

The facts are clear

Bottled water does not compete with tap water.

91% of bottled water drinkers consume tap water at home and bottled water on the go.²

The Canadian bottled water industry **uses only 0.001%** of total water withdrawals in Canada.¹

Bottled water is **held to the same high quality standards** as municipal tap water and is strictly regulated by Health Canada and the Canadian Food Inspection Agency (CFIA).³

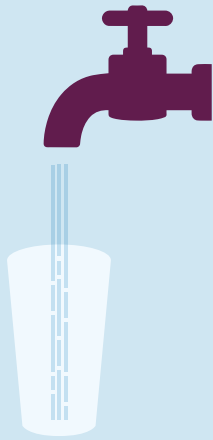
Recycling PET beverage containers is a crucial component to creating a circular economy and reducing greenhouse gases. For example, recycling enables the use of recycled PET (rPET) into new packaging. **This reduces the energy footprint of PET packaging by 70%.**⁶



PET bottles are 100% recyclable and can be recycled over and over again. A reusable water bottle will have to be used an average of 80 times before it has a carbon footprint lower than that of a single use bottle.⁴

Plastic water bottles are one of the most-recycled products in Canada. When recycled, PET is used to make playground equipment, automobile parts, carpeting, fleece clothing, sleeping bags, shoes, luggage, and other plastic containers.⁵

The recovery rate in Canada for beverage containers is more than 70%. This high recovery rate supports recycling jobs across the country.



The Canadian beverage industry recognizes and supports increased investment in municipal water and sewer infrastructure by all levels of government so that each and every Canadian citizen has access to a safe and secure supply of tap water.



According to Stewardship Ontario, plastic beverage containers account for less than 1% of the total waste stream in Ontario, and plastic water bottles account for less than half of that. If the bottled water industry disappeared tomorrow, there would be no appreciable decrease in the volume of refuse going to landfill.



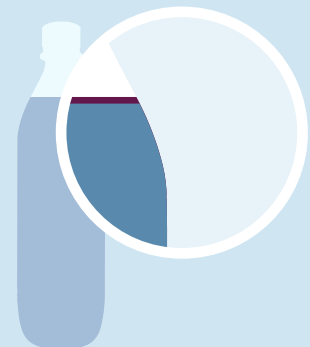
PET is approved by Health Canada and does not contain any chemicals that leach into the product.



According to consumer research and Agriculture and Agri Food Canada, bottled water does not compete with tap water but only with a variety of cold beverages, such as carbonated soft drinks and juices.



The beverage industry is an environmental leader in the consumer packaged industry and was instrumental in establishing Canada's first province-wide blue box program in Ontario in 1986. The beverage industry continues to fund and manage innovative recycling programs to increase beverage container recycling across Canada through industry-led efforts such as the *Recycle Everywhere* program in Manitoba, and Encorp Pacific's *Return It* campaign in British Columbia.



Consumption of water and other beverages is an insignificant part of Canadians' water usage: Canadian consumers use over 125,000 litres of water per person each year yet less than 50 litres is from our industry's products.



www.canadianbeverage.ca

1. Environment Canada. Water use in Canada by sector (2009).
2. Probe Research Inc. July 2012.
3. Health Canada. Food and Nutrition, Questions and Answers on Bottled Water. December 15, 2013.
4. CIAL Group. Lifecycle Carbon Footprint Analysis of Bottled Water (2008).
5. Stewardship Ontario. 2007.
6. www.napcor.com/pdf/FinalReport_LCL_Postconsumer_PETandHDPE.pdf