

Story: People are furious that Nestle is still bottling and selling California's water in the middle of the drought

Link: <http://www.businessinsider.com/nestle-is-bottling-water-from-california-2015-4>

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While the issue of California's drought is definitely an important one, it's also important to focus on the facts. The amount of water used for bottling water in California is very small. Bottled water uses less than 0.004% of all water in the U.S and similarly in California, it uses a small fraction of 1%. America consumed a total of 11 billion gallons of bottled water in 2014. New York City uses that much tap water in one week, and Los Angeles goes through that much tap water in three weeks.

According to the UCLA Institute for Environment and Sustainability, at about 80%, agriculture is the largest user of water in the state, followed by urban residential use at 13%. The simple fact is that bottled water is neither the cause of nor the solution to the drought.

Water—both bottled and tap—is the most efficient choice for hydration. On average, bottled water uses 1.32 liters of water to produce a liter of finished bottled water, and that includes the liter consumed. Removing bottled water as a choice, or encouraging people not to drink it, will push consumers to other beverages which take a lot more water to make.

I also want to point out the bottled water industry complies with California's regulatory framework, which applies to other water users in the same class, and will continue to do so. This article infers that the bottled water industry is acting out of compliance with state regulations and that is not the truth.

You can learn more about bottled water by visiting www.bottledwater.org.