Minutes - Executive Policy Committee - October 3, 2008

REPORTS

Minute No. 486 Ceasing the selling of bottled water in Civic Facilities
File FB-1

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

The Executive Policy Committee recommends to Council:

1. That the September 24, 2008 Council Motion relative to ceasing the selling of bottled water in Civic Facilities be filed.

2. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

DECISION MAKING HISTORY:

Moved by Councillor O'Shaughnessy,
That the September 24, 2008 Council Motion relative to ceasing the selling of bottled water in Civic Facilities be filed, and forwarded to Council.

Carried

The Executive Policy Committee received submissions from the following:

In opposition to the September 24, 2008 Council Motion relative to ceasing the selling of bottled water in Civic Facilities:

- Russell Loewen, Canadian Bottled Water Association, submitted a communication dated October 3, 2008
- John B. Challinor, Director of Corporate Affairs, Nestlé Waters Canada, submitted a presentation, a communication dated October 3, 2008, as well as a document entitled "In the Know - Your Guide to Bottled Water and Nestlé Waters Canada", and a fact sheet entitled "Myths and Facts about Bottled Water Facilities".

With respect to the September 24, 2008 Council Motion relative to ceasing the selling of bottled water in Civic Facilities:

- Justin Sherwood, Refreshments Canada, submitted a communication dated October 3, 2008, as well as a brochure entitled "Bottled Water: A Healthy Hydration Choice".

COUNCIL DECISION:

On September 24, 2008, Council ruled automatic referral of the following motion to the Executive Policy Committee:

Moved by Councillor Smith,
Seconded by Councillor Gerbasi,

WHEREAS bottled water is many times more expensive than water from the tap, even though bottled water is just filtered municipal tap water;

AND WHEREAS plastic bottles release dangerous toxic chemicals and contaminants into the air and water contributing to environmental degradation when they are manufactured;

DECISION MAKING HISTORY (continued):

COUNCIL DECISION (continued):

AND WHEREAS toxic contaminants such as arsenic, mercury and bromides have been found in independent, peer reviewed scientific studies of bottled water;

AND WHEREAS the bottled water industry suggests that their product is more pure and healthy than tap water, when tap water is tested more stringently by the Water and Waste Department (hundreds of tests a month) while bottled water is tested by the Canadian Food Inspection Agency once a year;

AND WHEREAS by continuing to allow the sale of bottled water at civic facilities we are telling Winnipeggers that tap water is an inferior product;

THEREFORE BE IT RESOLVED that we cease selling bottled water in city facilities.

Canadian Bottled Water Association

CBWA Remarks to City of Winnipeg
October 3, 2008

Good morning Mayor and members of council. My name is Russell Loewen. Thank you for agreeing to let me speak today on the issue of banning bottled water from municipal buildings.

Let me begin by saying that as well as being a Winnipeg resident, and someone whose water bottling business is located here, I am also on the board of the Canadian Bottled Water Association.

To state that the Canadian Bottled Water Association opposes a ban on our products by the City of Winnipeg would be stating the obvious. No industry association could be reasonably expected to support such a measure.

Winnipeg is one of a number of municipalities that have recently considered to ban the sale of bottled water from their buildings and facilities. One of the reasons cited is that municipal tap water, which is safe and clean, is available so the bottled water alternative is not necessary.

This argument might have some merit if consumers were buying bottled water as an alternative to tap water. However, according to a study conducted in May of 2008 by Probe Research Inc., 70% of adults who purchase bottled water do so as an alternative to buying other packaged beverages, not as an alternative to tap water. As well, many CBWA members bottle spring, or ground water, which may be carbonated. Many municipalities use surface water from rivers or lakes, adding chlorine and/or fluoride. The suggestion that some companies simply take municipal water and bottle it, is incorrect. My company, for example, treats water by reverse osmosis. So while one might say that water is water, bottled water is in fact very different than what comes out of the tap.

Some policy makers contend that too many plastic water bottles, made with PET plastic, end up in landfill. Public policy decision makers should be reminded that water is not the only beverage product available in PET bottles; in fact, a variety of beverages are available in this type of container. When one considers that bottled water accounts for about 9.1% of the entire Canadian beverage industry, according to Beverage Marketing Corporation in a 2006 study, the question that must be asked is, how much is the bottled water industry truly contributing to landfill? PET plastic is also completely recyclable. Together with newspapers and aluminum, it is among the most valuable materials in the recycling system. We recognize that some people choose not to recycle newspapers, bottles and cans; I would suggest to you, however, that this is a behavioural issue rather than a product or packaging issue.

70 East Beaver Creek Road ▲ Suite 203 ▲ Richmond Hill ▲ Ontario L4B 3B2
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CBWA
Canadian Bottled Water Association

As our government, we expect council to consider all aspects of an issue before making a decision. So while you may or may not proceed on this decision based on tap water availability, recycling, and landfill, consider the following as well.

Consider that, at a time when health professionals and governments are struggling with the issues of obesity and diabetes, you would be banning water from skating rinks, but allowing the sale of french fries and chocolate bars. Think about the message you are sending to our young people.

Consider that you are telling us, the people of Winnipeg, that within this city hall, and in other Winnipeg facilities, you have decided to limit our choice as consumers.

Think about whether this ban proposal is the right policy decision, or if in fact you should be enhancing public spaces recycling and anti-littering campaigns, as other jurisdictions are beginning to do.

Speaking of other jurisdictions, I want to ensure that you know that Cambridge, Ontario and Saint John, New Brunswick have recently considered the same question and voted against a similar ban, for essentially the same reasons I have put before you today.

In conclusion, I thank you for your time and attention, and I urge you to continue to allow bottled water in Winnipeg facilities.

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PRESENTATION BY:

JOHN CHALLINOR II APR
DIRECTOR OF CORPORATE AFFAIRS
NESTLÉ WATERS CANADA

OCTOBER 3, 2008

CITY OF WINNIPEG

GOOD MORNING MISTER CHAIRMAN,

COMMITTEE MEMBERS AND MEMBERS OF

CITY OF WINNIPEG STAFF…

ON BEHALF OF NESTLÉ WATERS CANADA,

THANK-YOU FOR THE OPPORTUNITY TO

APPEAR BEFORE YOUR COMMITTEE TO

DISCUSS A MOTION REGARDING THE

CONTINUED USE OF BOTTLED WATER AT YOUR

FACILITIES…

FIRST AND FOREMOST, WE ARE HERE ON A POINT OF PRINCIPLE. WE DON'T SELL OUR PRODUCTS IN VENDING MACHINES. WE SELL OUR PRODUCTS IN RETAIL OUTLETS…

BUT, OUR VIEW OF THIS MATTER IS NO DIFFERENT THAN THAT EXPRESSED BY OUR INDUSTRY PARTNERS WHO DO SELL THEIR PRODUCTS IN VENDING MACHINES…

WE ARE FIRMLY OPPOSED TO THE BANNING OF BOTTLED WATER IN ANY MUNICIPAL FACILITY WHERE THERE IS REGULAR PUBLIC ACCESS…

WE ALSO BELIEVE THAT DISALLOWING THE USE OF BOTTLED WATER BY POLICE, FIRE AND AMBULANCE PERSONNEL IS A SIGNIFICANT HEALTH AND SAFETY ISSUE BECAUSE OF THE EMERGENCY CONDITIONS THEY OFTEN FIND THEMSELVES IN. USE OF A REFILLABLE BOTTLE ISN'T PRACTICAL OR SANITARY…

WE ARE NOT OPPOSED TO MEMBERS OF COUNCIL, COMMITTEE MEMBERS OR STAFF REPLACING BOTTLED WATER WITH PITCHERS OF TAP WATER AT COMMITTEE AND COUNCIL MEETINGS. NOR ARE WE OPPOSED TO STAFF DOING THE SAME THING AT CITY OFFICES...

