



Food & Water Watch

Mission:

Food & Water Watch is a non-profit consumer organization that works to ensure clean water and safe food. We challenge the corporate control and abuse of our food and water resources by empowering people to take action and by transforming the public consciousness about what we eat and drink.

H2O: Horizons, Hope, Opportunities

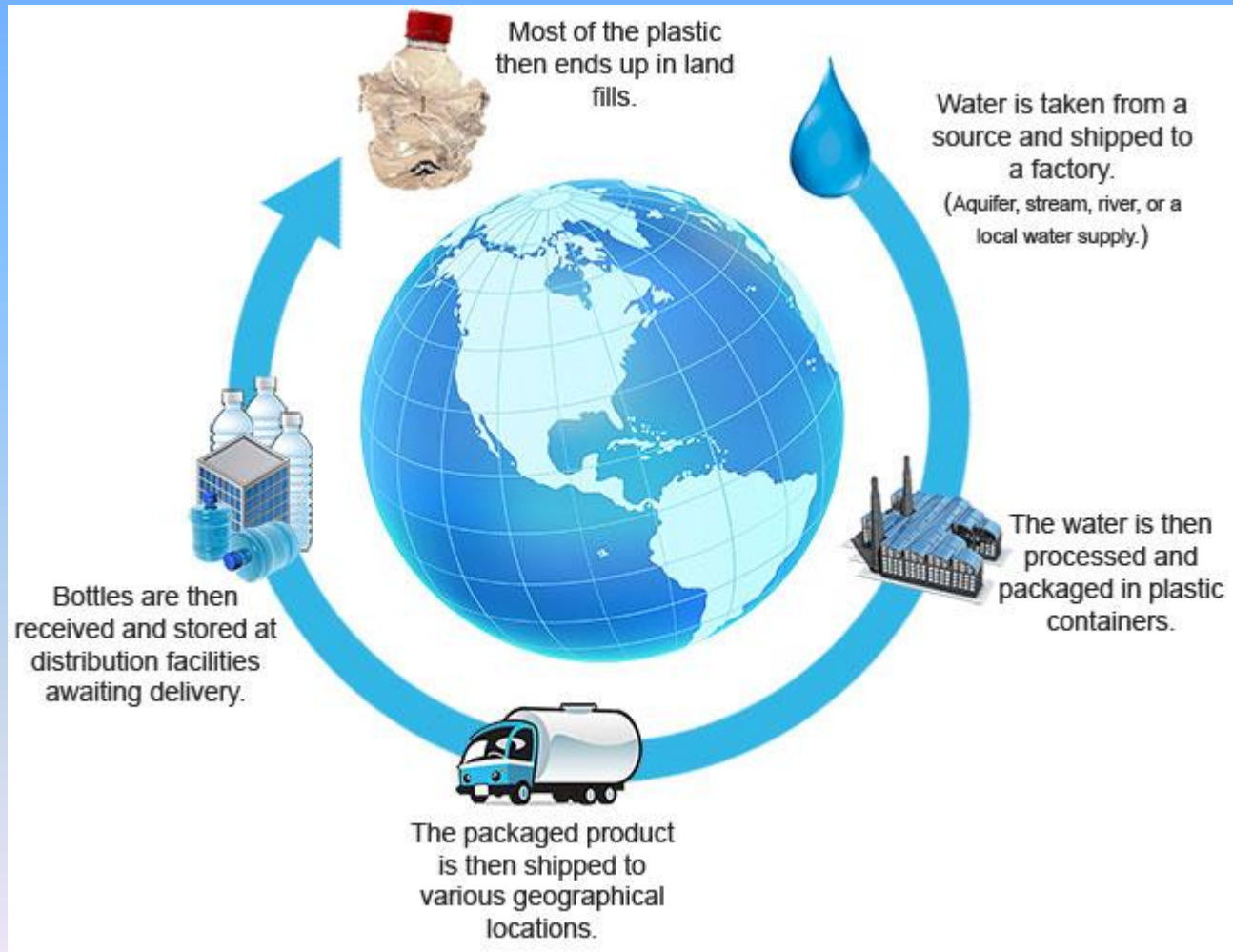


Other titles considered:
Capping Freedom
Take Back the Tap
Bottled Water—I'd tap that

The Bolivia Water Wars



The Bottled Water Process





Key Facts

- Bottled water costs hundreds or thousands of times more than tap water.
- Most tap water is just as clean and safe as bottled water.
- The idea that all bottled water is pure is a marketing myth.
- Plastic bottles can leach chemicals into the water.
- The Food and Drug Administration regulates only the 30 to 40 percent of bottled water sold across state lines.
- U.S. plastic bottle production requires more than 17 million barrels of oil, enough to fuel one million cars.²⁶
- About 86 percent of the empty plastic water bottles in the United States land in the garbage instead of being recycled.²⁷



The Issues

- **Human Rights**
 - **Access**
 - **Cost**
 - **Who gets the leftovers**
- **Environmental Impact**
 - **Bottles**
 - **Shipping**
 - **Depleting Aquifers**
 - **Salinization**



The Joke (It's not very funny...)



- Where you water actually comes from.
 - St. Louis tap water
 - Town Springs in Maine
- The real damage it does.
 - Millions of gallons of oil.
 - Corn-made—A-maize-ingly bad



What do we do?

- Find out the facts.
- Fight back.
 - Work with your school or parish to Ban the Bottle
 - Propose and implement sustainable practices
- Events:
 - Movie Screenings
 - Speakers
 - Water Taste-Tests
 - Guerilla theater
 - Reach out to faculty—classroom events

I'd tap that.



A Successful Campaign: Setting goals

The Issues	Allies	Opposition	Goals