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Iowa State Daily.com
108 Hamilton Hall
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Stephen Koenigsfeld, Editor in Chief
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Stephen Snyder, Opinion Editor
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Dear Mr. Koenigsfeld and Mr. Snyder,

I read with interest your editorial "[Companies must value people's needs, not profits](#)" on the Iowa State Daily website. I am writing to make you aware of some factual errors in the statements you make about bottled water. It is unfortunate that the ISD Editorial Board didn't reach out to the International Bottled Water Association (IBWA), as it would have helped provide a more accurate article about bottled water.

ISD Editorial Board: "Why should a company like Nestle be able to collect water from the state and ship it out to other areas of the country?"

IBWA: The majority of bottled water produced in California is consumed in California. In most cases, the small percentage of water that leaves California is shipped to destinations immediately across the California boarder (e.g., Las Vegas and Reno, Nevada). It is simply not economical to ship bottled water great distances because of the transportation costs. Bottled water plants are located throughout the country and produce bottled water for customers in that area. Illustrating this point is a [map](#) that shows the locations of all of IBWA's member plants.

ISD Editorial Board: "Shouldn't Californians be the first to use what little water they have in the state?"

IBWA: Yes, and they already are. As mentioned above the majority of bottled water produced in California is consumed in California. Additionally, 100 percent of bottled water is intended for human consumption. Conversely, only about 2 percent of tap water is used for human consumption. A vast majority of municipally sourced water is used in agriculture, households, and for industrial applications.

ISD Editorial Board: "Shouldn't companies match the sacrifice of citizens in reducing its water usage?"

IBWA: Many IBWA member companies in California have already enacted a variety of water conservation strategies, including:

- Auditing total water use at all of their facilities
- Looking for leaks in all of their piping and tanks
- Planting drought-resistant vegetation at their facilities
- Reminding employees to be good stewards of the environment and encouraging water conservation
- Implementing water use restrictions at their facilities

In addition, some member companies are delivering bottled water to communities where local water supplies have run dry due to drought conditions. Other companies are contacting the California Resources Control Board to discuss ways they can be helpful and contacting their local water agencies to discuss how they can partner with the agencies to conserve water.

ISD Editorial Board: “The government oversight of the industry has shown itself to be significantly lacking and has without question let down the citizens of California.”

IBWA: 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. All bottlers adhere to federal, state, and local regulations, which may include withdrawal limits and fees, taxes, local regulatory oversight, and applicable facility monitoring and inspection.

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.

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 editorial on your website either be updated to reflect the facts mentioned above, as it currently appears, it misinforms consumers about the production and use of bottled water in California.

Sincerely,

Chris Hogan
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