THAT'S JUST COMMON SENSE AND SOMETHING THAT SHOULD BE MANAGED ADMINISTRATIVELY -- NOT POLITICALLY…

IN OUR VIEW, BANNING BOTTLED WATER IN YOUR FACILITIES WILL HAVE THE EFFECT OF TRADING PUBLIC HEALTH AND A REDUCTION IN PLASTIC BEVERAGE CONTAINERS HEADED TO LANDFILL FOR WHAT IS NOTHING MORE THAN POLITICAL GREEN WASHING, ENVIRONMENTAL SYMBOLISM AND BAD PUBLIC POLICY…

SUCH A DECISION WILL NOT RESULT IN INCREASED CONSUMPTION OF TAP WATER, NOR WILL IT REDUCE THE AMOUNT OF PLASTIC BEVERAGE BOTTLE LITTER IN THOSE CITY OF WINNIPEG FACILITIES WHERE IT IS BEING ENACTED…

SIMPLY TAKING BOTTLED WATER OUT OF A VENDING MACHINE WILL NOT CHANGE HUMAN BEHAVIOUR WHEN IT COMES TO DRINKING TAP WATER INSTEAD OF BOTTLED WATER…

ACCORDING TO A MAY 2008 SURVEY OF 2,260 CANADIANS BY INDEPENDENT RESEARCH FIRM PROBE RESEARCH, MORE THAN 70 PERCENT OF CANADIANS DON'T VIEW BOTTLED WATER AS COMPETING WITH TAP WATER…

THEY DRINK BOTH. THEY DRINK TAP WATER AT HOME AND THEY DRINK BOTTLED WATER OUT-OF-HOME, TO SUPPORT THEIR BUSY, ON-THE-GO LIFESTYLES…

THAT SAME SURVEY INDICATED THAT SIXTY PERCENT OF CANADIANS DRINK BOTTLED WATER EVERY DAY -- AND SEVENTY-FIVE PERCENT OF THEM CONSUME IT BECAUSE IT IS A PORTABLE, ACCESSIBLE AND HEALTHY CHOICE. SURVEY RESPONDENTS ALSO SAID THEY ARE NOT CHOOSING BOTTLED WATER OVER MUNICIPAL TAP WATER. THEY ARE CHOOSING BOTTLED WATER OVER OTHER BOTTLED BEVERAGES WITH HIGHER CALORIES…

WHAT SHOULD BE OF PARTICULAR CONCERN TO THE CITY OF WINNIPEG IS THAT THE PROBE STUDY ALSO INDICATED THAT ABOUT SIXTY PERCENT OF BOTTLED WATER DRINKERS SAID THEY WILL REVERT TO LESS HEALTHY ALTERNATIVES FOUND IN PLASTIC BEVERAGE CONTAINERS IF BOTTLED WATER ISN'T AVAILABLE…

THE FACT OF THE MATTER IS THAT BOTTLED WATER IS PROVING TO BE PARTICULARLY HELPFUL AT A TIME WHEN THE INCIDENCE OF OBESITY AND DIABETES ARE ON A SIGNIFICANT INCREASE AMONGST YOUNG CANADIANS BORN AFTER 2000…

ALMOST 30 PERCENT OF THEM ARE OVERWEIGHT OR OBESE, ARE SUSCEPTIBLE TO DIABETES AND MAY BE THE FIRST GENERATION OF CANADIANS WHO DON'T OUTLIVE THEIR PARENTS. THERE ISN'T ANOTHER PORTABLE BEVERAGE THAT PROVIDES THE HEALTH AND WELLNESS BENEFITS TO CANADIANS THAT BOTTLED WATER DOES -- AND THEY NEED ENCOURAGEMENT FROM GOVERNMENTS LIKE THE CITY OF WINNIPEG, INDUSTRY PLAYERS LIKE OURSELVES AND THE MEDIA IF WE HOPE TO BLUNT THE ADVANCE OF OBESITY AND DIABETES IN THIS COUNTRY…

EARLIER THIS YEAR, HEALTH CANADA IDENTIFIED OBESITY AS THE MOST CRITICAL, EMERGING HEALTH ISSUE FACING CANADIANS...

WE AT NESTLÉ WATERS CANADA STRONGLY ENCOURAGE ALL CANADIANS TO DRINK MORE WATER, WHETHER IT'S TAP WATER OR BOTTLED WATER. WE ALSO ENCOURAGE LOCAL GOVERNMENTS LIKE THE CITY OF WINNIPEG TO WORK WITH OUR INDUSTRY AND OURSELVES TO FIND WAYS TO RECYCLE MORE PLASTIC BOTTLES IN THEIR COMMUNITIES...

WE ARE FULLY SUPPORTIVE OF REFRESHMENT CANADA'S VIEW ABOUT HOW RECYCYLING SHOULD BEST PROCEED IN WINNIPEG…

SHOULD WINNIPEG MOVE FORWARD WITH A BAN, IT WILL BE AMONGST A CLEAR MINORITY OF MUNICIPALITIES AND SCHOOL BOARDS ACROSS CANADA TO HAVE DONE SO…

SO FAR…ONLY TEN MUNICIPALITIES AND ONE SCHOOL BOARD ACROSS CANADA HAVE APPROVED BANS…

IN RECENT WEEKS, A NUMBER OF MUNICIPALITES AND SCHOOL BOARDS HAVE REJECTED THE NOTION OF BANS, INCLUDING CAMBRIDGE, ONTARIO…MIDLAND, ONTARIO…SARNIA, ONTARIO…AND SAINT JOHN, NEW BRUNSWICK…

IN LONDON, ONTARIO, THE ENVIRONMENTAL LOBBY MOVEMENT'S POSTER CHILD FOR MUNICIPAL BOTTLED WATER BANS, THE BAN IS ALREADY FALTERING. IN RECENT WEEKS, ITS COMMUNITY-OWNED GOLF COURSES AND CONVENTION CENTRE HAVE REQUESTED EXEMPTIONS BECAUSE BOTTLED WATER BANS ARE ADMINISTRATIVELY UNWORKABLE, PUBLICLY UNPOPULAR AND DANGEROUS TO PUBLIC HEALTH…

SARNIA MAYOR MIKE BRADLEY CALLED THE BANNING OF BOTTLED WATER BY MUNICIPALITIES AND SCHOOL BOARDS A DISTRACTION…

AND THE MAJORITY OF CANADIANS AGREE. A LEGER POLL EARLIER THIS MONTH FOUND THAT THE VAST MAJORITY OF CANADIANS WITH FAMILIES – THE CORE DEMOGRAPHIC FOR BOTTLED WATER -- OPPOSE THE BANNING OF WATER IN THEIR COMMUNITIES…

CLEARLY, MUNICIPALITIES AND SCHOOL BOARDS THAT BAN BOTTLED WATER ARE, TO USE AN OLD FOOTBALL ADAGE, OUT IN FRONT OF THEIR BLOCKING ON THIS ISSUE…

IN CLOSING, MISTER CHAIRMAN, IF YOUR OBJECTIVE IS TO PROMOTE TAP WATER, THEN INVEST IN PUBLIC EDUCATION TO DO SO. BANNING BOTTLED WATER WON'T RESULT IN INCREASED CONSUMPTION OF TAP WATER…

BUT, IF YOUR OBJECTIVE IS TO INCREASE THE COLLECTION OF RECYCLABLES, WORK WITH THE BEVERAGE INDUSTRY TO ENHANCE THE CURRENT PROGRAM AS OUTLINED BY REFRESHMENTS CANADA…

IN CLOSING, CANADIANS HAVE BEEN DRINKING BOTTLED WATER FOR ALMOST 125 YEARS…

THEY SHOULD FEEL CONFIDENT THAT THEY ARE DOING THE RIGHT THING FROM A HEALTH AND WELLNESS PERSPECTIVE AS WELL AS FROM AN ENVIRONMENTAL STANDPOINT -- BECAUSE THEY ARE…

THANK-YOU…

NESTLÉ WATERS CANADA
101 Brock Road South, Guelph, Ontario N1H 6H9 TEL 519-763-9462 FAX 519-763-8156

October 3, 2008

Mr. Sam Katz
Mayor
The City of Winnipeg
510 Main Street
Winnipeg, Manitoba
R3B 1B9

Dear Mayor Katz;

The purpose of my writing is to correct information that was originally presented to you in the form of a motion regarding the sale of bottled water at various City of Winnipeg facilities.

