

August 3, 2017

Letter to The Toronto Star

The Canadian Bottled Water Association (CBWA) takes issue with comments made in a recent piece you ran on bottled water. In the story, which looks at a recent Stats Canada study on bottled water consumption in Toronto area households, Maude Barlow describes the findings as "disturbing". The report found that bottled water was the main source of drinking water for close to 20 per cent of GTA homes between 2009 and 2015. Barlow goes on to say that the results are not surprising because people are buying into a myth promoted by the bottled water industry that tap water isn't safe.

As the Executive Director of the CBWA, let me be perfectly clear on this - the bottled water industry has never suggested that tap water is not safe. In fact, the industry has said the opposite. The CBWA encourages municipalities to not only maintain their current high standards for tap water, but also to install greater public confidence in their water infrastructure. We feel all Canadians should feel confident about their public services.

As for Franz Hartmann's comments about wanting to see bottled water companies take responsibility for their waste, we'd like to invite him, and anyone else for that matter who is genuinely interested in the issue of recycling, to visit one of our members, Ice River Springs, whose state-of-the-art recycling facility in Shelburne, Ontario recycles 85 per cent of the plastic in Ontario's blue box program. In fact, it's the only closed loop recycling facility of any beverage company in North America.

We are all for transparency, accuracy of information, and an informed debate on the future of this important resource based on science and facts, not innuendo. It's why we set up a website called [BottledWaterFacts.ca](http://BottledWaterFacts.ca).

Too bad The Star reporter didn't think to actually reach out to our industry for comment.

Elizabeth Griswold  
Executive Director  
Canadian Bottled Water Association