

- ADDENDUM -

- Planning & Building, Engineering and Environment Committee -

Council Chambers @ 12:30 p.m.

- July 16, 2012 -

PRESENTATIONS:

Correspondence:

- Robyn Hamlyn
- John Challinor, Nestle Waters Canada
- Elizabeth Griswold, Canadian Bottled Water Association

Delegations:

- John Challinor, Nestle Waters Canada

CONSENT AGENDA:

**PBEE-31 PROPOSED LEASE AGREEMENT WITH UNIVERSITY OF GUELPH
SOUTHERN ONTARIO WATER CONSORTIUM PLATFORM
RESEARCH FACILITY AT WASTE WATER TREATMENT PLAN**

Delegations:

- Brenda Lucas' Powerpoint Presentation

Available to answer questions:

- Margaret Kirnbauer, University of Guelph

Blue Community

Since November, 2011

- I have made trips in December, February, a big one over my March Break, April and two in June.
- I have had 17 meetings with mayors and councillors. My 18th will be with Mayor O'Keefe of St. John's, Newfoundland at the end of July.
- I have presented to 9 different councils (Clarington, Caledon, Norfolk, Pickering, St. Catharines, Niagara Falls, Port Colborne, Brantford and Cambridge) and had the mayors of Ajax, Burlington and Owen Sound present for me at their own council meetings.
- The Town of Ajax, the City of St. Catharines, the City of Niagara Falls and the Municipality of Clarington are now Blue Communities
- The County of Norfolk passed the banning of bottled water and the human right resolution and the City of Burlington passed the human right resolution. I am awaiting word on the rest
- I have been invited back to present at council meetings in Chatham-Kent, Thorold, Newmarket, Meaford, Oshawa and Vaughan.
- I have had 5 speaking engagements including presenting at the Great Lakes St. Lawrence Initiative conference on June 28th in Quebec City.

Robyn Hamlyn



SOUTHERN ONTARIO WATER CONSORTIUM

LE CONSORTIUM POUR L'EAU
DU SUD DE L'ONTARIO

**SOWC: A platform for water
innovation in southern Ontario**



Guelph as a Global Leader:

SOWC is building a platform for integrated research, development and demonstration in water and wastewater, and to support economic opportunity.

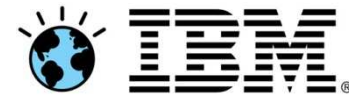


Platform Components

- Drinking water
- Wastewater
- Sensors
- Analytical Techniques
- Watersheds
- Ecotoxicology



Integrated Data
Management







Platform Facilities – Wastewater

- Guelph Wastewater Platform (UG)
 - Access to various process streams for testing
 - Lab sample preparation & Ecotox facility
 - Flows up to 300 m³/d
- London Wastewater Platform (UWO)
 - Compliance testing and demonstration
 - Flows 1000 m³/d up to full municipal scale



Committed investment in the facility at WWTP:

FedDev \$118,922 (Pilot Plant Equipment)

MEDI \$1,213, 186 (Pilot Plant Construction)

Total committed investment in wastewater capacity in Guelph:

FedDev \$600,240

MEDI \$2,151,141

Total committed investment in Guelph (across all areas):

FedDev \$1,032,902

MEDI \$3,410,866

In-kind total required \$1,072,140

U of G cash contribution (entire project) \$35,001

PRESENTATION BY:

**JOHN CHALLINOR II APR
DIRECTOR OF CORPORATE AFFAIRS
NESTLÉ WATERS CANADA**

JULY 16, 2012

CITY OF GUELPH

**GOOD AFTERNOON CHAIR, COUNCILLORS AND MEMBERS OF
STAFF...**

**ON BEHALF OF NESTLÉ WATERS CANADA, THANK-YOU FOR THE
OPPORTUNITY TO APPEAR TODAY TO DISCUSS THE BLUE
COMMUNITIES PROJECT TEMPLATE RESOLUTION ADVANCED BY
THE COUNCIL OF CANADIANS AND THE CANADIAN UNION OF
PUBLIC EMPLOYEES...**

