



January 3, 2017

Dear IBWA Member:

**As Chairwoman of the International Bottled Water Association (IBWA), I'm writing to thank you for your involvement in IBWA 2016.** Your support has helped IBWA continue to be a very effective advocate for all bottled water companies – bottlers, suppliers and distributors – whether they are small, medium or large businesses. We greatly appreciate your commitment to IBWA and the bottled water industry and hope that you will continue to be part of this great organization by renewing your membership for 2017.

As a result of your support, IBWA was able to accomplish a great deal last year. In particular, IBWA continued to work hard to highlight bottled water's stringent state and federal regulations, our members' environmental sustainability efforts, and the safety of all plastic bottled water containers, including those containing BPA. (A summary of IBWA's 2016 activities is included at the end of this letter and in the enclosed 2016 Progress Report.)

Implementation of FSMA (Food Safety Modernization Act) continues to be a very important issue for the bottled water industry. With FSMA compliance dates for many IBWA members just a few months away, we are providing our members with the information that they need to be prepared. IBWA offers members several ways to receive FSMA updates and prepare for compliance, including PCQI workshops being held throughout the US, educational sessions held during IBWA meetings, and online webinars and IBWA's publications, - News **Splash** and **Bottled Water Reporter**.

Even though the amount of water used for bottling water in the United States is very small, activist groups have been increasing their attempts to prevent bottled water companies from siting, permitting, and re-permitting bottled water plants. As a result, IBWA is developing a comprehensive strategy and campaign to fight these actions. The goal of these anti-bottled water efforts is to put the bottled water industry out of business. We will therefore need the support of all bottled water companies to make it clear to the media, government officials, and consumers that bottled water companies are legitimate enterprises that preserve and protect natural systems, enhance health, and contribute to the economic development of communities in which they operate.

Regardless of your company's role in the production and sale of bottled water, the many issues facing our industry can negatively impact your business. IBWA members, staff and consultants, along with our allies, will continue to work hard to represent the bottled water industry with facts and truth. We are committed to proactively promoting the safety and quality of bottled water and challenging the attacks, regulations and proposals that characterize bottled water unfavorably and/or would have a negative financial impact on our member companies.

**Please renew your membership today.** By renewing your IBWA membership, you will help ensure that we can continue to aggressively defend the bottled water industry against all negative proposals and proactively communicate the facts about our products to the media, government officials, activist groups and others.

As you complete your dues renewal form, please consider the challenges facing our industry in 2017 and the magnitude of the response needed to effectively challenge the increased scrutiny and criticism of bottled water. Also consider how the work performed by IBWA contributes to your ability to 1) successfully operate your business and assist you in producing a quality product, 2) meet new regulations and requirements, and 3) avoid unnecessary and burdensome laws and regulations that would negatively impact your company. The return on investment is significant when compared to the financial and other resources you would need to achieve the same results by yourself. I urge you to invest in your business and the industry by renewing your membership for 2017.

I am very proud to be part of the bottled water industry and I know you are too, and I'm very excited about the future of IBWA and the many opportunities available to the bottled water industry. Thank you for your support of IBWA. I welcome your comments anytime.

Sincerely,

*Shayron F. Barnes-Selby*

Shayron F. Barnes-Selby  
DS Services  
IBWA Chairwoman

Enclosures:

**2017 IBWA Dues Form**

**2016 IBWA Annual Progress Report**

**2017 Bottled Water Audit Program Package (Bottlers and Candidate Bottlers only)**

**FSMA Brochure**

**Upcoming IBWA Meetings**

**Drinking Water Research Foundation Flyer**

**Kristin Safran Scholarship Flyer**

**Alan Leff Memorial Lecture Fund Flyer**

**Why A Political Action Committee (PAC) Flyer**

### Summary of IBWA Activities in 2016

#### Communications

- Throughout 2016, while our critics continued to make false and misleading statements about our industry and products, IBWA aggressively promoted the facts about bottled water. We used both social and traditional media to accomplish this.
- A recent audit of IBWA's communications assets revealed that we are well prepared to share—and help our members share—bottled water's healthy hydration story via a variety of platforms and materials: websites ([bottledwater.org](http://bottledwater.org) and [bottledwatermatters.org](http://bottledwatermatters.org)), *Bottled Water Reporter* magazine articles ([bottledwater.org/newsroom/bottled-water-reporter](http://bottledwater.org/newsroom/bottled-water-reporter)), reports/studies ([bottledwater.org/reports-studies](http://bottledwater.org/reports-studies)), press releases ([bottledwater.org/news2016](http://bottledwater.org/news2016)), image library ([bottledwater.org/bottled-watervisuals](http://bottledwater.org/bottled-watervisuals)), and YouTube videos ([youtube.com/user/BottledWaterMatters](http://youtube.com/user/BottledWaterMatters)). Having such a variety of tools enables IBWA staff and members to quickly access up-to-date facts and messaging to share with customers, legislators, and the media.
- Those resources help IBWA retain its position as the “go-to” source for comprehensive information about bottled water. And that's an important role, because, in 2017, we are likely to see more media reports on the importance of water as a healthy hydration beverage, water resource management, water quality, bisphenol A (BPA), and the environmental sustainability of bottled water.
- Through IBWA's social media programs, we are able to promote healthy hydration and educate supporters, critics, and consumers about bottled water. Our 40 YouTube videos (with more than 476,650 views) cover a wide range of topics, including: bottled water's role in emergencies/natural disasters, plastic safety, recycling, and bottled water regulations. IBWA also continues to grow our collection of video vignettes (short videos lasting no more than 15 seconds) for use on Twitter, Facebook, and Instagram. IBWA's three targeted Twitter feeds have more than 5,200 followers. IBWA's Facebook pages have more than 7,300 “likes.” And on Pinterest, we have 13 boards, where we pin educational articles on healthy hydration, BPA, recycling, bottled water's role during

natural and man-made disasters and emergencies, and more. Those platforms let us speak directly with the public and the media, in real time.

- Beverage Marketing Corporation (BMC) predicts that, during the first quarter of 2017, bottled water will, for the first time, surpass carbonated soft drinks as the No. 1 product (by volume) in the beverage category. IBWA will promote this important milestone event, focusing on the fact that this accomplishment became a reality because consumers are increasingly focused on healthy hydration and making healthy lifestyle choices.

### **Environmental**

- In 2016, IBWA completed a “Water Risk and Member Best Practice” study. The objective of the study is to provide a comprehensive assessment of water vulnerabilities in the US. The study analyzed both internal and external data in three categories: physical (availability, quality), regulatory (legislation, access to water) and social (media coverage/cultural aspects). The results of the data were used to create a roadmap of fundamental categories of water stewardship actions that IBWA members can take. The report outlines a progression of actions, from “initial steps” to “best in class” for each category.
- Even though the amount of water used for bottling water in the United States is very small, activist groups have been increasing their attempts to prevent bottled water companies from siting, permitting, and re-permitting bottled water plants. As a result, IBWA is developing a comprehensive strategy and campaign to fight these actions. The goal of these anti-bottled water efforts is to put the bottled water industry out of business. We will therefore need the support of all bottled water companies to make it clear to the media, government officials, and consumers that bottled water companies are legitimate enterprises that preserve and protect natural systems, enhance health, and contribute to the economic development of communities in which they operate.
- In October 2016, IBWA held a one-day tour of recycling facilities, with an emphasis on how PET is separated from other materials and eventually reused for other products, including PET bottles. The tour focused on redemption facilities and processors of recyclable materials in the New York metro area. IBWA members and staff visited four different redemption and recycling facilities to observe the entire recycling process— from collecting the empty beverage bottles to the manufacture of new products using PET. In addition to touring facilities, participants were briefed on IBWA’s environmental goals, and the challenges the bottled water industry faces in accomplishing those goals.

