Founded: 1845
Northeast
Nestlé Waters brand: 1980

Please come visit the new **Poland Spring** website!

Did You Know?
In the 19th century, Poland Spring was a world-renowned spa. City folk would come for cool relaxation and a tall glass of Poland Spring—straight from the source in the beautiful state of Maine. Today, Poland Spring® is the region's number-one natural spring water brand. Tourists can visit the original spring house, now a museum and water bar, which has been restored to its turn-of-the-century splendor.

Our brands

- ◆ Heritage
- ◆ Source Management
- ◆ Water Properties
- ◆ Quality Process
- ◆ Regulation and Oversight
- ◆ Package Sizes and Varieties
- ◆ U.S. Brand Availability
- ◆ Canadian Brand Availability
- ◆ Acqua Panna
- ◆ Arrowhead
- ◆ Calistoga
- ◆ Contrex
- ◆ Deer Park
- ◆ Ice Mountain
- ◆ Nestlé Pure Life
- ◆ Ozarka
- ◆ Perrier
- ◆ Poland Spring
- ◆ San Pellegrino
- ◆ Zephyrhills

WHY ARE AMERICANS DRINKING SO MUCH BOTTLED WATER?

1. Is it because of health issues? The belief that bottled water is less likely to be carrying toxic chemicals or microbial pathogens than tap water. Or the issue of bottled water being healthier than beverages containing fats, salts, sugars and caffeine.

2. Does this reflect a distrust for government? The feeling that government is not doing a good enough job in protecting public water supplies from pollution or enforcing adequate standards to provide citizens with safe water at the tap, literally forcing them to take charge.

3. Are there philosophical reasons? The desire to take the mystery out of wondering where tap water comes from and a get more involved attitude or “hands on” approach to providing the water one chooses.

4. Is it about aesthetics? Real or assumed perceptions that bottled water has a better taste, smell and appearance than tap water even if tap water is just as safe.

5. Is it a matter of convenience? Just grab a water bottle and take in anywhere; hiking, to work or school. We could easily do the same with our own bottle and tap water.

6. Does pseudoscience play a role? Some believe that bottled water treated in special ways or collected from certain sources has healing power, increases disease resistance or improves human endurance and athletic performance in comparison to mere tap water.

7. How about prestige or ego? You man not be in vogue, as with the current generation of star athletes or celebrities unless you drink certain brands of bottled water.

8. How about marketing? Aggressive advertising that exaggerates benefits, appeals to human emotions or plays on people’s fear of what they do not fully understand, has been effective in selling people just about anything. All of the issues mentioned above have been used in marketing bottled water. Many Internet schemes marketing special blends of bottled water are nothing but scams.

Americans are drinking bottled water because of all the reasons listed in the previous slide; health reasons, distrust of government, philosophical reasons, aesthetics, convenience, pseudoscience, prestige or ego, marketing, and possibly several other reasons.

The **2007 bottledwaterworld awards** will be presented during a gala dinner at the **4th Global Bottled Water Congress** in Mexico City from 12 to 14 September 2007. The theme of the event is Sustainable Growth and judges will this year place a special emphasis on sustainability and ethical endeavours.

Besides judging which packaging formats for water are the most attractive and effective as a frontline marketing tool, the categories this year also cover developments in functional and designer waters, with further awards for best label, best marketing campaign, best children's concept, best newcomer and the best environmental initiative.

Aggressive marketing is the key to selling any product including water, the most essential life-sustaining substance that is readily abundant on this planet. The bottled water industry employs every known marketing strategy to sell a product that is essentially free at the tap in countries like the US.

At the 2007 meeting of the Global Bottled Water Congress, their awards supposedly emphasized sustainability and ethics, but were based on marketing schemes to sustain the industry.

Many Americans are real suckers for all things considered organic or natural. They also want to believe in the magic power of water taken from natural sources or water that has been treated using nature's processes like electricity, magnetism, added minerals, carbonation or oxygen. The once popular radioactive water came from a natural process.



Claims that bottled water is safer and healthier to drink than public tap water have been primary marketing themes for bottled water since the early 1980's. Most such claims are not based on science or unbiased scientific studies.

