

Bottled Water Information

Water is classified a "bottled water" if it meets all applicable federal and provincial regulations for potable water, is sealed in a sanitary container and is sold for human consumption. Bottled water can not contain sweeteners or chemical additives and must be calorie free and sugar free.

There are several different varieties of bottled water:

Spring Water: Bottled water derived from an underground formation from which water flows naturally to the surface of the earth. Spring water must be collected only at the spring or through a borehole tapping the underground formation finding the spring. There must be natural force causing the water to flow to the surface through a natural orifice. Spring water collected with use of external force must be from the same underground stratum as the spring and must have all the same physical properties and be of the same composition and quality of the water that flows naturally to the surface. Spring water must contain less than 500 parts per million (ppm) of total dissolved solids.

Mineral Water: Bottled water which would meet the definition of spring water except it contains more than 500 ppm of total dissolved solids.

Well Water: Bottled water which would meet the definition of spring water except it does not flow naturally to the surface of the earth. Instead it is tapped from a hole bored, drilled or otherwise constructed.

Artesian Water: Bottled water which would meet the definition of well water except it taps a confined aquifer in which the water level starts above the top of the aquifer. Another suitable name is "Artesian Well Water".

Purified Water: Bottled water that has been produced by distillation, deionization or reverse osmosis. The source can be from a spring, well or a public community water supply. Other suitable names for bottled water produced by one of the above processes include "Distilled Water", "Deionized Water" and "Reverse Osmosis Water".

Carbonated Bottled Water: Bottled water that contains natural or added carbonation. Soda water, seltzer water and tonic water are considered soft drinks, not bottled water.

This info is courtesy of [The Canadian Bottled Water Association \(CBWA\)](#)

FOR IMMEDIATE RELEASE
March 19, 2008

CANADIAN BOTTLED WATER FACTS

BOTTLED WATER AS A BEVERAGE OF CHOICE

FACT: People tell us they are turning to bottled water as a healthy beverage alternative at a time when there is growing concern about obesity. Some consumers choose bottled water over other packaged beverages like soft drinks, juice, beer, wine or other alcoholic beverages.

Canadians drink bottled water not only for its good taste, portability and dependable quality, but also as a calorie-free alternative to higher calorie beverage.

In addition to bottled water offering a calorie-free and convenient choice of beverage, this choice addresses national health concerns about obesity, especially among children. When approximately 70 percent of what we drink comes in packaged beverages, reducing calories from beverages is part of the solution.

Consumers sometimes choose bottled water because they are not always satisfied with the aesthetic qualities (e.g., taste, odour, color) of their municipal water supply. It does not always amount to a municipal water supply versus bottler water choice. Many consumers likely drink both depending on the circumstances.

BOTTLED WATER REGULATIONS

FACT: Bottled water is regulated federally, provincially, and by industry.

Bottled water products are regulated as a food product under the federal Food and Drugs Act. Under Health Canada's Food and Drugs Act regulations, bottled water companies must adhere to quality standards, good manufacturing practices and labelling requirements.

The federal government inspectors of the Canadian Food Inspections Agency (CFIA) regularly audit the operations of all bottled water companies to ensure compliance. As with all food products under the Food and Drugs Act, bottled water products are subject to the full array of CFIA enforcement actions and subject to recall from the marketplace.

The CFIA requires all bottled water products to identify the type of water, the company name and contact information, the source and specific minerals to be listed on the label, as a standard requirement for all food products.

In addition to these extensive federal regulatory requirements, the provinces can also regulate bottled water. The most significant responsibility of the provinces is approving sources of water including drilling practices, borehole construction practices, and allowable rates of productions and watershed protection.

The Canadian Bottled Water Association (CBWA) also regulates the industry through its Model Code Standards. Members are required to test for 160 compounds in both source and finished product for:

- Daily - coliform, E-coli (in-house by a certified laboratory technician)
- Weekly - coliform, E-coli (third-party laboratory to confirm the absence)
- Quarterly - chemicals, coliform
- Annually - metals, chemicals and minerals (third party laboratory)

Compliance to the CBWA Model Code is verified through an unannounced, third-party food audit agency at each bottling facility. The CBWA audit reviews a facilities' good manufacturing practices and the CBWA federally approved food safety system, which controls safe handling of the production of bottled water products (HACCP).