I chose to write this letter to you rather than address these matters during formal remarks that I will make this morning because my allocated delegation timeframe will not afford me the time required to adequately address this misinformation.

Motion of September 24, 2008, by Councillor Harvey Smith, City of Winnipeg:

"Whereas bottled water is many more times expensive than water from the tap, even though bottled water is just filtered municipal tap water."

A 500 ml. bottle of Nestlé Pure Life costs, on average, about 250 times more than a glass of tap water. Sold by convenience store retailers one bottle at a time, it costs between 90 cents and a dollar. Sold in bulk by grocers, it costs between 30 and 40 cents a bottle. More than 95 percent of Nestlé Pure Life products are sold in bulk to Canadian consumers. According to independent market research firm A.C. Nielsen and the Canadian Bottled Water Association, only 10 percent of bottled water in Canada originates from the municipal water system. Coke and Pepsi source their water products from municipal water systems and, together, have about a 10 percent share of the Canadian bottled water market. Ninety percent of bottled water in Canada emanates from springs on private property. Such is the case with Nestlé Waters Canada, which has a 35 percent share of the Canadian market.

"And whereas plastic bottles release dangerous toxic chemicals and contaminates into the air and water contributing to the environmental degradation when they are manufactured."

This is incorrect urban mythology found in the Internet. Health Canada is aware of reports appearing on the Internet expressing concerns about the potential degradation of plastic water bottles which have been left in cars exposed to summer heat, for example. The focus of such concern has been the alleged release of cancer-causing chemicals from the plastic bottles into the water. However, according to Health Canada, there is no scientific evidence to support such a concern. Studies conducted on water bottles, even under severe temperature abuse conditions, have failed to generate the production of chemicals at levels that could pose a health risk to the consumer of the water in question. By the way, Bisphenol A is not an ingredient used in making PET plastic water bottles. All bottled water sold in Canada in containers ranging in size from 330 millilitres to 1.5 litres uses PET plastic. PET plastic water bottles are the third most recycled product in Canada, behind newspapers and aluminum. They are also the third most valuable item in a recycling program and, when recycled, become playground equipment, automobile parts, carpeting, fleece clothing, sleeping bags, shoes, luggage, other plastic containers, etc. Plastic water bottles account for about one-fifth of one percent of the municipal solid waste stream in Canada. According to industry estimates, the recovery rate for plastic beverage containers averaged 60 percent in Winnipeg in 2007. Plastic water bottles make up just 40 percent of the total volume of plastic beverage containers used by the beverage industry. Most plastic beverage containers contain soft drinks and sweetened juices.

"And whereas toxic contaminants such as arsenic, mercury and bromide has been found in independent, peer review scientific studies of bottled water."

This is incorrect U.S. information that is not relevant to the Canadian marketplace. There is no evidence or study to support this statement domestically. Nestlé Waters Canada performs more than 2,550 tests on its water supply daily. A copy of our testing activities is available upon request. Testing is also conducted via surprise inspections by the Canadian Food Inspection Agency, Health Canada, the Canadian Bottled Water Association and NSF. Nestlé Waters Canada takes a multi-barrier approach to water safety. Nestlé Waters Canada subjects its finished products and source water to microbiological analysis every day that exceeds the microbiological requirements outlined in the Safe Water Drinking Act, which governs both municipal tap water and bottled water. Nestlé Waters Canada is required to test for 160 compounds in both source and finished product for coliform, E-coli (daily), coliform, E-coli (weekly), chemicals (quarterly) and metals, chemicals and minerals (annually). Water samples are also sent to a third party independent lab for analysis every week. Basic chemical and physical analysis of bottled water is completed daily. Annually, we conduct a full spectrum analysis on each water source for primary inorganics, secondary inorganics, radiologicals, volatile organic compounds, organics, disinfection byproducts, pesticides, herbicides, physical contaminants as well as several other potential chemical contaminants. In addition to the tests identified above, there are many on-line quality checks performed by our operators on an hourly basis to ensure the chemical, microbiological and physical safety of the finished goods produced at our plants. Our testing levels meet or exceed all requirements of Health Canada and other governing bodies. The annual monitoring reports are conditions of our permits and are submitted to the province and other public agencies. As such, they become public documents upon receipt.

"And whereas the bottled water industry suggests that their product is more pure and healthy than tap water, when tap water is tested more stringently by the Water and Waste Department (hundreds of tests a month) while bottled water is tested by the Canadian Food Inspection Agency once a year."

This is incorrect. Nestlé Waters Canada performs more than 2,550 tests daily on its water supply at its plants -- or more in one week than the City of Winnipeg does in one year. A copy of our testing activities is available upon request. Testing is also conducted via surprise inspections by the Canadian Food Inspection Agency, Health Canada, the Canadian Bottled Water Association and NSF. Nestlé Waters Canada takes a multi-barrier approach to water safety. The Company subjects its finished products and source water to microbiological analysis every day that exceeds the microbiological requirements outlined in the Safe Water Drinking Act, which governs both municipal tap water and bottled water. Nestlé Waters Canada is required to test for 160 compounds in both source and finished product for coliform, E-coli (daily), coliform, E-coli (weekly), chemicals (quarterly) and metals, chemicals and minerals (annually). Water samples are also sent to a third party independent lab for analysis every week. Basic chemical and physical analysis of bottled water is completed daily. Annually, we conduct a full spectrum analysis on each water source for primary inorganics, secondary inorganics, radiologicals, volatile organic compounds, organics, disinfection byproducts, pesticides, herbicides, physical contaminants as well as several other potential chemical contaminants. In addition to the tests identified above, there are many on-line quality checks performed by our operators on an hourly basis to ensure the chemical, microbiological and physical safety of the finished goods produced at our plants. Our testing levels meet or exceed all requirements of Health Canada and other governing bodies. The annual monitoring reports are conditions of our permits and are submitted to the province and other public agencies. As such, they become public documents upon receipt.

"And whereas by continuing to allow the sale of bottled water at civic facilities we are telling Winnipeggers that tap water is an inferior product."

This is incorrect. According to a May 2008 survey of 2,260 Canadians by independent research firm Probe Research Inc., more than 70 percent of Canadians don't view bottled water as competing with tap water. They drink both. They drink tap water at home and they drink bottled water out-of-home, to support their busy, on-the-go lifestyles. That same survey indicated that 60 percent of Canadians drink bottled water every day – and 75 percent of them consume it because it is a portable, accessible and healthy choice. Survey respondents also said they are not choosing bottled water over municipal tap water. They are choosing bottled water over bottled beverages with higher calories. What should be of particular concern to the City of Winnipeg is that the Probe study also indicated that about 60 percent of bottled water drinkers said they will revert to less healthy alternatives found in plastic beverage containers if bottled water isn't available.

Mayor Katz, our Company and our industry have nothing but the greatest respect for the democratic system and the right of individuals to express their opinions in a public forum such as a Committee or Council meeting of the City of Winnipeg.

This is a right our parents and grandparents fought for and a right we continue to defend to this day.

However, Winnipeg Council is a quasi-judicial entity and, as such, all statements made by individuals and organizations appearing before it should be based on fact. Our Company refuses to make statements that cannot be verified at source or through independent, third-party research.