Americans are not the only ones who fall prey to the marketing schemes and perceived health benefits of bottled water. Jana, a natural artesian water with its supposedly unique mineral balance, is promoted as one of the healthiest and best tasting waters in Europe.



Welcome to Jana Online.

Jana Water is 100 percent natural European artesian water with a unique and exceptional balanced mineral composition which makes it one of the best natural artesian waters on the planet. Jana Water has been Europe's favourite artesian water and was awarded "Best Tasting Water" at the Aqua Expo in Paris, France in 2005.



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Welcome to Health-Links

At Health-Links, OUR MISSION is to promote healthier lifestyle choices through education & awareness.

Health-links provides health care professionals with quality products to enhance the health of their clients **NATURALLY**

Products we represent include:

- Oxygen 65 - Oxygenated water
- Recover - Copper and Tin Oligotherapy Creams that help improve muscle and soft tissue regeneration
- Robi Comb
- ... and more products to come soon in the near future.

Products we represent include:

Oxygen 65 - Oxygenated water

A small image showing a bottle of Oxygen 65 water being poured into a glass. The text "oxygen65" is visible on the bottle.

Claims of health benefits or increased athletic performance from drinking the type of bottled water promoted on this web site (oxygenated water) is based on pure pseudoscience and has no real scientific validity.



NOTE: Perrier was first marketed in the US in conjunction with a national marathon race.



Customer Ronald Johnson (right) takes home two packs of bottled water from a grocery store in Washington, D.C. Twenty percent of American consumers decline to drink tap water at all.
© AP Photo / Gerald Herbert

Marketing of bottled water has been so effective that up to 20% of Americans no longer drink tap water at all.

A similar percentage of American households no longer drink water directly from the tap without further treatment, even when the treatment provides no additional benefit.

GROWING CONCERNS FOR BOTTLED VERSUS TAP WATER

QUALITY ISSUES

Most people have not questioned quality issues of bottled water until recently. The image below from the February 2008 issue of Readers' Digest is just one of many articles you can find in magazines, newspapers, trade journals, or all over the Internet questioning the safety of bottled water. Health concerns however, are not the primary issue with bottled water today. Most bottled water is considered safe to drink because of improved standards over the years.

This Month on **rd.com**

February 2008



February 2008

See Our Highlights

How safe is your bottled water?

Our February issue takes a look. Plus, three awww-inspiring love stories, and an exclusive interview with Katherine Heigl.

By Janet Majeski Jemmott



WHAT'S IN YOUR WATER BOTTLE?



However, the safest bottled water to drink may be that coming from tap water.

Bottled water requires only annual quality testing for a few parameters while tap water is tested daily or much more frequently for many parameters.

Aquafina from Pepsi and Dasani from Coca Cola are both plain tap water that receives additional filtration.



A ruling in 2007 requires purified drinking water bottlers to say so on their labels. The old Aquafina label is seen on the right with another suggested joke.

The new Aquafina label, stating that it is purified drinking water, appears on the left.



There are many testimonials stating that the real quality difference between bottled and tap water is aesthetics: taste, aroma, and appearance.

Maybe that is why people like this gentleman on the right just can't get enough.

There are many classy restaurants that offer fine water brands at specialty bars and have servers supposedly trained to match subtle taste differences of these waters to different meal choices—at a reasonable cost of course.



Take the tap water bottled water taste test



In standardized taste tests with all water samples served in glasses at the same temperature, most people can tell little difference between brands of bottled water or tap water.

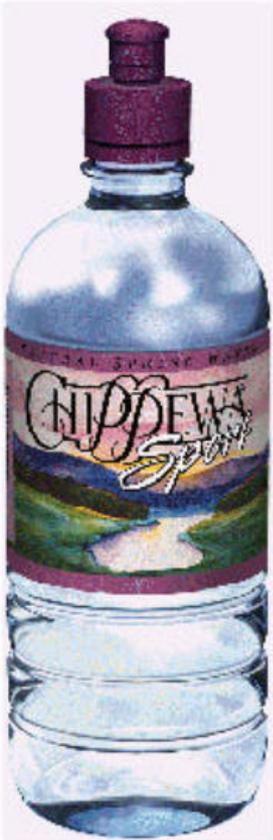
Contrary to many bottled water ads, people often pick regular tap water over many leading brands of bottled water in taste preference tests.