**IN ADDITION TO WHAT I AM ABOUT TO PRESENT TO YOU, I
BELIEVE YOU ALSO HAVE A LETTER ON FILE FROM ME...**

**FIRST AND FOREMOST, WE'RE HERE ON A POINT OF PRINCIPLE.
WE DON'T SELL OUR PRODUCTS TO YOUR MUNICIPALITY
TODAY – AND WE AREN'T LIKELY TO IN THE FUTURE.**

**WE DON'T SELL OUR PRODUCTS IN VENDING MACHINES. WE
TYPICALLY SELL OUR PRODUCTS IN RETAIL OUTLETS LIKE
GROCERY STORES. WE ARE FULLY SUPPORTIVE OF THE SOLE
USE OF MUNICIPAL TAP WATER IN PITCHERS URING COUNCIL,
COMMITTEE AND INTERNAL STAFF MEETINGS WITHIN YOUR
FACILITIES...**

**WE ARE ALSO SUPPORTIVE OF THE INSTALLATION OF WATER
FOUNTAINS, AS LONG AS THEY ARE MAINTAINED TO LOCAL
PUBLIC HEALTH UNIT STANDARDS...**

**WHERE POTABLE WATER EXISTS IN AN OFFICE SETTING,
CONSUMPTION OF SINGLE-USE BOTTLED WATER IS
UNNECESSARY. DURING OUR DISCUSSIONS WITH
GOVERNMENT LEADERS ACROSS CANADA, WE HAVE**

ADVOCATED FOR THIS COMMON SENSE APPROACH. WE SIMPLY BELIEVE THAT CITY STAFF AND LOCAL RESIDENTS SHOULD HAVE THE FREEDOM TO CHOOSE AND CONSUME THE BEVERAGE OF THEIR CHOICE ON MUNICIPAL PROPERTY, PARTICULARLY ONE FEATURING THE HEALTH AND WELLNESS ATTRIBUTES THAT WATER DOES...

THE DECISION SHOULD NOT BE MADE FOR THEM...

THE BLUE COMMUNITIES PROJECT RESOLUTION IS THE LATEST ANTI-BOTTLED WATER INITIATIVE FROM THE COUNCIL AND CUPE, WHO HAVE DEVELOPED VARIOUS POLITICAL CAMPAIGNS OVER THE LAST SEVEN YEARS TO DISCREDIT OUR INDUSTRY, OUR 13,000 EMPLOYEES ACROSS CANADA – 300 IN WELLINGTON COUNTY -- AND OUR PRODUCTS AND SERVICES...

THE BLUE COMMUNITIES PROJECT, THEIR LATEST WELL-INTENTIONED BUT MIS-GUIDED ATTACK ON OUR INDUSTRY, IS A TROJAN HORSE-LIKE TREATISE DEVELOPED SOLELY TO ENCOURAGE CANADIAN MUNICIPALITIES TO BAN THE SALE OF BOTTLED WATER IN THEIR FACILITIES UNDER THE GUISE OF HUMAN RIGHTS AND INFRASTRUCTURE MANAGEMENT. THE BLUE COMMUNITIES PROJECT IS A POLITICAL CAMPAIGN – NOT AN ENVIRONMENTAL CAMPAIGN. THAT SAID, WE AGREE WITH THE COUNCIL AND CUPE THAT WATER IS A HUMAN RIGHT...

AND, GIVEN THAT CANADA HAS A \$21 BILLION WATER AND SEWER INFRASTRUCTURE DEFICIT RESULTING IN, AMONGST OTHER THINGS, MORE THAN 1,500 BOIL-WATER ORDERS ACROSS THE COUNTRY LAST YEAR, WE ALSO SUPPORT CONTINUED INVESTMENT IN OUR MUNICIPAL SYSTEMS. WHERE WE DRAW THE LINE WITH THE COUNCIL AND CUPE IS THEIR MISGUIDED AND MISLEADING ATTEMPTS TO BAN THE SALE OF BOTTLED WATER IN PUBLIC FACILITIES. BOTTLED WATER DOES NOT COMPETE WITH TAP WATER...

