Bottled Water: An excellent hydration choice

www.canadianbeverage.ca
Water and You

Staying hydrated is an important part of a balanced diet!

The human body is approximately 60% water and water is an essential nutrient that the body cannot produce. Canadians have access to an abundance of hydration choices including tap water; plain, flavoured or sparkling bottled water; juices; fruit drinks; tea; coffee; milk; soft drinks and many more. For many Canadians, bottled water is a hydration option especially when on the go because its convenience and portability facilitates consumption.

Your fluid requirements depend on your age, activity level and your body’s needs. All types of fluids count toward getting your daily requirements including water obtained from food. The Dietitians of Canada recommend the following:

<table>
<thead>
<tr>
<th>Age</th>
<th>Fluid in litres (or cups)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child 1-8 years</td>
<td>1.3 - 1.7 L (6 c)</td>
</tr>
<tr>
<td>Boys, 9-18 years</td>
<td>2.4 - 3.3 L (10-13 c)</td>
</tr>
<tr>
<td>Girls, 9-18 years</td>
<td>2.1 - 2.3 L (8-9 c)</td>
</tr>
<tr>
<td>Adult males</td>
<td>3.7 L (15 c)</td>
</tr>
<tr>
<td>Adult females</td>
<td>2.7 L (11 c)</td>
</tr>
<tr>
<td>During pregnancy</td>
<td>3 L (12 c)</td>
</tr>
<tr>
<td>While breast feeding</td>
<td>3.8 L (15 c)</td>
</tr>
</tbody>
</table>

Types of bottled water

**Spring Water** — the most common type of bottled water. It must come from an underground drinkable source, usually an aquifer, and cannot be treated in anyway.

**Mineral water** — similar to spring water, as it comes from an underground source but contains a high amount of naturally occurring dissolved mineral salts. Mineral water may or may not be carbonated.

**De-mineralized or re-mineralized water** — comes from any source that has been treated to make the water drinkable and to remove minerals and other impurities. During the bottling process, advanced multi-stage reverse osmosis filtration systems are often used to remove any additional impurities.

In Canada, approximately 94% of the bottled water sold is spring water with the balance being mineral or de-mineralized.

Water Usage

When considering bottled water as a beverage choice, it is important to understand the facts about bottled water in Canada — the usage, production, packaging, quality, testing and regulations.

Regulations for Safety and Quality

Like all foods and beverages sold in Canada, bottled water safety and quality is regulated by Health Canada under the Food and Drugs Act and Regulations. Production facilities are subject to inspection by the Canadian Food Inspection Agency, and Health Canada and the Canadian Food Inspection Agency both apply the *Guidelines for Canadian Drinking Water Quality* in their monitoring of bottled water.

In addition, our members’ production facilities have stringent internal quality measures to ensure their products meet consumer expectations in terms of quality, safety and taste.

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2. [http://www.dietitians.ca/Nutrition-Resources-A-Z/Fact-Sheet-Pages(HTML)/Miscellaneous/Why-is-water-so-important-for-my-body---Know-when-.aspx](http://www.dietitians.ca/Nutrition-Resources-A-Z/Fact-Sheet-Pages(HTML)/Miscellaneous/Why-is-water-so-important-for-my-body---Know-when-.aspx)
Did you know?
The human body is approximately 60% water. 1
The average adult needs to consume between 2.7 and 3.7 litres of ‘total water’ per day. 2
About 80% of our total water intake needs are met through the beverages we drink and the remainder comes from the foods we eat. 3

How much water does it take?
It takes 1.3 litres of water to make 1 litre of spring water, and approximately 1.8 litres to make 1 litre of de-mineralized or re-mineralized water. These amounts include the 1 litre of water that ends up inside the bottle. 4

Fast Facts 4, 5
Did you know that we need:
- 1.3 litres for 1 litre of spring water
- 35 litres of water for a cup of tea
- 75 litres of water for a glass of beer
- 120 litres of water for a glass of wine
- 140 litres of water for a cup of coffee

The 3 R’s
Reduce:
The PET bottles used for bottled water are as much as 60% lighter than those used just a few years ago thereby reducing raw materials. 7
Some of our members are using recycled PET and renewable plant based materials in their PET.
Reduced weight and renewable materials reduce the environmental impact of bottled water.

Re-use:
Many of our members use recycled PET in their bottles, some even offer a 100% recycled-PET bottle.
Recycled PET that is not used for beverage packaging is re-used to produce new packaging for other consumer goods or for polyester fibre to be used in the production of new clothes, carpets and other goods.