It once took the CEO of a major bottled water brand three attempts to pick his own brand from just five choices, several of which were tap water.

No one will deny that drinking good quality water from any source has health benefits. And, there are many countries where bottled water is the safest and most reliable drinking water.

Contrary to some opinions however, much data now show that bottled water is no safer or healthier to drink than most public tap water supplies in the US. But, this fact did not keep consumers in the US from spending at least \$12 billion on bottled water in 2007.

This money went to support an industry that is not even needed, has no positive impacts on society, and may actually be producing detrimental impacts that will not be fully appreciated or understood for many years to come.



Other than quality issues the primary bottled vs. tap water issues include:

Economic issues,

Energy issues,

Ethical issues, and

Environmental/ecosystem issues.

ECONOMIC, ENERGY, ETHICAL AND ENVIRONMENTAL ISSUES

All four of these are interrelated. People will do lots of things unethical to make money. If their money making actions cause environmental damage for which they are not held accountable, they are not likely to change their actions.

The energy needed for bottling, shipping, handling, and storage of bottled water is much larger than most people imagine. We are moving 1 billion bottles of water around per week in ships, planes, trains and trucks in the US alone. This would be equivalent to a convoy of 37,800 semis delivering water each week. It is much easier, cheaper and less polluting to pump water through pipelines.

There are locations throughout the world, even some in the US, where local water sources have been taken to supply bottled water to the global economy. This is especially an issue in poor countries where the citizens of that country have no dependable and safe supply of water to drink. Fiji water is a good example.

The water bottling industry contributes significantly to land, air and water pollution. Air pollution comes primarily through fuel combustion for transportation, and several studies have shown that 80% or more of the plastic, single-serve water bottles go to landfills. We not only waste the energy to produce and transport bottled water, we then bury most of it in the ground.

The Oklahoma Water Resources Board has made some cost comparisons between tap water and bottled water.

On the average we pay about one penny for 5 gallons of water from a municipal system.

This is about \$2.00 for 1000 gallons.

What is Water Worth? The Cost of Water

- In the U.S., the average person pays about 25 cents each day for water.
- The average cost for water supplied to a home in the U.S. is about \$2.00 for 1,000 gallons, which equals about 5 gallons for a penny.
- Bottled water can be thousands of times more expensive than tap water.
 - There are almost 800 different brands of bottled water for sale in the United States.



What is Water Worth? Rural/Municipal Water vs. Bottled Water

- \$2 dollars for 1,000 gallons equals...
- 3,200 bottles of water
 - (based on 40 oz. of bottled water purchased for \$2 dollars at a typical convenience store)

1000 gallons of bottled water at the relatively cheap price of \$2.00 per 40 oz. bottles would cost \$6,400.

For this example, the bottled water costs 3,200 times that of tap water.



- Cost for comparable amount of bottled water = **\$6,400**

The most expensive bottled water shown in the image to the right costs over 150,000 times that of US tap water.

World's Most Expensive Bottled Water

Tags: [Bling H2O](#)