MORE THAN 70% OF CANADIANS DRINK BOTH. THEY CONSUME TAP WATER AT HOME AND BOTTLED WATER ON-THE-GO FOR PROPER HYDRATION, BETTER HEALTH AND SIMPLE CONVENIENCE. AND, THE PURCHASE OF BOTTLED WATER DOES NOT IMPACT MUCH-NEEDED INVESTMENTS IN CANADA'S WATER AND SEWER INFRASTRUCTURE. CANADIANS PAY LOCAL, PROVINCIAL AND FEDERAL TAXES

WITH THE EXPECTATION THAT A PORTION OF THOSE FUNDS WILL BE INVESTED TO PROPERLY MAINTAIN THEIR MUNICIPAL WATER SYSTEMS. THEY SPEND THEIR DISPOSABLE INCOME ON A MYRIAD OF ITEMS, INCLUDING BOTTLED WATER...

OVER THE LAST FOUR YEARS, MORE THAN 125 MUNICIPALITIES, SCHOOL BOARDS, COLLEGES AND UNIVERSITIES AND PROVINCIAL GOVERNMENTS HAVE FORMALLY REJECTED MOTIONS BY THE COUNCIL AND CUPE TO BAN THE SALE OF BOTTLED WATER IN THEIR FACILITIES. TWENTY-NINE MUNICIPALITIES, FOUR SCHOOL BOARDS AND 13 COLLEGES AND UNIVERSITIES HAVE APPROVED BANS. A NUMBER OF THOSE ORGANIZATIONS ARE NOW CURRENTLY CONSIDERING RESCINDING THEIR EARLIER DECISIONS. THE REGIONAL DISTRICT OF COMOX IS THE MOST RECENT MUNICIPALITY TO REJECT A BOTTLED WATER BAN, SPECIFICALLY REJECTING THE BLUE COMMUNITIES PROJECT RESOLUTION...

STAFF AT THE UNION OF BRITISH COLUMBIA MUNICIPALITIES RECENTLY ADVISED AGAINST SUPPORTING THE BLUE COMMUNITIES PROJECT MOTION BECAUSE OF THEIR CONCERNS ABOUT THE INABILITY OF MUNICIPALITIES THERE TO MAINTAIN WATER AND SEWER INFRASTRUCTURE WITHOUT OUTSIDE INVESTMENT...

BANS ON BOTTLED WATER SEND THE WRONG MESSAGE TO CONSUMERS ABOUT THE HEALTH AND WELLNESS ATTRIBUTES OF WATER – BOTTLED OR OTHERWISE. BANNING BOTTLED WATER WILL NOT RESULT IN INCREASED CONSUMPTION OF TAP WATER, NOR WILL IT REDUCE THE AMOUNT OF PLASTIC BEVERAGE BOTTLE LITTER IN FACILITIES WHERE IT IS BEING ENACTED...

ALL BANNING BOTTLED WATER DOES IS REPLACE ONE PIECE OF PLASTIC WITH ANOTHER PIECE OF PLASTIC, AS MOST RESIDENTS AND STAFF WILL SIMPLY OPT FOR ANOTHER BEVERAGE IN A PLASTIC CONTAINER...

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 COMMUNITIES' HEALTH...

THIS CONCERN WAS EXPRESSED BY MIDDLESEX-LONDON HEALTH UNIT DIRECTOR JAMES REFFLE, WHO WROTE THAT HE HAD "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..."

THE FACT OF THE MATTER IS THAT BOTTLED WATER IS PROVING TO BE PARTICULARLY HELPFUL AT A TIME WHEN THE INCIDENCE OF OBESITY AND DIABETES ARE ON A SIGNIFICANT INCREASE AMONGST YOUNG

CANADIANS BORN AFTER 2000...

ALMOST 30 PERCENT OF CANADIAN CHILDREN ARE OVERWEIGHT OR OBESE, ARE SUSCEPTIBLE TO DIABETES AND MAY BE THE FIRST GENERATION OF CANADIANS WHOSE LIFE EXPECTANCY IS SHORTER THAN THAT OF THEIR PARENTS. BOTH HEALTH CANADA AND THE ONTARIO MINISTRY OF HEALTH HAVE IDENTIFIED OBESITY AS THE MOST CRITICAL, EMERGING HEALTH ISSUE FACING CANADIANS...