Statements made quoting research from such environmental lobbyists as the Suzuki Foundation, the Council of Canadians, the Polaris Institute or the Pacific Institute are false statements, as these organizations do not perform scientific-based, peer-reviewed studies of water, the bottled water industry or hydrogeology. The Suzuki Foundation, the Council of Canadians and Polaris Institute typically quote information found on the Internet or attributed to the Pacific Institute, an American environmental lobby group which has no record of funding independent, third-party research on these matters.

We respectfully request that those opposed to bottled water no longer be given the intellectual free pass they have been afforded of late by some in the media and some in local government. As legislators, we ask that you demand the same level of intellectual rigour from them that you expect of us.

Should you have any questions, comments or concerns, please do not hesitate to contact me at your earliest convenience.

Sincerely,

John B. Challinor II APR
Director of Corporate Affairs

BACKGROUNDER

John B. Challinor II APR
Director of Corporate Affairs
Nestlé Waters Canada

John Challinor II is Director of Corporate Affairs, Nestlé Waters Canada. He is also a member of the Company's leadership team.

Mr. Challinor is responsible for Nestlé Waters' day-to-day corporate communications and public affairs activities in the Canadian marketplace.

He joined Nestlé Waters in June 2008 in his current position. Mr. Challinor brings more than 24 years of corporate and marketing communications experience to the role, having served in executive and senior advertising, industry and government affairs and public relations roles with Amdahl Canada Limited, ATI Technologies Inc., Compaq Canada Limited, Cygnal Technologies Corporation, IBM Canada Limited, Jamieson Laboratories Limited and Sony of Canada Limited. He began his career as a newspaper and television reporter and editor in the Southern Ontario market.

Mr. Challinor holds a Bachelor of Applied Arts degree in Journalism from Ryerson University, an Accredited Public Relations (APR) designation from the Canadian Public Relations Society and a Certificate in Advertising from the Institute of Canadian Advertising.

He is a former municipal councillor (15 years) with the Corporation of the Town of Milton, Canada's fastest-growing community. He is a former member of the Communications Committee (12 years), Information Technology Association of Canada (ITAC); former member of the Board of Directors (6 years), York Technology Association (YTA); and former member, The Voluntary Sector Network Support Program National Advisory Committee (VOLNET), Government of Canada (4-year Government appointment); and a former member of the Board of Directors (3 years), Milton Hydro Holdings Inc.

Professionally, he is a member of the Board of Directors of the Canadian Public Relations Society, Toronto chapter, and also serves the national Society as an APR examiner.

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BACKGROUNDER

Nestlé Waters Canada

Established in 2000, Nestlé Waters Canada is a wholly-owned subsidiary of Nestlé Waters North America of Greenwich, Connecticut. With headquarters in the Township of Puslinch, Ontario, manufacturing facilities in Hope, British Columbia and Puslinch and distribution centres in Chilliwack, British Columbia; Puslinch and Laval, Quebec, approximately 500 employees support more than 145 retailer partners across Canada.

Nestlé Waters Canada is the leading bottled water company in Canada, with 35 percent marketshare -- more than three times as large as its next closest name-brand competitor. Nestlé Pure Life, Montclair, Acqua Panna, Perrier and San Pellegrino, the Company's natural spring and mineral water brands are all top performers, well known for their heritage, authenticity and naturally distinctive good taste. Spring water is natural water, a product of the earth. Nothing is added before bottling, helping it to retain the same properties and quality as its underground source. Depending on mineral content, water temperature and other naturally-occurring factors, each spring imparts its distinctive "personality" and taste to its water.

Nestlé Waters Canada has made significant investments in its facilities, leading to high-speed manufacturing processes and a low-cost distribution system. Vertical integration is a critical and efficient aspect of the Company's high-performance, environmentally-sensitive bottling plants. For example, at the Hope and Puslinch facilities, Nestlé Waters Canada makes its own single-serve bottles, reducing shipping costs and truck traffic.

Quality assurance starts at the source and continues throughout Nestlé Waters Canada's state-of-the-art bottling process. Once spring water enters the bottling plants, the Company deploys a carefully controlled, multi-barrier system that ensures quality. At least nine quality checks are conducted every hour on each bottling line in every facility to guarantee consistency of taste, mineral content, pH and water safety. Nestlé Waters Canada water standards meet and exceed municipal, provincial and federal requirements, including Health Canada, which regulates water as a packaged food product.

Nestlé Waters North America is a division of Nestlé S.A., headquartered in Vevey, Switzerland. Founded by Henri Nestlé in 1866, Nestle S.A. is the leading food and beverage company in the world, with more than 260,000 employees. Consumers know Nestlé best for its respected brands, including NESTLÉ FOODSERVICES, STOUFFER'S, LEAN CUISINE, NESQUIK, NESTLÉ GOOD START, POWERBAR, HÄAGEN-DAZS, KIT KAT, NESCAFÉ, NESTLÉ PURE LIFE, NESTLÉ DRUMSTICK and NESTLÉ PURINA BENEFUL. Nestlé aspires to become the world's leading nutrition, health and wellness company. Its desire to provide consumers with "the very best" food throughout their lives is reflected in the Nestlé logo depicting a mother bird feeding her young in the nest. This design is also inspired by the coat of arms of the Nestlé family name, which means "little nest."

As part of Nestlé, Nestlé Waters Canada has the corporate resources to expertly source, bottle and deliver exceptional water products. This strong and solid backing will support the Company's position as a leader in the Canadian bottled water industry well into the future.

Nestlé in Canada represents Nestlé Canada Inc., Nestlé Waters Canada and Nestlé Purina PetCare. These three operating companies employ 3,500 people in 21 manufacturing, sales and distribution sites across the country, with 2007 sales of approximately $2.2 billion.

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In the Know

Your guide to bottled water and Nestlé Waters Canada

WHO WE ARE

Nestlé Waters Canada, a division of Nestlé Waters North America, is the leading bottled water company in Canada. Our family of well-known brands includes Nestlé® Pure Life® Natural Spring Water and Montclair® Natural Spring Water, as well as international bottled water brands such as Perrier®, S. Pellegrino® and Acqua Panna®. We are affiliated with Nestlé Waters, based in Paris, the bottled water subsidiary of the Swiss company Nestlé, S.A.

Nestlé Waters Canada currently operates facilities in Puslinch, Ontario; Laval, Quebec; Hope, British Columbia; and Chilliwack, British Columbia. We employ more than 500 associates across Canada.

Your Health

According to the Dietitians of Canada, the human body needs 8 – 12 cups of liquid a day to stay well hydrated[1]. With no calories, carbohydrates, caffeine or artificial additives, bottled water is the natural choice for a growing number of active, health-conscious consumers.

COUNTING CALORIES

Average calories for a 12-ounce beverage:

	Calories	Teaspoons of Sugar
Bottled water	0	0
Sports drinks	110	6
Sweetened teas	130	7
Lemonade	140	9
Soft drinks	150	10
Apple juice[2]	165	10
Fruit punch/"drinks"	180	11

In recent years, Canadian consumers, and consumers around the world, have chosen bottled water as a safe and accessible healthy beverage alternative to sweetened drinks in record numbers. Currently, 63% of Canadians say that they are trying to increase their water consumption as part of a healthy lifestyle[3]. In fact, 95% of current bottled water drinkers switched from other packaged beverages to bottled water[4].

At Nestlé Waters Canada, we are proud to provide high quality beverage products to meet this significant and growing demand.

Water Use

It may come as a surprise, but bottled water actually requires significantly less water to produce than most other beverages, making it a water source-friendly beverage.