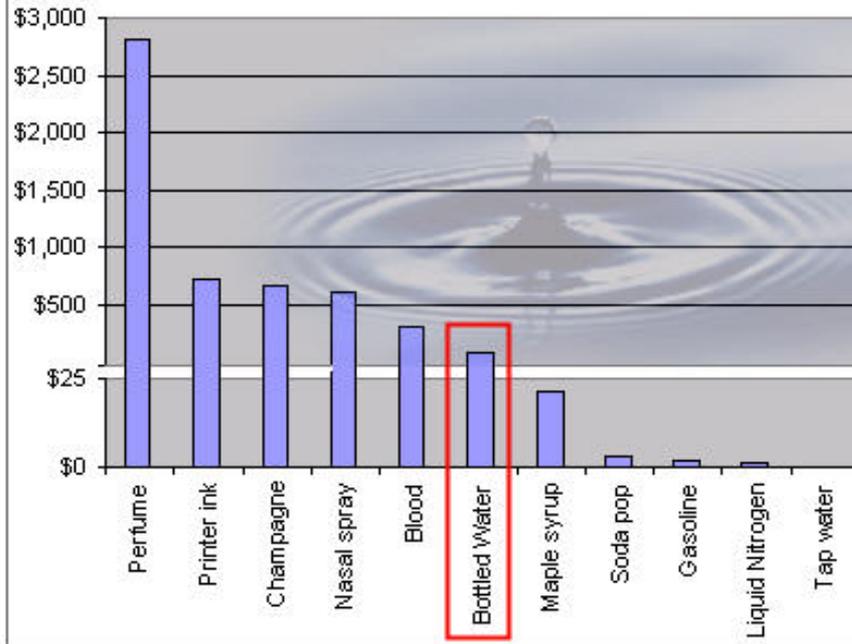
[zoom](#) posted on Apr 16th 2007 4:19PM; via [blingh2o.com](#)

Apparently there's a bottled water out there, that goes for \$38 a pop... How much!? If you have to ask, you can't afford it! Billed as "couture water," Bling H2O, the marketing gibberish tells us, is "not for everyone, just those that Bling..."

The bling water was earlier meant just for Hollywood celebs and hi-fi socialite circle, but now you can gulp it down all for just \$38!!!!



Expensive liquids
(Price per litre \$Cdn)



Perfume: Chanel No. 5; Bottled Water: at expensive bar; Gasoline: Canadian average as of May 1, 2007 (Various sources)

Canada recently compared cost of several expensive liquids on a per liter basis.

The cost of tap water was negligible at \$0.0005 (1/20th cent per liter).

The bottled water was the most expensive sold in Canada and about half the price of the example shown above.

Topics and Programs
Water and Sustainability

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- [Climate Change](#)
- [The World's Water and the Soft Path](#)
- [Water for Schools](#)

Bottled Water and Energy A Fact Sheet

The growing consumption of bottled water raises questions about the product's economic and environmental costs. Among the most significant concerns are the resources required to produce the plastic bottles and to deliver filled bottles to consumers, including both energy and water.

The Pacific Institute estimates that in 2006:

- ◆ **Producing the bottles for American consumption required the equivalent of more than 17 million barrels of oil, not including the energy for transportation**
- ◆ **Bottling water produced more than 2.5 million tons of carbon dioxide**
- ◆ **It took 3 liters of water to produce 1 liter of bottled water**

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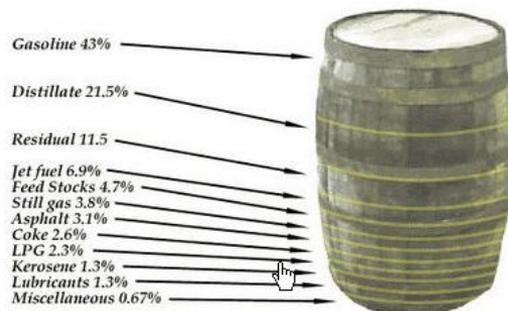


PRINT

[Bottled Water and Barrels of Oil \(PDF\)](#)