### **Government Relations**

- IBWA continued its efforts to expand our outreach to federal and state legislators and governors to educate them further about the bottled water industry and to gain their support. IBWA staff and members had 200 meetings on Capitol Hill, with both members of Congress and their staff.

- IBWA regularly attended meetings and hearings on a wealth of issues, including the National Parks Service (NPS) policy that permits parks to ban the sale of single-serve bottled water, the Food and Drug Administration's (FDA) work on an abbreviated Nutrition Facts Panel, new regulations on overtime pay proposed by the Department of Labor (DOL), and our successful effort to have the Dietary Guidelines for Americans (DGAs) recognize the importance of water in a healthy diet.
- The ongoing battle with NPS on the bottled water sales ban policy took a major turn in our favor after numerous meetings with key lawmakers who agree that such a ban should not be instituted at our national parks. Both the Senate and the House took action that called on NPS to withdraw the policy and/or remove funding to implement of the ban. While those proposals did not receive final passage, they clearly show that IBWA has made a significant impact on the opposition to the sales ban policy and we will continue our efforts on this issue in 2017.
- After meetings with the U.S. Department of Agriculture (USDA), the Department of Health and Human Services (DHHS), and the White House, IBWA is very happy that the new DGAs expressly state that calorie-free drinks—especially water—should be the primary beverage consumed. The DGAs also encourage a shift away from sugar-sweetened beverages to healthier, no-sugar-added beverages, such as water.
- In the states, IBWA monitored over 800 pieces of legislation and nearly 400 regulations during the past year that would have impacted the bottled water industry. Groundwater management continues to be a major issue and is joined by continued activity on bottled water taxes and bans, recycling and bottle deposits, labeling, and Bisphenol A (BPA).
- 2016 was a banner year for the IBWA Political Action Committee (PAC), as it surpassed the fundraising goals for the two-year cycle (2015-2016). The PAC continues to be a valuable tool in educating members of Congress about bottled water issues and building strong champions for the industry. Thanks to IBWA members, the PAC was able to support many of our Congressional champions during a crucial election year.

### **Technical and Education**

- IBWA continued to be an active leader by putting our technical and scientific expertise to work for your company. We analyzed FDA regulations, and assisted members in understanding and interpreting these regulations, and educated regulators on our industry's operations to help ensure fair and sensible regulation of the industry. From routine information requests from the public and members, to assistance with technical regulations, IBWA is always available to help.
- IBWA continued to regularly follow and monitor the latest FSMA developments in order to assist our members in complying with all of the new regulations. This included providing important information about the key regulatory provisions—such as FDA's revised cGMPs, new requirements for hazard analysis and preventive controls, record

keeping, ancillary requirements (e.g., environmental monitoring), and impact on IBWA's annual inspection program. With FSMA compliance dates for many IBWA members just a few months away, we are providing our members with the information that they need to be prepared.

- As a major component of our 2016 FSMA education efforts, IBWA conducted Preventive Controls Qualified Individual (PCQI) workshops around the U.S. All food facilities are required by the preventive controls rule to have a PCQI in-house by the date they are required to comply with the rule. For many IBWA members, that is September, 2017 and September, 2018. IBWA is here to help you comply! Watch for announcements about additional IBWA PCQI workshops in 2017.
- IBWA continues to meet with the FDA Center for Food Safety and Applied Nutrition staff about matters of vital importance to the industry. Topics include BPA, the Food Safety Modernization Act, source contamination issues under the FDA groundwater rule, and the application of FDA Food Code Sanitization procedures to product contact surfaces at bottled water plants. Of particular importance in 2017 is a proposed revision to the FDA ground water rule that would permit advanced treatment to reduce or eliminate automatic recalls in the event of a source contamination incident. The revision would also harmonize FDA's regulations with state regulations for ground water sources.