



Story: Opinion: The invisible high price of your little bottle of water

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IBWA Comment:

Bottled water is an important option for consumers looking to make a healthy choice when buying a packaged beverage. Most people who drink bottled water also drink tap, and that's a good thing. Drinking water is always a smart decision.

As you point out, the amount of groundwater used for bottled water is miniscule compared to other industries. In fact, bottled water production from groundwater sources accounts for less than 0.02 percent of the total groundwater withdrawn in the U.S. each year. To put that into a larger context, the entire U.S. bottled water market is about 10 billion gallons; New York City goes through that amount of tap water in one week. California almond growers alone use 1.1 trillion gallons of groundwater annually, about 10% of the state's water use.

The bottled water industry has a long and deeply-held tradition of effectively and responsibly protecting and managing our vital natural resources and this commitment to environmental excellence holds true wherever bottled water facilities are located. We also take our environmental footprint seriously. All bottled water containers are 100% recyclable, and data derived from EPA figures demonstrates that plastic water bottles actually make up less than one-third of one percent of the U.S. waste stream. Also, the PET plastic used in single-serve bottled water containers is made using naphtha, a petroleum byproduct, not barrels of virgin oil.

Additionally, the fact is that nearly all of the bottled water sold in the U.S. is sourced domestically. Imported bottled water accounts for only 1.3% of the U.S. market. Readers can learn more at www.bottledwater.org.