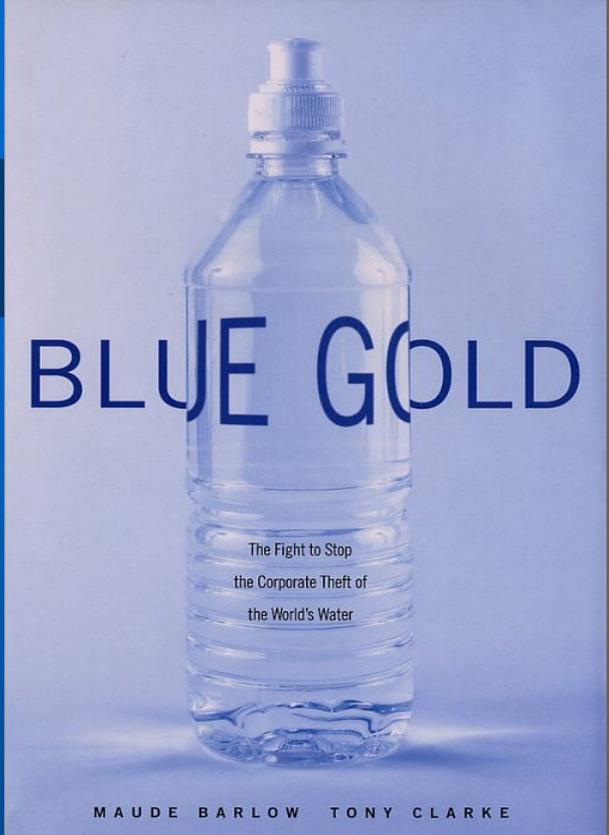
RETURN TO

One Barrel (42 Gal.) of Oil Yields:



According to information compiled by Dr. Peter Glick of the Pacific Institute, it took 17 million barrels of oil to make the plastic water bottles used in the US in 2006.

This would meet the gasoline needs for one year for about 660,000 people based on average per capita consumption of 464 gallons per person per year and each 42-gallon barrel of oil producing 18 gallons of gasoline.



What is turning into one of the most debated ethical issues is the drive for corporate take over of water, with large multinational corporations stepping in to purchase ground water and distribution rights wherever they can.

The bottled water industry is an important aspect of this drive to commoditize what many feel is a basic human right; the access to safe and affordable water.



Plastic, plastic, everywhere from all the many brands of polyethylene terephthalate (PET) water bottles is the primary environmental issue.

PET is essentially non degradable (estimated to bio-degrade in 1000 yrs) but it is one of the best and easiest plastics to recycle because the process produces no hazardous materials.

Bottled Water and The Environment



Outcomes of Lecture:

- You are consumers so you make decisions with your money.
- Bottled water makes a lot of money for big business.
- Oil and Water Do Mix!! The Hydrocarbon Footprint....
- Manufacturing of plastic bottles uses lots of oil and water.
- Bottled water uses oil and water to distribute, recycle or throw away.

Don't buy bottled water, activists urge



Bottler of an idea ... Crushed drink bottles at a recycling plant
Photo: Janie Barrett

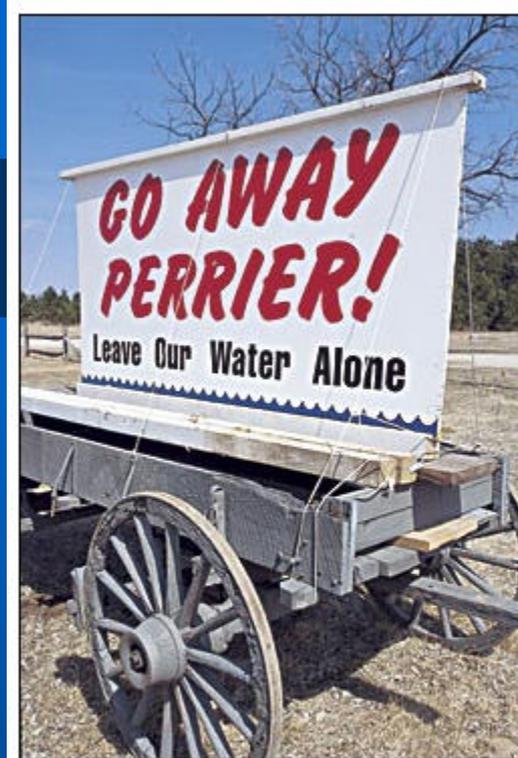
Some estimates are that only 16% of the many tons of plastic from water bottles makes it to recycling centers like the one shown above.

SUMMARY

Bottled water has enjoyed a phenomenal growth rate in the US since the mid-1970s. But since 2005 there has been a building anti-bottled water movement .

Only time will tell if this market can sustain its growth with all the negative publicity the industry is now receiving.

The bottled water industry is fighting back with its own PR campaign.



Nestlé's Perrier built a \$100 million bottling plant in Michigan, but residents worry that it will take an unreasonable toll on regional ground and surface water.

