

PRICE·TAG

COST·TAG



Change the world and your foodshed with a fork, wallet and brain

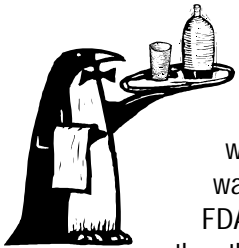
WATER PRICE TAG

Premium bottled water costs up to \$1.69 for 9 ounces – that's \$12.00 a gallon! Americans spend \$10,700 on bottled water every minute of every day, and this amount comes with hidden costs..



WATER COST TAG FOOD MILES

Water bottling facilities are located in most states. No matter where it comes from, bottled water consumes more energy in transportation and packaging than tap water.



SOCIAL COST

Distrust of local water sources has led to the massive growth of the bottled water industry, even though some bottled water comes from municipal wells. The FDA standards for bottled water are weaker than the EPA standards for tap water. From

1997-1999, the Natural Resources Defense Council tested 103 brands of bottled water and found that 1/3 had levels of chemical and bacterial contaminants that exceeded state or industry standards.

ENVIRONMENTAL COST

Plastic water bottles litter beaches and street gutters the world over. Manufacturing plastic bottles uses lots of fossil fuel and can release toxins into the atmosphere. Bottling 'spring' water can potentially deplete natural springs that feed trout streams and wetlands.

WHAT CAN YOU DO?

Rather than buy bottled water, work with your municipality to make sure that your drinking water supply is safe. Have your water tested regularly if you have your own well. Carry your own water bottle. Understand how your drinking water gets to you. Support sustainable agriculture that uses minimal irrigation water and fewer chemical pesticides that could pollute groundwater.



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