

Florida Beverage Association Water Policy

Preserving and increasing access to fresh water systems is critical to the long-term health, growth and vitality of communities in Florida, the United States and across the globe. This is an issue that is particularly important to the Beverage Industry in Florida, as it relies on water not only as a key ingredient in its products, but also to grow agricultural products needed for a myriad of its products.

The Florida Department of Environmental Protection reports that:

By the year 2025, it is estimated that Floridians will use an additional 2.0 billion gallons of water per day. As Florida continues to grow, pressure is put on the water resources of the state and the need to ensure these resources are available for future generations becomes increasingly important. Floridians have always enjoyed a quality of life that is inextricably linked to the health of our water resources. Tourists come here to enjoy pristine beaches, swim in our fresh water springs, and experience unique fishing opportunities Florida's water resources also support large agricultural industries. If Florida did not maintain its high quality natural system, the effect would be felt throughout the entire economy.

(Source: Florida Department of Environmental Protection, Sustaining Our Water Resources: Annual Report on Regional Water Supply Planning, March 2010)

Despite misperceptions, the beverage industry is a minimal user of the nation's overall water resources, accounting for only 3/100ths of 1 percent of all public water usage. However, beverage companies are in a unique position to catalyze sustainable water stewardship by helping to influence the actions of their supply chains, customers, consumers and community partners, as you will see further evidenced in this document.

The need to repair, replace and overhaul domestic municipal water infrastructure is critical but poses an immense challenge. Current local, state and federal programs and revenue sources are unable to meet the much-needed investment in our nation's outdated municipal water infrastructure. Stakeholder efforts are underway to provide national legislation that would provide low cost financial assistance for large water infrastructure projects through secured loans and loan guarantees. The health and safety of cities large and small relies on the legislative ability to provide a sustainable funding mechanism for essential municipal water infrastructure improvements.

Water is fundamental to our ability to operate efficiently and vital to the communities we serve. The World Economic Forum ranked water security among the top 10 global risks to businesses. Unlike the uniformity of carbon dioxide in the global atmosphere, the availability of water varies from place to place as it gather in local watersheds. Therefore, we believe it is critical to be proactive in creating a water policy that addresses not only today's water needs, but the needs of future generations.

The Beverage Industry is committed to supporting long-term, comprehensive water policy initiatives that will enhance the lives of Floridians for decades to come.



Key Objectives of Water Policy:

Quantity and Impact: We use less, reuse more and invest in cutting-edge water saving technologies. Our facilities have been developed with the most efficient water manufacturing systems in the world, to ensure we use less throughout our production systems. We seek to ensure that our use of water will not diminish the availability of community water resources to the individuals or the communities in the areas in which we operate.

Quality: Beyond simply having enough water, people need to have water that's clean and safe to use. We seek to ensure that our activities preserve the quality of the water resources at a level that supports aquatic life in the communities where we operate.

Efficiency: We support efforts to increase the efficiency of water use in our facilities include striving for a positive water balance, meaning that we return to communities and nature an amount of water equal to what we use in our finished beverages and their production.

Long-Term, Comprehensive and Flexible: We support comprehensive policies that are long-term and assess the vulnerabilities of the quality and quantity of water sources in Florida. In addition, due to changing weather conditions and population, the policy should allow for flexibility to meet the needs of a changing landscape.

Partnerships with Non-Profits on Water:

- The Nature Conservancy
- World Wildlife Fund
- USAID
- US Water Alliance
- Water for People
- UN-HABITAT
- United Nations Development Programme (UNDP)

Key Actions/Achievements of the Beverage Industry:

- We want to outdo ourselves, and help others do the same. We are committed to improving water efficiency. We continuously analyze our water footprint to understand its impact across our entire supply chain. We focus on decreasing our water use per liter of product, and collectively look to significant savings in the coming decade. We are also working towards standardizing wastewater treatment practices at manufacturing centers.
- We share our expertise to help communities find ways to save more water. Working with local water conservation districts and resource managers to share best practices in water use and savings is a key element in the beverage industry business model.
- While we recognize that water is a very local issue, we are also engaged globally to address water use as we share the belief that access to water is essential.