BOTTLED WATER AND MUNICIPAL SOURCES

FACT: Bottled water products that used municipal water supplies as source water must further process the water to meet the federal regulations of Health Canada's Food and Drugs Act for food products. The processing methods used, such as reverse osmosis, micro filtration, distillation, disinfection and any other appropriate measures remove any chemical and microbiological contaminants that may be present. The finished bottled water product is completely different to the original municipal water supply after processing.

Health Canada confirms, there have been no illness due to consumption of bottled water in Canada, and advises individuals with compromised immune systems to use bottled water

BOTTLED WATER PACKAGING AND RECYCLING

FACT: Health Canada and other regulatory bodies world wide, regulate the safety of food packaging, including bottled water, by carefully reviewing packaging materials before allowing them on the market.

As part of its review, Health Canada assesses the migration potential of plastics and the substances with which they are made. Bottled water is one of thousands of food products packaged in plastic containers and continues to be a safe, convenience and calorie free beverage of choice for consumers.

Health Canada confirms that plastics used for food products, including bottled water are safe for human consumption.

Plastics are one the most valuable items in recycling today and when recycled are used to make playground equipment, automobile parts, carpeting, clothing, sleeping bags, other plastic containers, shoes, luggage, upholstery industrial strapping, sheet and film.

All bottled water containers can be recycled, and the industry strongly supports recycling, and encourages consumers to ensure their bottled water packaging is recycled through their local recycling program. Each year, as many as 75% of plastic bottle containers are recycled in Canada. Again, CBWA encourages consumers to recycle their plastics containers.

The larger bottles for use with water coolers are typically reusable (40 to 60 times) before being recycled.

BOTTLED WATER AND THE ENVIRONMENT

FACT: Annual bottled water production accounts for less than two-tenths of one percent (<0.2%) of the total groundwater withdrawn per year.

All CBWA members adhere to the CBWA Model Code, which includes the Environment Stewardship Ethics (available on the CBWA website, at www.cbwa.ca).

Bottled water companies are required to do exhaustive hydrogeological studies on all groundwater resources used to ensure long term sustainability. Sustainable water management is a crucial part of the bottled water industry's business.

Our members fully support protecting Canada's precious resource. We have an interest in protecting Canada's water resources. Our members have no interest in depleting the resources; to do so, would put themselves out of business. You cannot pick up a plant and move it if your sources run dry. Again, the industry uses less than two tenth of one percent (<0.2%) of all the groundwater.

In fact, the bottled water industry is a net importer of water into the Great Lakes region. According to a 1999 International Joint Commission (IJC) report on bottled water, for every 1 litre of bottled water exported out of the region, there were 9 litres imported into the Great Lakes region. An update from the Ontario Ministry of Natural Resources states that in 2005, for every 1 litre exported, 14 litres were imported.

The Purchase of Bottled Water

FACT: The typical purchase of bottled water is approximately 30 cents per litre.

The typical purchase of bottled water is by the case (24 to 35 – 500ml bottles) or in the larger bottles (15 – 18.9 litres) used with water coolers. Only if the purchase of bottled water is at a convenience store and purchased by the single bottle (chilled) will the purchase price be over \$1.00, which is not the typical bottled water purchase. (According to Beverage Marketing Corporation and AC Nielsen)

BOTTLED WATER AND EMERGENCY RESPONSES

FACT: The bottled water industry shares the concerns of providing safe drinking water and proper sanitation in developing countries all year round.

Bottled water is often the short term solution in providing safe, clean drinking water. One recent example, UNICEF reported to the United Nations regarding the humanitarian response in Lebanon following the recent war, UNICEF stated the most urgent needs were for bottled water, hygiene kits, generators and fuel.

The most notable relief event in Canada was Walkerton, Ontario, at which time CBWA members donated over 1.5 million litres of bottled water to the citizens of Walkerton at their time of need. Even as recent as last year, the industry was there when Canadians who temporarily did not have access to clean drinking water, CBWA members donated product to ensure those needing drinking water had it available.

Bottled water is not the problem, but part of the solution. Outside of the day to day operations of bottled water production, we partner with government and other stakeholders to ensure those individuals in need receive bottled water during times of emergencies.

CBWA and its members work with various local, provincial and federal government agencies on emergency preparedness programs to allow greater efficiency in addressing delivery of bottled water in cases of emergency relief. The bottled water industry has provided millions of litres of bottled water over the years in response to emergencies that have temporarily interrupted the delivery of safe drinking water. CBWA's broad range of expertise can help government officials better understand the issues involved as they attempt to create a more workable system.