WATER USE

Product	Water to Produce
Nestlé Waters Canada	
Spring water (1 litre)	1.5 litres
Cola soft drink (1 litre)	3 litres
Beer (1 litre)	42 litres

Source: Eshleman, K., Drinking Water Research Foundation study summary, Coca-Cola Company, Environmental Protection Agency (EPA)

While bottled water manufacturers are an obvious user of water, the total extraction of water by Canadian-based water bottling companies is actually very small. Commercial bottled water production in Ontario accounts for less than 0.0014% of all water used by other *permitted* users including commercial, agricultural, industrial and recreational activities[5].

[1] Dietitians of Canada, Beat the Heat with Lots of Fluids, August 11, 2006. http://www.dietitians.ca/resources/resourcesearch.asp?in=view&contentid=6898 (October 10, 2007)
[2] http://www.hookedonjuice.com/ (October 10, 2007)
[3] ACNielsen PanelTrack Health & Wellness Survey 2006
[4] Neilson Homescan 2006
[5] Ontario Ministry of the Environment, 2007

How much water do bottled water producers use compared to others?

(Permits issued by the Ontario Ministry of the Environment as of May 2007)

PERMITS		
Industry	**Total Permits**	**Total Permitted Taking (million cubic metres per day)**
Agriculture	2,944	7.59
Water Supply*	1,196	18.36
Commercial**	691	2.12
Miscellaneous***	612	792.81
Industrial****	514	515.03
Dewatering/Dewatering Construction	345	18.57
Recreational	120	3.04
Remediation	90	0.18
Construction	32	0.72
Bottled Water	23	0.02
Institutional*****	14	0.01

* Includes municipal, communal and campgrounds water supply
** Includes aquaculture, golf course irrigation, mall/businesses, snowmaking, other
*** Includes dams & reservoirs, heat pumps, pumping tests, wildlife conservation, other
**** Includes aggregate washing, brewing & soft drinks, cooling water, food processing, manufacturing, pipeline testing, power production, other
***** Hospitals, schools, other

Source: Ontario Ministry of the Environment

ENVIRONMENTAL EXCELLENCE

At Nestlé Waters Canada, we recognize that water is essential to our ecology and sustaining life in all its forms. That is why painstaking care is taken to select sources that are high-quality, abundant and readily replenished. We monitor the water levels and conditions at our sources, and we use state-of-the-art quality practices in our bottling processes to ensure a safe and natural beverage.

Earth-Friendly Facilities

Mindful of the environment and natural resources, Nestlé Waters Canada is a leader in conserving natural resources and minimizing waste. In 2006, we invested $2.5 million in new technology that made our Puslinch bottling facility 10% more water efficient. We hope to reduce our water efficiency by another 20% in 2008. We are continuously working to find new and innovative ways to make our Canadian facilities more efficient.

Reducing our Impact

Bottled water containers in general use less plastic than carbonated soft drinks or other plastic beverage containers. At Nestlé Waters Canada, we are committed to finding new and innovative ways to reduce our packaging. For example, in the last five years, we have reduced the plastic content in our packaging by approximately 30% and our corrugate use by 65%.

Our "Eco-Shape" bottle, available in 500 millilitre, has reduced the amount of plastic in our bottles by 15%. The bottle feels different to the consumer, but we believe they will appreciate the lower plastic resin content. This new bottle design is for all of our brands in North America and will save approximately 30 million kilograms of plastic resin a year.

In addition to reducing the environmental impact of our bottles, we constantly look for ways to reduce the environmental impact of our activities. We have started to produce our plastic bottles onsite, reducing the kilometres traveled by our trucks. Our new $15 million warehouse expansion, expected to begin in 2008, will reduce the number of trucks traveling to and from our facility by 1,500 per year.

1/2 LITRE SPRING WATER BOTTLE WEIGHT REDUCTION		
2002	**2004**	**2007**
17.2 grams	15.3 grams	12.2 grams

Reusing Materials

When possible, Nestlé Waters Canada's facilities reduce waste by reusing items such as corrugate, wooden pallets and shipping containers.

Recycling Focused

All of our packaging is 100% recyclable and our corrugated trays are made from 100% recycled fibre. Nestlé Waters Canada promotes the recycling of our bottles. We also actively support long-term research into new environmentally focused packaging technologies such as biodegradable bottles.

COMMONLY ASKED QUESTIONS

Why should I drink bottled water?

We believe that bottled water is a healthy beverage choice, and we are proud to provide Canadians with a high quality product that supports a healthy lifestyle.

Over the last five years, many beverages including soft drinks, sports drinks and juices have experienced a slowdown in their sales growth. During the same time period, the demand for bottled water has increased as Canadians indicate their preference for a healthy bottled beverage.

How much bottled water are Canadians drinking?

The Canadian bottled water industry has been growing rapidly over the past decade, moving the product into the mainstream[6]. Bottled water has become a staple for Canadian consumers with 52% choosing it for its portability and taste[7].

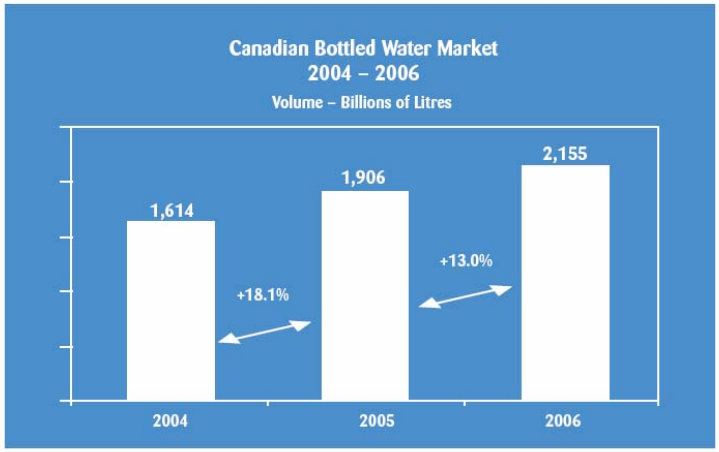
CANADA'S THIRST FOR BOTTLED WATER

Beverage	Volume of Market Share
Carbonated Soft Drinks	15.1%
Coffee	14.3%
Milk	11.5%
Tea	8.8%
Beer	9.5%
Fruit Beverages	8.6%
Bottled Water	9.1%
All Others	23.1%

Source: Beverage Marketing Corporation, 2006

Do bottled water companies use a lot of water?

While bottled water is an obvious use of groundwater, the amount of water extracted by Nestlé Waters Canada is actually very small when compared with other uses.



Source: Beverage Marketing Corporation 2006

At Nestlé Waters Canada, we know that every drop counts and we are proud of our efficient water use. For example, to produce 1 litre of Nestlé Waters Canada bottled water brands, only 1.5 litres of water are required. This includes water used by equipment and in-line sanitation.

AMOUNT OF WATER TO MAKE/PROCESS

Product	Water to Produce
1 litre Nestlé Waters Canada	1.5 litres
1 slice of brown bread	28 litres
1 can of fruit or vegetables	35 litres
1 slice of white bread	40 litres
1 medium size orange (to grow and prepare it for market)	53 litres
1 kilogram of paper	300 litres
1 new car (including tires)	148, 000 litres
1 ton of steel	215,000 litres

Source: Environment Canada, Freshwater Website: Did you know?

Will you use up the water and leave?

Our sources are vital to our business, so it only makes sense for us to do everything we can to protect them. We plan to bottle water, at a sustainable rate, well into the future. Properly managed, sources are renewable indefinitely. Protecting these resources is not only the fiscally responsible way to operate, but also the right thing to do.

Nestlé Waters Canada researches historical and geological records and only selects water pumping sites that nature can naturally replenish. Recharge patterns are critical in determining the amount of water a source can safely yield, and Nestlé Waters Canada is committed to meticulously managing our sources – now and in the future.

How do you monitor the environmental impact of the bottling plant?

We monitor the water level of our production wells on a continuous basis, and regularly collect data from on-site and off-site monitoring wells. We also monitor water levels and temperatures of the creeks near our facilities.