THERE ISN'T ANOTHER PORTABLE BEVERAGE THAT PROVIDES THE HEALTH AND WELLNESS BENEFITS TO YOUR CITIZENS THAT BOTTLED WATER DOES...

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

TWO. ALMOST 70 PERCENT OF PLASTIC BEVERAGE CONTAINERS, INCLUDING WATER BOTTLES, WERE RECYCLED LAST YEAR 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 FOUR YEARS, 125 MUNICIPALITIES, SCHOOL BOARDS AND COLLEGES AND UNIVERSITIES ACROSS CANADA HAVE REJECTED RESOLUTIONS TO BAN THE SALE OF BOTTLED WATER...

MOST TELLINGLY, SEVERAL THOUSAND LOCAL GOVERNMENTS HAVE CONCLUDED THAT REPAIRING AGING INFRASTRUCTURE, IMPROVING SERVICE QUALITY AND KEEPING TAXES LOW ARE MORE IMPORTANT PRIORITIES THAN CONSIDERING BANS ON THE SALE OF BOTTLED WATER – AND TAXPAYERS AGREE. IN A LEGER MARKETING POLL, A MAJORITY OF CANADIANS SAID THEY ARE OPPOSED TO BOTTLED WATER BANS IN MUNICIPAL FACILITIES...

PLEASE GIVE CONSIDERATION TO RECEIVING ALL PRESENTATIONS ON BOTTLED WATER TODAY, BUT TAKING NO FURTHER ACTION...

THANK-YOU...



July 13, 2012

Mayor Karen Farbridge
Office of the Mayor
City Hall
1 Carden Street
Guelph, Ontario N1H 3A1

Telephone: (519) 837-5643
Fax: (519) 822-8277
Email: mayor@guelph.ca

Dear Mayor Farbridge:

The reason for this letter is to clarify much of the confusion and misinformation that exists about bottled water and to offer the Canadian Bottled Water Association (CBWA) as a resource to provide you with factually based information. All statements contained within this document can be verified by independent, arms length third parties.

Recently, it has come to our attention that the City of Guelph is considering a proposal to ban the sale of bottled water from all municipal buildings and facilities. One of the reasons often cited is that municipal tap water, which is safe and clean, is available so bottled water alternative is not necessary.

This argument might have some merit if consumers were buying bottled water as an alternative to tap water. However, according to a study conducted in May of 2006 by Probe Research Inc., 70% of adults who purchase bottled water do so as an alternative to buying other packaged beverages, not as an alternative to tap water. As well, CBWA members bottle spring (ground) water, which represents over 85% of bottled water sold. As a regulated food product, natural spring water cannot be modified from its natural state (cannot modify compounds, mineral content or add chemicals).

Some contend that too many plastic bottles end up in landfill. Policy makers should be reminded that water is not the only beverage product available in plastic bottles, in fact, a variety of beverages are available in this type of container. Plastic beverage containers, including bottled water packaging, account for 1/5 of 1 percent of the waste in the waste stream.

This is further supported upon examination of recycling rates. According to provincial authorities such as Encorp Pacific, Alberta Beverage Container Recycling Corporation, Stewardship Ontario, Eco Enterprises Quebec, and Encorp Atlantic, national recycling rates for plastic beverage containers in 2011 was 70%. In fact, PET plastic trails only newspapers and aluminum in its value to recycling programs.

Polycarbonate and PET plastic bottles are 100% recyclable. The larger bottles, for use with water coolers, are typically reusable 40 to 60 times before the need to be recycled. For more than 20 years, the bottled water industry has had in place its own industry run recycling program to ensure all large polycarbonate water bottles are properly recycled, ensuring they do not go to Canadian landfills. Once recycled, these plastics are used to make everything from playground equipment, cell phones, clothing, to automobile parts.



In the bottled water sector, the incentive is to reduce the amount of plastic used in bottles, use biodegradable materials, or use recycled plastics. Over the last decade, the industry trend has been to develop and use bottles that are thinner and lighter, using less plastic – the weight of the typical water bottle is about half that of other packaged beverages. In recent years, more bottlers are using recycled plastic by blending recycled PET (rPET) with virgin PET. The use of rPET in water bottles can be as much as 100% recycled content. All packaging used by the bottled water industry must be approved by Health Canada under Canada's Food and Drug Regulations.