© Pat Owen / Michigan Land Use Institute

Bottled water - good for whom exactly?



WATER WORLD

The new public enemy number one: bottled water

by Staff Writers
Washington (AFP) Aug 15, 2007

It's a hugely beneficial liquid in a slim cylinder of plastic, but for US environmentalists, it is the new public enemy number one: bottled water.

With US bottled water sales growing nearly 10 percent annually -- and the trash from tossed containers climbing just as quickly -- calls for Americans to go back to drinking tap water have surged since the beginning of summer.



Commercially bottled tap water, well-travelled classic bottle of water, or tap in bottle of your choice.

The anti-bottled water movement really picked up its pace in 2007.

Several major US cities passed special ordinances banning bottled water and others have considered placing a special tax on bottled water.

Web Special



Stories

['Bottle bill' debate](#) Sep 19, 2007

[Water logged](#) Aug 10, 2007

[By the numbers](#) Aug 10, 2007

[Big Bowl shelves bottled water](#) Aug 16, 2007

By [Alexia Elejalde-Ruiz](#)
RedEye

Published August 10 2007

That bottled water you're toting may seem like the perfect accessory for the blistering August heat predicted to continue this weekend.

But some say the environment is paying the price for your little piece of plastic convenience.

Across the country, politicians and environmentalists are leading a bottled-water backlash, saying it wastes oil to make and transport the petroleum-based plastic bottles, most of which ultimately end up clogging landfills.

With car pollution, deforestation and many other plastic products like diapers and soda bottles also on the environmental hit list, attacking bottled water may seem like a drop in the bucket—and the bottled water industry has argued that it's being targeted unfairly.

Driving the backlash is that good water pours easily and cheaply from most Americans' faucets—Chicago's Lake Michigan water is considered some of the best in the country—so the waste generated by bottling water seems unnecessary and avoidable.

25 JUN Money Saving Tip of The Day - June 25, 2007

Money saving tip of the day - do not buy bottled water.



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More cities join anti-bottled water movement

Production of plastic, energy needed to ship it is seen by critics as wasteful

Ap Associated Press

updated 8:30 p.m. CT, Tues., Oct. 9, 2007

NEW YORK - Cities around the U.S. are joining influential restaurateurs and activists in a public campaign to be launched Wednesday to convince consumers to choose tap water over bottles.



What do you look like Green?

Send us photos, video of your eco-side



1700 Diagonal Road, Suite 650
Alexandria, VA 22314
Phone: 703-683-5213
Fax: 703-683-4074
Web: www.bottledwater.org

For Immediate Release

August 2, 2007

Contact:

V. Tom Gardner, communications manager
International Bottled Water Association
703.683.5213 ext. 107

***The bottled water industry launched their own campaign to fight back through their international organization.**

IBWA Launches Major Media Advertising Campaign

Setting the Record Straight

ALEXANDRIA, VA - The bottled water industry has recently been the target of misguided and confusing criticism by activist groups and a handful of mayors who have presented misinformation and subjective criticism as facts. The International Bottled Water Association (IBWA) has provided the facts about bottled water to virtually every major U.S. media outlet and in local markets nationwide. IBWA has set the record straight about the bottled water industry's outstanding record of environmental stewardship and responsible use of resources, the industry's demonstrated support of recycling, bottled water regulation and safety, and the role of bottled water as a consumer beverage-of-choice.

IBWA is moving forward on a variety of fronts (communications, government relations, technical/research) to best represent the bottled water industry and bring facts to the forefront of this emerging national dialogue. IBWA on August 3, 2007 placed full-page advertisements in The New York Times and The San Francisco Chronicle to bring balanced, positive and factual bottled water information to consumers and community leaders.

Environmental concerns have forced water bottling companies to put more emphasis on recycling and biodegradable plastics.

There are critical water supply issues however, that bottled water will never satisfy, such as water needs for fighting fires, economic development and other uses.

Therefore, Congress has asked for a full GAO report on bottled water and drinking water issues.