Our program, which includes both surface and groundwater monitoring locations, exceeds the requirements of our individual permits.

We report our monitoring results quarterly to the Ontario Ministry of the Environment. Monitoring reports related to our activities in Puslinch and Erin, Ontario, are available from the Ontario Ministry of the Environment.

[6] http://www.finewaters.com/Bottled_Water/Canada/ (October 10, 2007)
[7] Statistics Canada, Households and the Environment Survey 2006

OPEN COMMUNICATION, CLOSE CONSULTATION

At Nestlé Waters Canada, we believe that corporate responsibility is more than just good business – it's a bond we share with the communities where we live and serve. Our commitment to being a good neighbour comes in various forms including disaster relief and support of local community programs.

Nestlé Waters Canada is proud to support environmental, community, health and fitness and educational programs and events across Canada. We routinely work with a variety of national and regional organizations including:

Unicef Canada

United Way of Canada

Second Harvest Food Bank

Habitat for Humanity Canada

Girl Guides of Canada

The Foundation for Families (Canadian Tire)

Kids Help Phone

Friends of Mill Creek

Grand River Conservation Foundation

Puslinch Fire Department

Table pour la récupération hors foyer

Hope Volunteer Search and Rescue

British Columbia Ambulance Service Flood Relief

Chilliwack Initiation Hockey Tournament

Nestlé Waters Canada welcomes questions from the public. Canadians can contact Gail Cosman, President of Nestlé Waters Canada, directly at **comments_for_the_president @waters.nestle.com**. Gail personally responds to all inquiries.

How do you monitor the quality of your bottled water?

Nestlé Waters Canada takes a multi-barrier approach to water safety. We subject all of our finished products and our source water to daily microbiological analysis that exceeds the microbiological requirements as outlined in the Safe Drinking Water Act. Water samples are also sent to a third party independent lab for analysis every week. On a daily basis we conduct 1,700 quality and 60 quantity tests.

Is the Canadian bottled water industry regulated?

Yes. Bottled water is extensively and strictly regulated under the Food and Drugs Act and Regulations as a food product. The Food and Drugs Act sets identity standards, provides a basis for labelling requirements and establishes the safety parameters for bottled water and all other food products. Manufacturers and importers of bottled water are inspected and monitored by the Canadian Food Inspection Agency (CFIA) to help ensure that the products are safe and wholesome[9].

How much do you pay for the water you take?

In Ontario, we currently pay a $3,000 application fee for our Permit to take Water, but do not pay for the water itself. In the future, we will pay $3.71 per million litres extracted to the Province of Ontario. Nestlé Waters Canada fully supports the concept of paying our fair share for water usage along with other water users.

Water is a shared resource. Why should Nestlé Waters Canada be allowed to bottle this valuable natural resource?

Canadian consumers are choosing bottled water as a healthy beverage alternative in record numbers.

At Nestlé Waters Canada, we believe that bottled water manufacturers have an important role to play in offering consumers a healthy, portable and convenient alternative to other bottled beverages. We are proud to provide high quality beverage products to meet this significant and growing demand.

I've seen bottles of Nestlé Pure Life in the U.S. and other countries around the world. Are you shipping our water around the world?

Nestlé Pure Life is a global brand produced locally and close to the consumer. Nestlé Pure Life is produced around the globe, from local water sources, in countries as widespread as China, South Africa, Mexico, Canada and the U.S.

In Canada, for example, 98% of the water extracted at our Puslinch, Ontario, facility goes to Ontario and Quebec, ensuring that the vast majority of water stays within the Great Lakes/St. Lawrence water basin. The other 2% of the water is distributed within Canada and the northeast United States.

[9] http://www.inspection.gc.ca/english/fssa/concern/specif/bottwate.shtml (November 13, 2007)

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MYTHS AND FACTS ABOUT BOTTLED WATER

Myth Number One: Bottled Water is a recent marketing phenomenon

Facts:

- The water bottling and distribution business is one of the oldest forms of commerce in the world
- The origins of bottled water can be traced back to 10,000 B.C., where early man was transporting and supplying water from natural sources in primitive vessels and skins to their dwellings
- Canadians have been purchasing spring water in bottles made of glass, plastic and other materials for more than 125 years (Montclair)

Myth Number Two: The bottled water industry doesn't care about recycling

Facts:

- PET plastic water bottles are 100 percent recyclable
- Plastic water bottles are the third most recycled product in Canada, behind newspapers and aluminum. They are also the third most valuable item in a recycling program and, when recycled, can be used to make playground equipment, automobile parts, carpeting, fleece clothing, sleeping bags, shoes, luggage, other plastic containers, etc.
- Plastic water bottles account for less than 50 percent of all plastic beverage containers used in Canada
- Plastic water bottles account for about one-fifth of one percent of the municipal solid waste stream in Canada;
- Ninety-three percent of Canadians have access to a municipal recycling program and 87 percent of these programs offer plastics recycling. All of these programs are partially funded by Nestlé Waters Canada and its industry partners. The recovery rate for plastic varies between 55 and 80 percent nationally
- Nestlé Waters Canada and its industry partners recently entered into a $7.2 million, three-year agreement with the Government of Quebec and municipalities across that province to collect and recycle plastic beverage containers and other recyclable materials in public spaces. The Company and the industry plan to roll out similar programs across Canada
- Bisphenol A is not an ingredient used in making PET plastic.

Myth Number Three: The bottled water industry doesn't care about the environment

Facts:

- The bottled water business conducted by Nestlé Waters Canada is one of the most environmentally responsible packaged goods ventures in the world
- By reducing the size of its packaging over the last ten years by 40 percent, Nestlé Waters Canada has reduced the amount of energy it uses by 30 percent and the amount of greenhouse gas emissions it produces by 22 percent

- Nestlé Waters Canada's 12.5-gram Eco-Shape PET-based bottle will save 65 million pounds of resin in 2008 across the Nestlé world, reducing its current bottle's lifecycle CO2 emissions by 8 percent over the previous bottle and by more than 30 percent over a typical soft drink bottle. The Company manufactures its own bottles at each of its bottling facilities, saving the energy required to ship truckloads of empty bottles into its plants
- Nestlé Waters Canada has reduced corrugate use by 88,000 tons over the last five years, which is equivalent to saving 528,000 trees. Another 15 percent reduction is planned for 2009
- On a global scale, Nestlé Waters S.A. uses just 0.03 percent of worldwide oil production (or just three hours worth of extraction) to meet its annual requirements for plastic bottle manufacturing
- Nestlé Waters recently mapped its carbon footprint and determined that the bottle represents 55 percent of its greenhouse gas emissions. Nestlé Waters Canada's total carbon footprint is equivalent to less than 10,000 homes

Myth Number Four: The bottled water industry doesn't care about the health of Canadians

Facts:

- Drinking water is a key and recommended component of a healthy lifestyle, according to Health Canada, complemented by proper food consumption and regular exercise
- Bottled water is a necessity for health and wellness, particularly in an environment where 30 percent of those born after the year 2000 are obese, susceptible to diabetes and at risk of being the first generation not to outlive their parents. This situation has become a health crisis, in the recently-stated view of Health Canada and the Ontario Ministry of Health and Long-Term Care
- Bottled water is a safe, portable and convenient beverage and a healthy alternative to soft drinks and other sugar-based, high-calorie products also found in plastic containers
- More than 75 percent of Canadians drink bottled water regularly – 60 percent every day
- If Canadians didn't have access to bottled water, 60 percent indicate that they would consume soft drinks and other sugar-laden, high-calorie beverages
- About 64 percent of Canadians drink bottled water out-of-home
- On average, Canadians consume 5.1 glasses of water daily
- About 46 percent of Canadians believe they should be drinking more water

