



## **Nestlé Waters North America's Response to the film "TAPPED"**

The "Tapped" documentary constructs a distorted and misleading picture of bottled water as a product. The film does the same thing in connection with Nestlé Waters North America's practices in Maine and elsewhere. At a time when society has increasing problems with obesity and diabetes, bottled water has a positive role to play alongside tap water to ensure consumers have a convenient and healthful alternative to sweetened beverages. But that reality is missing in "Tapped."

Here are several more examples of key points "Tapped" fails to include:

**Bottled Water is Actively Regulated for Quality** – The U.S. Food and Drug Administration as well as many states regulate bottled water. In fiscal 2008, there were more than 450 inspections of U.S. bottled water plants by federal and state officials. By law, FDA standards for bottled water must be as protective as EPA standards for tap water. In fact, for the two highest risk areas, bottled water regulations are more protective. Tap water is allowed to have three times more lead than bottled water. And while 5% of tap water samples are allowed to test positive for coliform bacteria contamination, as of December 2009, no coliform at all is allowed in bottled water.

**Bottled Water and Tap Water are Different** – About 60% of bottled water comes from natural springs-most tap water comes from surface sources such as lakes and rivers. And the 40% of bottled water that starts as tap water typically undergoes advanced filtration that most tap water systems cannot afford. In July 2009, a senior FDA official told a Congressional committee the Agency was not aware of any major outbreaks of illness or of serious safety concerns with bottled water in the past decade. By comparison, the U.S. Centers for Disease Control estimates there are between 4 million and 33 million cases of gastrointestinal illness associated with tap water systems each year.

**Our Bottled Water is Frequently Tested and Reports are Made Public** – Just like public water systems, Nestlé Waters North America makes public the results of tests by independent certified laboratories. Our bottle labels provide both a phone number and web site to get this information. In addition, we test 2,000 samples of our water each day. Gallon for gallon, that is nearly 68 times more often than most public water systems test.

**We Take Environmental and Community Responsibility Seriously** – Bottled water uses 0.004% of the total fresh water used in the U.S. each year – drastically less than agriculture, industry, or residential use. Nestlé Waters North America has the most plants certified by the U.S. Green Building Council of any food and beverage company. Our bottles are lighter than ever and are made of materials that can be recycled. On the community side, state and local officials control when and where we are permitted to harvest water, and we seek to be a good neighbor. To learn more about our practices in Maine and hear the views of community leaders, watch a [video available here](#).

We agree with a number of the recommendations proposed at the end of the "Tapped" documentary, including to:

- Be mindful to use water wisely
- Support laws to protect water supplies
- Encourage the repair of aging public water infrastructure
- Support more effective recycling programs

As a company, we do these things now. It is unfortunate that the producers of "Tapped" spent so little time exploring how those recommendations could be advanced, and set out instead to demonize bottled water.