Greener Bottles: In response to consumer concerns, manufacturers are creating bottles from biodegradable plastics, such as these, said to break down in landfills more easily.
COURTESY OF TOM BALL/NATURE WORKS

THE BATTLE OVER BOTTLED VS. TAP WATER

After negative media reports on the environmental cost of bottled water, the industry responds with greener strategies.

By Tony Azios | Correspondent of [The Christian Science Monitor](#)
from the [January 17, 2008](#) edition



NEWS RELEASE

Committee on Energy and Commerce
Rep. John D. Dingell, Chairman

For Immediate Release: January 31, 2008
Contact: Jodi Seth or Alex Haurek, 202-225-5735

Key Lawmakers Seek Probe into Bottled Water, Drinking Water Issues

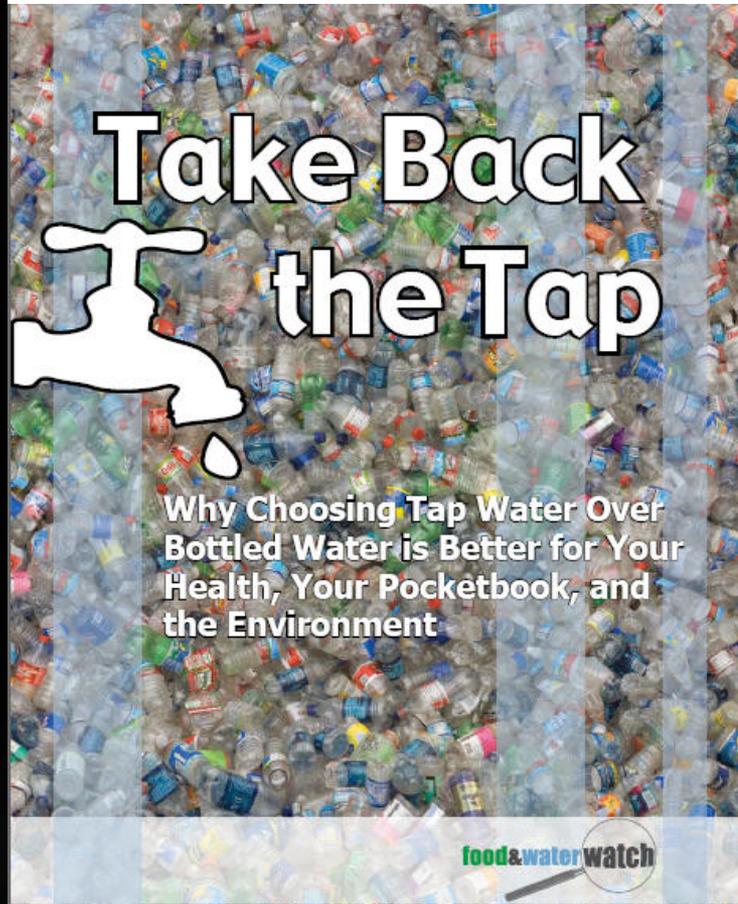
Wynn, Solis Call for GAO Report

Washington, DC- Reps. Al Wynn (D-MD), the Chairman of the Subcommittee on Environment and Hazardous Materials, and Hilda Solis (D-CA), the Vice Chair of the Subcommittee, today called for a wide reaching Government Accountability Office (GAO) investigation into the rapid growth of the bottled water industry and several areas affecting the quality of Americans' drinking water.



Water is integral to a community's welfare—from firefighting capability to drinking water, quality of life, and economic development.

1.5L
(1.58QT)



Take Back the Tap



Why Choosing Tap Water Over Bottled Water is Better for Your Health, Your Pocketbook, and the Environment



We are raising a generation that views tap water with disdain and water fountains with suspicion.

It is time to reclaim common sense, stop being so naïve about bottled water benefits, stop supporting the corporate take over of water, and help protect and maintain the best public water treatment and distribution system in the world.

If you want to save money, save energy and help protect the environment while enjoying the convenience of bottled water—buy your own bottle and refill it from the tap.





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Questions?

USDA-CSREES
National Water Conference
Feb 3-7, 2008
John Ascuaga's Nugget Hotel Resort
1100 Nugget Avenue
Sparks, Nevada 89431

Bottled Water: Beneficial Industry or Super Con Job