The Canadian Bottled Water Association (CBWA) is the authoritative source of information about all types of bottled waters. Founded in 1992, CBWA's membership includes Canadian bottlers, distributors and suppliers. CBWA is committed to working with Health Canada, which regulates bottled water as a packaged food product, and provincial governments to set stringent standards for safe, high quality bottled water products. Additionally, CBWA requires member bottlers to adhere to the CBWA Model Code, which mandates additional standards and practices, which in some cases, are more stringent than federal and provincial regulations. A key feature of the CBWA Model Code is an annual unannounced plant inspection by an independent, third party organization. For more information about CBWA, bottled water and a list of member's brands, please contact Elizabeth Griswold, CBWA Executive Director at 905.886.6928 or griswold@cbwa.ca.



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FOR IMMEDIATE RELEASE
August 21, 2008

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BOTTLED WATER IS A SAFE, HIGHLY PORTABLE, HEALTHY BEVERAGE OF CHOICE

CBWA Presents Reputable Data and Facts on Bottled Water

Richmond Hill, Ontario — Recently there has been so much wrong information about bottled water in the media and the Canadian Bottled Water Association (CBWA) believes that facts need to be told. Instead of the usual rhetoric presented by critics, the CBWA chooses to present its facts on the bottled water industry with confirmed data from valid, reputable third-parties. We welcome you to do your own research to confirm the facts we present.

One important fact is that bottled water is a strictly regulated industry through Health Canada's Food and Drug Act. Federal inspectors of the Canadian Food Inspection Agency regularly audit the operations of bottled water companies to ensure compliance. In addition, CBWA members must pass an unannounced third-party audit, based on industry standards outlined in its Model Code.

Elizabeth Griswold, CBWA executive director, states the CBWA supports comprehensive ground water management practices that are science-based, treat all users equitably, and provide for the future needs of this vital resource. The bottled water industry is only one among thousands of food, beverage, recreational, and commercial users of water. One example of the small amount of water used by the industry is Ontario: According to the Ontario Ministry of the Environment the entire bottled water industry accounts for one-hundredth of one percent (0.01%) of all permitted water takings in the province. In real terms, the entire industry in Ontario takes less water out of the ground in a year than ten golf courses. There are over 700 golf courses in Ontario.

"Despite what some critics may content, the average price for bottled water in Canada in 2007 was 38 cents per litre (according to A.C. Neilson Research). The bottled water industry is a leader in package design that uses less plastic material; about 30% to 40% less plastic over the past 5 years," said Griswold.

The single-serve PET water bottles are 100% recyclable and next to newspapers and aluminum, PET plastic is one of the most valuable and recycled products in Canada, with recycling rates between 60 to 85 percent. There are many regional recycling stewardship agencies across Canada that can confirm these recycling rates (e.g.; Encorp Pacific, Alberta Beverage Container Recycling Corporation, Stewardship Ontario, Éco Enterprises Québec, and Encorp Atlantic). The 18.9 litre water cooler bottles are recycled after a bottler reuses the bottle 40 to 60 times. The bottled water industry is committed to improving current recycling rates throughout Canada and working with government and other stakeholders to encourage recycling, educate consumers on recycling issues and increasing the opportunity to recycle beverage containers, whether in the household or public places.

Health Canada and other world wide health agencies (e.g.; U.S. Food and Drug Administration, European Food Safety Authority, World Health Organization) carefully review the safety of food and beverage packaging materials, such as PET and polycarbonate. All agencies have confirmed these materials safe for bottled water packaging. As recently as July 2008, the Minister of Health Canada confirmed in writing, the safety of the polycarbonate 18.9 water bottles. Packaging used for bottled water provides protection from contamination during the delivery of the food product until it is consumed.

Market research conducted by Probe Research Incorporated in May of this year, found that 70 per cent of Canadians who drink bottled water choose to do so as an alternative to other beverages they can buy – not as an alternative to tap water. To consider removing the choice of a sugar free, caffeine free, calorie free, fat free and completely healthy and safe beverage at a time when obesity and diabetes are becoming epidemics in our society, while continuing to allow the sale of much less healthy beverages (which are also sold in plastic), sends the wrong message.

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