Myth Number Five: The bottled water industry is anti-tap

Facts:

- Maintaining Canada's municipal water and sewer infrastructure is vitally important for all consumers, including Nestlé Waters Canada. As users of Canada's municipal water and sewer system (except to source its water), Nestlé Waters Canada and its employees support increased investment in this vital infrastructure by all levels of government so that each and every Canadian citizen has access to a safe and secure supply of tap water
- Nestlé Waters Canada is not interested in engaging in a bottled water-versus-tap-water argument. In Nestlé Waters Canada's view, drinking bottled water or tap water is not an either-or choice – and 70 percent of Canadians agree. They drink both
- Bottled water is simply not tap water in a bottle. Nestle Waters Canada uses underground sources on private property. Its competitors who use municipal water sources further process that water – and the finished product is completely different than the original

Myth Number Six: The bottled water industry is depleting Canada's water supply

Facts:

- The earth's hydrologic cycle naturally replaces what Nestlé Waters Canada bottles and uses to bottle its spring waters
- For every one litre of water exported, 14 litres were imported in the Great Lakes Region
- The bottled water industry uses as much water as ten golf courses in Ontario – a province where there are more than 700 golf courses
- Annual bottled water production in 2007 accounted for less than 0.0015 permitted water takings in Ontario
- The Canadian bottled water industry uses just .02 percent of permitted water in Canada compared to thermal power generation (64 percent), manufacturing (14 percent), municipalities (12 percent), agriculture (9 percent) and mining (1 percent)
- About 97 percent of water drawn by bottled water companies is consumed
- It takes 1.3 litres of water to produce one litre of bottled water. By comparison, it takes 3 litres of water to produce one litre of soft drinks; it takes 42 litres of water to produce one litre of beer; it takes 183 litres of water to produce one 8-ource glass of milk; it takes 148,000 litres of water to manufacture an automobile
- A litre of bottled water sells for 30 cents or less. A litre of regular unleaded gasoline sells for $1.26

Myth Number Seven: Tap water is better than bottled water

Facts:

- Bottled water is held to the same scrutiny as tap water. By law, Health Canada regulations for bottled water must be as strong and protective of public health as Ontario Ministry of Environment regulations for tap water
- Bottled water is regulated as a packaged food product by Health Canada through the Food and Drug Act
- Nestlé Waters Canada customers have never suffered an illness due to the consumption of its products and its competitors' customers have never reported illnesses due to their bottled water consumption
- Nestlé Waters Canada quality assurance staff test its products at least 1,700 times each day at its Aberfoyle plant, exceeding all requirements of Health Canada and other governing bodies
- Testing is also conducted via surprise inspections by the Canadian Food Inspection Agency, Health Canada, the Canadian Bottled Water Association and NSF
- Nestlé Waters Canada subjects its finished products and source water to microbiological analysis every day that exceeds the microbiological requirements outlined in the Safe Water Drinking Act. Nestlé Waters Canada is required to test for 160 compounds in both source and finished product for
    - Daily – coliform, E-coli
    - Weekly – coliform, E-coli
    - Quarterly – chemicals
    - Annually – metals, chemicals and minerals
- Nestlé Waters Canada consistently meets or exceeds requirements for water quality, good manufacturing processes and clear, consistent labelling

Refreshments Canada
Boissons rafraîchissantes

Refreshments Canada
Deputation to the City of Winnipeg Executive Policy Committee
10/03/08

Your worship, members of the Executive Policy Committee:

Good morning and thank you for providing me with the opportunity to present to the Committee on the topic of bottled water. My name is Justin Sherwood and I am the President of Refreshments Canada.

Refreshments Canada is the national association representing the brands and companies that manufacture and distribute non-alcoholic refreshment beverages consumed in Canada. Members' products include soft drinks, juices, sports drinks, iced teas and several brands of bottled water.

In addition to my official capacity, I was also on the board of the Manitoba Product Stewardship Corporation and I am the interim chair of Multi-Material Stewardship Manitoba. Multi-Material Stewardship Manitoba is an industry group that, for three years, has been pushing the government of Manitoba to proceed with the long anticipated new recycling stewardship program. We will be responsible for establishing the funding mechanism and collecting levies from packaging and printed paper stewards to replace the eco levy of soft drinks that currently provides funding for recycling. This program will restore municipal funding for recycling to 80% and provide the stable basis to ensure Manitoba and its cities continue to lead in recycling. I must confess that the industry is frustrated by the lack of progress on this file, although we understand that an announcement is imminent.

I am here today to brief you on my sector's perspective on bottled water in light of the motion that was brought forward last week. Refreshments Canada and its members are against any proposal to ban the sale of bottled water. I would like to take this opportunity to provide the facts to counter many of the myths being put forward by the proponents of bans.

Bottled water is a healthy, safe and refreshing consumer choice. The plastic bottles used by the bottled water industry are 100% recyclable, safe and offer a number of benefits that are often overlooked in the current debate on bottled water. Canadian consumers, as evidenced by consumption figures, appreciate the choice, convenience and portability of bottled water. A recent Stats Can survey indicated that 6 out of 10 Canadians enjoy bottled water on an occasional or frequent basis.

I understand that there is a lot of pressure to be seen as taking action on environmental issues and that bottled water seems to be an easy target. I would strongly urge you to carefully examine the issues on this, prior to proceeding. Although there is a lot of incorrect information being spread – I would like to focus on 6 key myths.

- **Myth # 1 - 80% of water bottles are not recycled.** In Canada, that is clearly not the case. PET is 100% recyclable. Based on a recent waste audit done in Winnipeg the rate is 60%, 60 % on average in Ontario, 73% in BC and comparable rates in other provinces in Canada.

.../2

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www.refreshments.ca

- **Myth # 2 - Bottled water is not tested as regularly as tap water and is not covered by the same regulations.** Bottled water is regulated by Health Canada under the Food and Drug Act and Regulations. Bottling plants are inspected by the CFIA and water is tested prior to, after and hourly during production. This is in addition to the continuous on-line testing that is undertaken during production. This amounts to hundreds of tests for quality and safety per year.

- **Myth #3 - Plastics are not safe.** PET is approved for use in food and beverage contact applications by Health Canada and is subject to a rigorous screening process prior to approval. PET contains no bisphenol-A (BPA) because not BPA is used to produce it.

- **Myth #4 - Bottled water has a huge environmental footprint.** Bottled water has amongst the lowest carbon and energy footprint of any pre-packaged food or beverage product– three times lower than juice, four times lower than coffee/tea, ten times lower than milk. In addition, this footprint is lowered further when the packaging is recycled. Based on the US Environmental Protection Agency Waste Reduction model, recycling of a PET beverage container saves 53 grams of carbon or over the half the carbon footprint of the product and .55 kilowatt hours of electricity.

- **Myth #5 - Producing the bottle, filling it and distributing it is equivalent to filling 25% of the bottle with oil.** This ignores the fact that all products require energy to produce transport and ship. As stated previously bottled water has one of the lowest carbon and energy footprints of any food and beverage product. The actual number is around 5%, a figure that is decreasing steadily as companies implement their own sustainability programs, decrease energy usage and continue to thin wall their plastic containers, and a figure that ignores the positive over 50% benefit achieved by recycling of the PET container.

- **Myth #6 - Consumers are addicted to bottled water.** In fact the per capita consumption of bottled water in Canada in 2006 was less than 50 litres per person or 4/100th of 1% of the 120,000 litres per capita used for all residential applications. That's less than one – 3 minute shower.

The current activity and focus on bottled water is not good policy, it is feel good environmentalism. It allows people to feel like they are doing something, its gets good media coverage, but it actually ignores the big environmental issues facing us. For over 20 years, recycling is the method governments, municipalities and citizens have used to balance consumer need and environmental protection. Recycling is worth considering here, rather than limiting consumers' access to a healthy beverage.

