

**PRESENTATION BY:**

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NESTLÉ WATERS CANADA**

**APRIL 14, 2009**

**CITY OF RICHMOND, BRITISH COLUMBIA**

**GOOD EVENING YOUR WORSHIP, MEMBERS OF  
COUNCIL AND STAFF...**

**ON BEHALF OF NESTLÉ WATERS CANADA,  
THANK-YOU FOR THE OPPORTUNITY TO  
APPEAR THIS EVENING TO DISCUSS THE  
CONTINUED SALE OF BOTTLED WATER AT  
YOUR VARIOUS MUNICIPAL FACILITIES...**

**WE ARE SUPPORTIVE OF THE STAFF REPORT  
OF MARCH 6, 2009, AND THE  
RECOMMENDATION OF THE PUBLIC WORKS  
AND TRANSPORTATION COMMITTEE...**

**WHILE WE ARE OPPOSED TO THE BANNING OF  
THE SALE OF BOTTLED WATER IN ANY  
MUNICIPAL FACILITY WHERE THERE IS  
REGULAR PUBLIC ACCESS, WE BELIEVE THE  
CITY OF RICHMOND REPORT TAKES A  
BALANCED APPROACH...**

**IN OUR POSITION AS ONE OF THIS AREA'S  
LARGER EMPLOYERS AND CANADA'S LARGEST  
MANUFACTURER AND DISTRIBUTOR OF  
BOTTLED WATER, THE POSSIBILITY OF A BAN  
IS TROUBLING TO OUR EMPLOYEES,  
CUSTOMERS AND BUSINESS PARTNERS WHO  
LIVE AND CONDUCT COMMERCE IN  
RICHMOND...**

**GIVEN THE CURRENT UNCERTAIN ECONOMIC  
ENVIRONMENT THAT EXISTS ACROSS THE  
PROVINCE, WE BELIEVE A BAN WOULD IMPACT  
THE CURRENT EMPLOYMENT OUTLOOK FOR  
OUR INDUSTRY AS WELL AS FUTURE JOB  
CREATION, ENVIRONMENTAL STEWARDSHIP  
AND INDUSTRY INVESTMENT PROSPECTS...**

**WHILE WE ARE OPPOSED TO ANY INITIATIVE  
THAT RESULTS IN THE BANNING OF THE SALE  
OF BOTTLED WATER, WE ARE NOT OPPOSED  
TO MUNICIPAL COUNCILS REPLACING  
BOTTLED WATER WITH PITCHERS OF TAP  
WATER AT COUNCIL OR COMMITTEE  
MEETINGS. NOR ARE WE OPPOSED TO STAFF  
DOING THE SAME THING AT MUNICIPAL  
OFFICES. THAT'S JUST COMMON SENSE...**

**THE REALITY IS THAT BANNING THE SALE OF  
BOTTLED WATER WILL NOT RESULT IN  
INCREASED CONSUMPTION OF TAP WATER,  
NOR WILL IT REDUCE THE AMOUNT OF  
PLASTIC LITTER IN THOSE MUNICIPALITIES  
WHERE IT IS BEING ENACTED...**

**SIMPLY TAKING BOTTLED WATER OUT OF A  
VENDING MACHINE WILL NOT CHANGE  
HUMAN BEHAVIOUR WHEN IT COMES TO  
DRINKING TAP WATER INSTEAD OF BOTTLED  
WATER...**

**BUT, IT WILL IMPACT YOUR CITIZENS'  
HEALTH...**

**THIS CONCERN HAS BEEN EXPRESSED  
BY A NUMBER OF PUBLIC HEALTH UNITS  
ACROSS CANADA, INCLUDING MIDDLESEX-  
LONDON HEALTH UNIT DIRECTOR JAMES  
REFFLE, WHO WROTE THAT “WE DO HAVE  
CONCERNS ABOUT THE POSSIBLE UNINTENDED  
CONSEQUENCES OF REMOVING THE SALE OF  
BOTTLED WATER IN CITY-OPERATED  
FACILITIES WHERE OTHER NUTRITIONALLY-  
DEFICIENT BOTTLED DRINKS CAN REMAIN TO  
BE OFFERED FOR SALE. IF BOTTLED WATER IS  
NOT AVAILABLE, AND ACCESS TO MUNICIPAL  
DRINKING WATER FOUNTAINS IS LIMITED,  
THEN THE PUBLIC MAY OPT FOR DRINKS WITH  
HIGHER LEVELS OF SUGAR, NO NUTRITIVE  
VALUE AND HIGH ACID CONTENT...”**

**IF THE UNDERLYING CONCERN HERE IS  
PLASTIC BEVERAGE CONTAINER LITTER,  
PLEASE KNOW THAT ALMOST 74 PERCENT OF  
PLASTIC BEVERAGE CONTAINER WASTE IN  
BRITISH COLUMBIA <sup>is captured</sup> THROUGH OUR EFFORTS  
WITH ENCORP PACIFIC, WHERE WE SERVE ON  
THE BOARD OF DIRECTORS...**

**IN CLOSING, ALLOW ME TO ADDRESS THREE  
MAJOR MYTHS ABOUT BOTTLED WATER...**

**ONE. MOST CANADIANS DON'T DRINK  
BOTTLED WATER INSTEAD OF TAP WATER. 70  
PERCENT DRINK BOTH. THEY DRINK TAP  
WATER AT HOME AND BOTTLED WATER OUT-  
OF-HOME FOR CONVENIENCE AND HEALTH.**

**ABOUT ONE PERCENT OF MUNICIPAL WATER  
IS CONSUMED BY CANADIANS. IF THE BOTTLED  
WATER INDUSTRY DISAPPEARED TOMORROW,  
THERE WOULD BE NO NOTICEABLE INCREASE  
IN THE CONSUMPTION OF TAP WATER...**

**TWO. ABOUT 60 PERCENT OF PLASTIC  
BEVERAGE CONTAINERS, INCLUDING WATER  
BOTTLES, ARE RECYCLED ACROSS CANADA.  
PLASTIC BEVERAGE CONTAINERS ACCOUNT  
FOR ONE-FIFTH OF ONE PERCENT OF THE  
WASTE STREAM. IF THE BOTTLED WATER  
INDUSTRY WAS TO DISAPPEAR TOMORROW,  
THERE WOULD BE NO APPRECIABLE  
REDUCTION IN THE AMOUNT OF REFUSE  
GOING TO LANDFILL...**



**THREE. OVER THE LAST NINE MONTHS, 43  
MUNICIPALITIES AND SCHOOL BOARDS  
ACROSS CANADA HAVE REJECTED  
RESOLUTIONS TO BAN THE SALE OF BOTTLED  
WATER ON THEIR PREMISES...**

**ELEVEN MUNICIPALITIES AND TWO SCHOOL  
BOARDS HAVE APPROVED BANS OVER THE  
LAST THREE YEARS. SEVERAL THOUSAND  
LOCAL GOVERNMENTS HAVE CONCLUDED  
THAT REPAIRING AGING INFRASTRUCTURE,  
IMPROVE SERVICES AND KEEPING TAXES LOW  
ARE MORE IMPORTANT PRIORITIES – AND  
TAXPAYERS AGREE...**

**IN A LEGER MARKETING POLL LAST FALL, A  
MAJORITY OF CANADIANS SAID THEY ARE  
OPPOSED TO BOTTLED WATER BANS IN  
SCHOOLS AND MUNICIPAL FACILITIES...**

**THANK-YOU...**

*For your  
constructive approach  
to this matter...*