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The Daily Iowan

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Dear Ms. Reiland and Mr. Dugan,

I read with interest your opinion article "[Dugan: Private water, public crisis](#)" on The Daily Iowan website. I am writing to make you aware of several factual errors in the statements you make. It is unfortunate that Mr. Dugan didn't reach out to the International Bottled Water Association, as it would have helped provide a more accurate article about bottled water.

Dugan: *"it takes about three liters of water to produce a single liter of bottled water."*

IBWA: It takes just 1.32 liters of water (including the liter of water consumed) to produce one liter of finished bottled water. In fact, bottled water has the [lowest water footprint](#) of all packaged beverages.

Dugan: *"The issue is private allocation of California public resource, to be sold outside of California in the midst of a crisis that is particularly affecting the state."*

IBWA: Bottled water is one of thousands of food products that have water as an ingredient. Most packaged food and drinks contain water. So your argument appears to be unfairly singling out just one consumer product, instead of applying to all products that contain water. Further, the majority of bottled water produced in California is consumed in California.

Dugan: *"maybe there's not much of a moral incentive for companies such as Nestlé to function in sync with their environment."*

IBWA: Water resource management is a very important issue to the bottled water industry, and sustainable, protected, and naturally recharged water sources are the single most important aspect of our business.

The industry's continuing dedication to protecting the environment and natural resources is also demonstrated by:

- Using less PET plastic to make single-serve bottled water containers. PET plastic bottled water bottles use less plastic than any other packaged beverage. And, data from the Beverage Marketing Corporation (BMC) shows that between 2000 and 2011, the average weight of a 16.9-ounce (half-liter) PET plastic bottled water container declined 47.8 percent. This resulted in a savings of 3.3 billion pounds of PET resin.
- Increasing the use of recycled PET (rPET) to make bottled water containers. While bottled water is just one of thousands of consumer items packaged in plastic, many bottled water companies already use bottles made from 50, 75, and in some cases, 100 percent rPET. The National Association for PET Container Resources (NAPCOR) states that a total of 1.5 billion pounds of PET were recycled in 2010, including products other than bottled water, and producing new products from rPET uses two-thirds less energy than what is required to make products from raw virgin materials. It also reduces greenhouse gas emissions.
- Reinforcing the importance of recycling. The bottled water industry supports strong community recycling programs. All bottled water containers are 100 percent recyclable, and of all the plastics produced in the United States, PET plastic bottled water packaging makes up only 0.91 percent; less than one percent. And, data derived from EPA figures demonstrates that plastic water bottles make up less than one-third of one percent of the entire U.S. waste stream. Plastic 3- and 5-gallon bottled water containers are reused between 30-50 times before being recycled.

We believe that it is not in the best interest of your readers to discourage the consumption of this safe, healthy, convenient product.

I respectfully request the article on your website either be updated to reflect the facts mentioned above, as the article as it currently appears, seriously misinforms consumers about the safety and quality of bottled water.

Sincerely,

Chris Hogan
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