



News Around The Water Tower

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Go Green With Blue

We've all heard it on the television and the radio ".....forever in the land fill." The ad encourages us all to use tap water in a refillable/reusable beverage container. It is an eco-friendly, going green campaign that not only makes sense, but can save you money. Two very positive factors in today's tough economic times. So lets all go green with blue, H₂O blue.

The convenience of bottled water is a major selling point by the bottled water industry, along with the perception that the water is purer. Sales of bottled water have exploded in the last few years. The pictures of pristine glaciers and crystal-clear mountain streams and springs lead consumers to think the water quality of bottled water is superior and pure. But bottled water sold in the United States is not necessarily cleaner or safer than tap water, according to a four-year scientific study made public by the National Resources Defense Council. While most of the bottled water tested was found to be high quality water, about one-third of the water tested contained levels of contaminants, including synthetic organic chemicals, bacteria and arsenic.

Bottled water is regulated by the Food and Drug Administration. It is subject to less stringent testing and purity standards than that of city and municipal water suppliers. The FDA monitors the safety of bottled water on the national level, but the FDA's rules are completely exempt for waters that are packaged and sold within the same state. That accounts for sixty to seventy percent of all bottled water sold in the US. Bottled water rules allow for some contamination by E. coli or fecal coliform. There are no requirements for bottled water to be disinfected or tested for parasites such as cryptosporidium or giardia, contrary to tap water rules, which prohibit any confirmed contamination with these bacteria and parasites.

The FDA states that "Companies that market bottled water as being safer than tap water are defrauding the American public".



Americans are willing to pay for bottle water that costs up to 1,900 times more than tap water. It also takes more than 2,000 times more energy to produce and deliver. Over ninety percent of the cost of bottled water is in the bottle, lid and label. Companies like Coca-Cola and PepsiCo., produce Dasani and Aquafina, these products almost instantly became the companies' most profitable product. They, like many other bottled water companies, spend millions of dollars each year to claim freshness and purity, when many use municipally treated tap water as their source. How can water that bottled in plastic containers, produced at a bottling factory, shipped all over the US, stored at high temperatures for months at a time, be fresher and safer than tap water? It is impossible to get chemically free water from a plastic bottle. All plastic bottles leach some synthetic chemicals into the water, some more than others,

The bottled water industry itself is a very wasteful industry. It requires three times as much water to make a bottle as it does to fill it. Approximately sixty million plastic bottles are disposed of every day. That is just in America alone. Not only do they accumulate and stress landfills, they are made from



For More Information on Going Green check out these websites:

- ◆ www.thedailygreen.com/going-green/
- ◆ www.drinkingtap.org
- ◆ www.bottledwaterblues.com
- ◆ www.filterforgood.com
- ◆ www.communitywater.com

Conservation Tips

- *Install a low flow showerhead and save up to 500 gallons a week.*
- *Turn the water off while you shampoo and condition your hair and you can save more than 50 gallons a week*
- *Take shallow baths*
- *Turn the water off while you brush your teeth and save 4 gallons a minute.*
- *Time your shower to keep it under 5 minutes and you'll save 1,000 gallons a month.*

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polyethylene terephthalate (PET) a petroleum product, and their manufacturing process uses oil and increases Co2 emissions. The use of millions of gallons of fossil fuels and the related emissions created from transporting the bottle water products contribute to the cost of fuel, the air pollution and air quality. It takes over three hundred years for plastic bottles to degrade in nature. This is an environmental nightmare. Cities like San Francisco, Los Angeles, Phoenix, Chicago, St. Louis and many more have put a ban on spending city dollars on bottled water.

American's are becoming more and more conscientious of their environment. But the economical aspect of bottled water has had a more of an impact, as Americans struggle to find ways to cut costs and save money. By using refillable glass or stainless steel water containers people can go green with blue and accomplish two things at the same time.

Did You Know:

- The human body is 70% water.
- The brain is 85% water.
- Human blood is 90% water.
- The liver is 96% water.
- Our bodies will use 64 ounces of water just for the basics each day-temperature control, skin hydration, digestion and energy production.
- In order for your bodies to be able to detox, to flush out the toxins that make their way in, we have to drink more water than the minimum level-10-12 glasses a day.
- The more we drink, the more we allow our bodies to purify themselves.
- If you drank only pure, distilled water, your body would be missing many of the essential minerals that it needs in order for your mind, muscles and organs to function as they were designed. Much of what we find in our drinking water is essential to good health and well being!

OTHER WAYS TO GO GREEN WITH H₂O BLUE

There are other ways to save money and conserve water. One of the top users of water around the home is the shower. Americans use more than 1.2 trillion gallons of water in the shower each year according to the EPA. A typical shower uses up to twenty-five gallons of water. Each American uses an average of one hundred gallons a day of water.



Low flow shower heads reduce showering and bathing consumption fifty to seventy percent. They also use less energy, unless you have already installed one of the energy efficient tankless water heating systems. The EPA reports letting your water run for five minutes uses as much energy as it takes to keep a sixty watt light bulb lit for fourteen hours. Low flow shower heads are easy to install and pricing starts around \$8.00. They are now available in many styles and include lots of different features.

According to the EPA, the American home uses more water for flushing the toilet than running the shower. A family of four could save 16,000 gallons of water a year by replacing its traditional toilet with a high-efficiency model. This not only saves water but money as well. The high efficiency toilet (HET) uses 1.6 gallons or less of water for each flush. The old style toilets used 3.5 to 5 gallons of water for each flush.



There is a new label that indicates to consumers if a product is water smart as well as dollar smart. The EPA has initiated a new program to help protect the future of the water supply by promoting water efficient products and services.



The new label appears on a variety of plumbing fixtures and equipment that will begin being available over the next couple of years. The labeling system itself is only a year old. It is similar to the well known "EnergyStar" label that rates products on their use of electricity. Some of the biggest manufacturers of plumbing equipment like Kohler, Delta Faucet, Hansgrohe, American Standard and Crane already have a wide variety of "WaterSense" labeled fixtures in stores. The "WaterSense" label means the fixture or equipment uses twenty percent less water. Landscaping and irrigation equipment will also be rated in the program as it pro-

