

# *FSMA coming soon... Compliance by September 2017*

Will you be prepared?

IBWA can help...If you're not a member, don't put off joining. **JOIN NOW** so you will be well educated on what is about to take place.

The cost of not complying with the FDA's Food Safety Modernization Act (FSMA)?

***Staggering***

Your membership dues are only a fraction of what the re-inspection fees could cost if your company's plant fails FDA inspections!

***Incalculable***

Today more than ever, it's not whether you can afford to be an IBWA member. It's whether you can afford not to.

**IBWA**

INTERNATIONAL  
BOTTLED WATER  
ASSOCIATION

**FDA**

Food and Drug  
Administration



# Becoming an IBWA member may be the single most important decision you make this year—bar none

The U.S. Congress passed new legislation to update the nation's aging food safety systems in December 2011. The Federal Food Safety Modernization Act (FSMA) is now law and your preparation and compliance are essential.

**The resources and training you need to survive in today's newly changed regulatory landscape**

That's why membership in the International Bottled Water Association (IBWA) is not only valuable, it could be absolutely vital to your business's growth and even survival.

Founded in 1958, IBWA is the leading voice of the bottled water industry, protecting the interests of bottled water bottlers, distributors and suppliers, as well as providing access to essential educational and training resources and offering cutting-edge solutions to complex regulatory issues.

**Comprehensive training and resources to help you assure compliance with FDA's new FSMA regulations**

With FSMA in full swing in 2012, these benefits are especially valuable.

FSMA involves far more than the Food and Drug Administration (FDA) adopting new regulations for bottled water. It ushers in a new era of food safety regulation that encompasses the entire food industry.

FSMA requires the mandatory FDA inspection of all food plants every 3-5 years. In addition, the new law also includes provisions that require food processors, distributors and bottlers to develop stringent HACCP (Hazard Analysis and Critical Control Points) for their facilities. It also provides the authority to assess fees, which can be substantial – up to \$20,628 – to re-inspect food facilities where the agency finds serious deficiencies.

How do these regulations impact you? What exactly is FDA looking for? What can you do to prepare for inspections and help ensure compliance? Here, IBWA members have a big advantage.

Our training sessions, plant tours and inspection program give you the critical information you need to meet the new FDA requirements. That can mean far more to your company's bottom line than you can imagine.



**Compare:  
\*IBWA bottler  
membership—one  
year dues of \$6,333 or  
FDA re-inspection fees  
that could cost you  
between \$16,128  
to \$20,628**

IBWA  
can help  
your company  
with FSMA  
compliance issues,  
making membership a  
smarter investment than

ever. Consider the statistics. For many bottlers, annual membership is only \$5,464. Compare this amount to re-inspection fees that could cost you from \$16,128 to \$20,628 if your company's plant fails FDA inspection.\*

To make matters worse, your company could be affected by the bad press and potential loss of business that can result from a failed inspection.

As a member, IBWA will help prepare your company for the FSMA inspection process. You have ready access to advice, training, and plant assessment services that can help prevent the problems before they happen.

**For more information, call toll-free at 800-WATER-11 or visit our webpage at [www.bottledwater.org](http://www.bottledwater.org). It may be the most important decision you make this year.**

As an IBWA member, you can face the challenges of today's new FSMA regulations and FDA inspections with confidence; and the benefits don't stop there.

You'll have access to a full range of other membership benefits designed to help you compete and thrive in today's competitive bottled water industry: from representation before Congress, to current reports on industry trends and issues, to networking and educational opportunities that can help you get ahead and stay ahead now and in the future.

**Join  
IBWA  
today!**



\*FDA has established an hourly rate of \$224 for each full-time employee involved in the re-inspection of a facility determined by FDA to be seriously deficient in its food safety program. Based on an assumption of 3 FDA inspectors spending 3 days at a bottled water facility at 8 hours per day:

Total man-hours = 3 inspectors X 3 days X 8 hours/day = 72 man-hours

Hourly fees = 72 man-hours X \$224/hour = \$16,128

Travel expenses for 3 FDA employees = 3 X \$1,500 = \$4,500

Total cost of FDA re-inspection = \$20,628

\*IBWABottler Dues is determined by the company's annual revenue and the final dues amount may exceed the base cost of \$6,333.



## IBWA Mission Statement

To serve the members and the public, by championing bottled water as an important choice for healthy hydration and lifestyle, and promoting an environmentally responsible and sustainable industry.

**IBWA**

INTERNATIONAL  
BOTTLED WATER  
ASSOCIATION

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