The bottled water industry is certainly doing its part to reduce its impact on the environment. The CBWA and its partners have been working with local governments to assist in public spaces recycling programs and to increase ALL consumer packaging recycling in order to decrease landfill, as well as litter.

One must also question why bottled water is being singled out, given the fact that water is the healthiest beverage option available. If bottled water were the only beverage to be sold in plastic bottles, that choice would be obvious. However, at a time when health providers and policy makers are struggling with sharply increased rates of diabetes and obesity, to ban the sale of calorie-free, sugar-free, and fat-free water, while continuing to allow the sale of other beverages sold in plastic bottles that cannot make these statements, is odd public policy indeed.

Some of the bottled water industry's critics allege that bottled water is not regulated. In fact, bottled water is regulated as a food by Health Canada. Water bottling companies are inspected by the Canadian Food Inspection Agency. Permits to take water must be applied for and obtained from provincial environment ministries. Bottling companies continuously test their product to ensure its quality, and CBWA members must adhere to the Association's stringent Bottled Water Model Code, Bottled Water Food Safety Practices, Certified Plant Operator Program and Third Party Plant Audit requirements, as a condition of membership.

Others contend that the industry is privatizing water, or taking undue amounts of water resources, to the detriment of others. In fact, permit data from provincial environment ministries shows, and confirmed by Environment Canada, that the bottled water industry in fact takes less than 0.02% of fresh water available for taking in Canada.

Finally, there is the issue of cost. Comparisons have been made between the costs of bottled water to the consumer versus the cost of tap water. Obviously, tap water is the cheaper of the two (approximately 1% of tap is used for human consumption). Independent market research firm A.C. Neilson has identified bottled water as costing 34 cents per litre (2010), or about 17 cents per 500 ml bottle, while municipalities correctly point out that tap water is available for a fraction of a penny per litre. Why, they ask, does anyone buy bottled water?

As stated above, consumers do not view bottled water as an alternative to tap water but rather as an alternative to other packaged beverages. Like other beverages, bottled water will always be cheaper when purchased by the case (i.e. 24 units) as opposed to purchasing one individual serving from a convenience store or vending machine.



While the decision to ban bottled water from municipal facilities, community centres and skating rinks is largely symbolic, there are some concrete and positive steps that policy makers can take in order to make a real difference. Firstly, increase the number of recycling receptacles and containers in public spaces. History has demonstrated that the public will participate in recycling programs when they are available. A few excellent examples of successful public space recycling are in the cities of Sarnia, Niagara Falls and Halifax, and in the Province of Quebec where results have shown recycling rates of +75% for out of home recycling. Implementing public space recycling will yield similar positive results, allow your citizens choice of which beverages or municipal tap water to consume, and increase recycling rates, not just for plastic water bottles, but for all consumer packaging used outside of the home.

Secondly, conduct enhanced public education campaigns about litter, whether that litter consists of a plastic bottle or a paper cup, so that littering becomes socially unacceptable.

CBWA and its members encourage the placement of public water fountains for those who choose to drink tap water when away from home. What we have issue with is, why would a person not be given the same freedom to consume bottled water? When someone prefers to drink bottled water, why would this healthy beverage choice be taken away?

Finally, the CBWA encourages municipalities to not only maintain their current high standards for tap water, but also to instill greater public confidence in their water infrastructure. Canadians should feel confident about their public services.

The CBWA would be interested in meeting with you in the near future to discuss in more detail the points briefly outlined in this letter, and other important matters regarding the bottled water industry. Please feel free to have your staff contact me direct through my office at (905) 886-6928 to discuss the bottled water industry further. We look forward to providing you with details on the bottled water industry and understanding the needs of the City of Guelph.

Sincerely,

A handwritten signature in black ink that reads 'Elizabeth Griswold'.

Elizabeth Griswold
Executive Director
Telephone: 905.886.6928
Email: griswold@cbwa.ca
Website: www.cbwa.ca