Recycle:
Our members have been actively involved in the development and implementation of the majority of recycling initiatives across the country.
Canada has an impressive recycling rate for rigid plastics and beverage containers.
Our members continue to support education and public awareness campaigns, and expanded recycling infrastructure in the away-from-home market.

Setting the Record Straight
The Canadian bottled water industry works to manage water resources in a responsible way. According to Environment Canada, our entire industry uses just 2/100th of 1% of all annual water withdrawals in Canada. This amounts to approximately 50 litres per person per year or 1.6 billion litres annually. 6

To put that in context, the average Canadian consumer uses over 125,000 litres of water per year, meaning that per capita bottled water consumption represents 0.04% of a person’s yearly water use. 6

By comparison, one of Canada’s largest municipalities annually loses 54 billion litres of fresh water or 14% of its total annual supply because of leaky infrastructure. This water loss represents 30 times the amount of bottled water consumed annually by all Canadians. Environment Canada estimates nationally that up to 30% of the total water entering municipal supply-lines systems is lost to leaking pipes. 6

Our members are continually investing in new science and technology to improve water quality, production efficiencies and water conservation practices.

Our Packaging, Our Bottles
Our single serve bottles for water are made of a plastic called Polyethylene Terephthalate or PET. PET is used to make a variety of other products including fibre for carpeting and upholstery, and polyester for clothing.

PET is 100% recyclable. PET bottles are one of the most recycled forms of consumer packaging in Canada and, when compared to other beverage packaging choices, has the lowest environmental footprint. When recycled, a PET bottle preserves 86% of the energy used to create it. 7

In Canada, PET beverage bottles are recycled at very high rates in programs that are run and funded by the beverage sector. The average recycling rate is over 70%, with some jurisdictions such as Alberta, British Columbia and Saskatchewan having rates of approximately 80%. 8 Through new innovations, the beverage sector is working to improve its already successful environmental track record.

Fast Fact
According to Plastics Recycling Update, the EU rate for recycling PET is approximately 48% while in Canada the rate for PET is approximately 70% and higher for beverage containers.

Fast Fact
Per capita annual consumption of bottled water equals one 3-minute shower using a standard shower head. 6

Did you know?

7. All energy data based and percentages represent life cycle energy savings of producing materials using recycled inputs compared with virgin inputs as a percentage of energy requirements using virgin inputs. US EPA, Solid Waste Management and Greenhouse Gases (2002).
Myths and Facts

**Myth:** Plastic water bottles just end up in landfills.

**Fact:** Bottled water bottles are 100% recyclable and are recycled at high rates across the country. Total PET non-alcoholic beverage containers account for less than 0.5% of all waste produced in Canada. The beverage industry’s containers are the most recycled consumer product packaging in Canada. Furthermore, recycling programs and infrastructure are supported by the industry and its products in every jurisdiction in Canada.

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**Myth:** Single use PET plastic water bottles contain BPA or other chemicals that leach into the product.

**Fact:** The single use plastic containers that are used by the beverage industry, including those used for bottled water, are made from PET plastic. There is no bisphenol-A in PET plastic water bottles because no bisphenol-A is used to manufacture PET plastic. All food and beverage grade packaging used in Canada must be approved by Health Canada, including PET plastic. Health Canada has reviewed the use of PET plastic and determined that it is safe to use.

**Myth:** Bottled water competes with municipal water systems.

**Fact:** Bottled water does not compete with tap water. Bottled water competes with other bottled beverages. According to Probe Research, 70% of Canadians drink tap water at home and bottled water away from home.

Tap water serves a variety of purposes in the typical Canadian household including drinking, personal hygiene, clothes and dish washing, cooking, cleaning and irrigation. Bottled water provides portability and convenience. We support a consumer’s right to choose the beverage that meets their needs and preferences, whether that is tap or bottled water or a combination of both.

Furthermore, water is the primary ingredient for many of the other beverages produced by the Canadian beverage industry. Therefore strong municipal water systems are as important to the Canadian beverage industry as they are to all citizens.

**Myth:** Municipal water is safer than bottled water.

**Fact:** By law, Health Canada regulations for bottled water must be as strong and protective of public health as provincial regulations for tap water. Bottled water is regulated as a food product by Health Canada through the Food and Drugs Act.

Bottled water is regulated by Health Canada and the beverage industry’s facilities are inspected by the Canadian Food Inspection Agency. Members test water for quality and safety before production, each hour during production and at the end of production.

The bottled water produced by the Canadian Beverage Association members meets or exceeds all Canadian requirements.