No one in the industry is questioning the quality and safety of the water in the City of Winnipeg. You have good water and every reason to be proud and to promote it. I would ask, however, before you proceed with this ban that you take the time to consider the implications and make sure all the alternatives have been considered.

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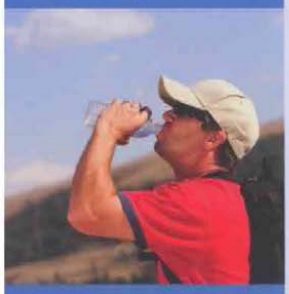
Refreshments Canada

Bottled Water:

A Healthy Hydration Choice



"The bottled water industry in Canada uses less than 1/100th of 1% (or less than 0.01%) of all annual water withdrawals in Canada."



Did you know that the beverage industry's extensive quality and safety testing procedures result in products that meet or exceed all Canadian regulatory requirements?

Bottled Water is a Healthy Hydration Option

Maintaining proper hydration is essential to our health. Refreshments Canada and its members are proud to provide Canadians with a wide variety of beverages including bottled waters, juices, iced teas, sport drinks and soft drinks. We believe that choice, variety and balance in everything we eat and drink are the cornerstones of a healthy diet.

Many Canadians appreciate the convenience and portability of bottled water. It is a healthy hydration option for those on the go.

Water Usage

The entire Canadian bottled water industry uses a minimal amount of water when compared to other industries and the residential consumer. The Canadian Bottled Water Association (CBWA) estimates that the bottled water industry uses less than 1/100th of 1% of all annual water withdrawals in Canada. This figure not withstanding, it is important to remember that in the hydrological cycle, water is not created or destroyed it is simply used, consumed, treated and then returned to the environment.

All industries use water in their products and processes. For example, according to Environment Canada, it takes 300 litres of water to produce 1 kilogram of paper, 1,000 litres of water to grow 1 kilogram of potatoes, and 215,000 litres of water to produce one ton of steel.

Our industry works to manage water resources in a responsible way. We invest in the science and technology to improve water quality, make manufacturing operations more efficient, and to strengthen water conservation practices around the world. The Coca-Cola Company, for example, has decreased water usage by 5.6% globally in the past five years, and since 2006, PepsiCo Inc. has been making steady progress toward its goal of reducing global water consumption by 20% per unit of production by 2015.

Beverage Safety

Bottled water is regulated as a food in Canada, so it must meet the highest standards set by Health Canada. All of our members' production facilities are highly regulated by the Canadian Food Inspection Agency. These facilities have stringent quality measures. In fact, all products, including bottled water, are tested at the beginning and end of each production run and hourly during production.

In situations of natural disasters, bottled water is often the safest way to stay hydrated. In fact, many communities often recommend that people keep bottled water on hand in case of a local emergency.

Bottled Water in Schools and Public Spaces

Bottled water is healthy; it's safe, it's convenient and it's an important source of hydration. Many provincial governments have guidelines in place for schools that recommend water as a healthy hydration option for students. Refreshments Canada thinks bottled water fits with those guidelines, and strongly feels that students should have access to it.

Having access to convenient and healthy hydration is equally important in public buildings and parks. This isn't a question of **either** municipal water **or** bottled water. We think there's a place for both, especially when tap water is not always readily available.

Bisphenol-A

There has been a lot of news coverage lately regarding the use of bisphenol-A in certain types of packaging. The single use plastic containers used by the beverage industry (including those used for bottled water) are made from PET plastic. There is no bisphenol-A in PET plastic bottles (including water bottles) because no bisphenol-A is used to manufacture PET plastic.

Energy Use for Bottled Water Packaging

Whether it's a jar of pickles, a carton of ice cream or a bottle of water, virtually all consumer products require energy for their production, packaging, and distribution. When considering the energy used in the production of packaging, PET plastic bottles offer a number of benefits. PET is very light and strong, and requires only a small amount of packaging material to be used. PET plastic is 100% recyclable. PET plastic bottles are recycled at a high rate in Canada. Recycled PET plastics retain a very high portion of the energy used to create the material in the first place. This energy is preserved when the PET is recycled and turned into other useful consumer products, including PET bottles. By continuing to recycle at a high rate, consumers are not only reducing the amount of materials that go to landfill, they are minimizing much of the energy used to produce new packaging.

Municipal Water

Like most businesses and commercial enterprises our sector uses municipal water. Refreshments Canada supports a strong municipal water system. Beverage manufacturers use municipal water as a raw material to make their beverage products. Therefore, as members of municipal water systems, it's in our best interest to support a modern, sustainable public water infrastructure.

Did you know that bottled water containers are made of PET plastic and are one of the most recycled consumer products?



Some other facts about PET Beverage Containers and Recycling

- Across Canada all non-alcoholic PET beverage containers account for less than 0.5% of the total waste generated, and the majority of those beverage containers are being captured from the waste stream and recycled into new products.



- PET beverage containers are 100% recyclable, and are recycled at very high rates across Canada. For example, based on municipal waste audit data published by Stewardship Ontario, PET beverage containers (including bottled water) are recycled in Ontario single-family homes at average rates of around 70% and closer to 90% in some large urban centres like Toronto.* In British Columbia, based on data provided by Encorp Pacific, they are recycled at 70%, and similar rates are achieved in other jurisdictions.
- Recycled PET containers are turned into other consumer products such as fleece jackets, vests and carpeting.
- The industry and its products support recycling programs and recovery infrastructure in all Canadian jurisdictions.
- The industry continues to invest in innovations that result in new packaging that uses fewer materials.

*Reference: http://www.stewardshipontario.ca/blue-box/refund/projects/audits/waste_audit_sl.htm

Bottled Water: Myths vs. the Facts

Myth: Plastic water bottles are clogging up landfills all over the country.

Fact: Bottled water bottles are 100% recyclable and are recycled at high rates across the country. All PET non-alcoholic beverage containers account for less than 0.5% of all waste produced in Canada. The beverage industry's containers are the most recycled consumer product packaging in Canada. Furthermore, recycling programs and infrastructure are supported by the industry and its products in every jurisdiction in Canada.

Myth: Single use PET plastic water bottles contain BPA.

Fact: The single use plastic containers that are used by the beverage industry, including those used for bottled water are made from PET plastic. There is no bisphenol - A in PET plastic water bottles because no bisphenol - A is used to manufacture PET plastic.

Myth: Bottled water competes with municipal water systems.

Fact: Tap water serves a variety of purposes in the typical Canadian household including personal hygiene, clothes and dish washing, cooking, cleaning, irrigation and drinking. Whether tap or bottled water – there's room to choose depending on a consumer's needs and preferences throughout the day.

Furthermore, water is the primary ingredient for many of the beverages produced by the Canadian beverage industry. Therefore strong municipal water systems are as important to the Canadian beverage industry as they are to all citizens.

Myth: Municipal water is safer than bottled water.

Fact: Bottled water is regulated by Health Canada and the beverage industry's facilities are inspected by the Canadian Food Inspection Agency. Members test water for quality and safety before production, each hour during production and at the end of production. The bottled water produced by Refreshments Canada's members meets or exceeds all Canadian requirements.

Myth: Production of bottled water requires an inordinate amount of water.

Fact: According to the Canadian Bottled Water Association, the production of bottled water accounts for less than 1/100th of 1% of all the water consumed on an annual basis in Canada. To put that into perspective, for every 10,000 litres of water used in Canada for all applications, less than 1 litre is used for production of bottled water. In fact, **in a year**, the average Canadian consumes less bottled water than is required to take one 3-minute shower or to brush their teeth 7 times.

Refreshments Canada
Boissons rafraîchissantes

Refreshments Canada is the national trade association representing the broad spectrum of brands and companies that manufacture and distribute the majority of non-alcoholic beverages consumed in Canada. For more information contact:

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