

# mabwa

*A professional trade association for the betterment of the bottled water industry, providing education, government relations, and a forum for the exchange of technical and regulatory information for all members of the Association.*

A Quarterly E-Newsletter

Issue 2 - 2009

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## 2009 MABWA Fall Education Conference & Vendor Reception to be held on San Antonio Riverwalk



MABWA is pleased to announce the planning is complete for the upcoming 2009 MABWA Fall Education Conference & Vendor Reception. This Seminar will be Part II of

MABWA's 2009 Education offering. If you attended Part I in Las Colinas earlier this year, you'll learn more on vital core business issues, and those that did not attend the Spring Session will be afforded a great opportunity to hear some great presentations on topics vital to the industry and to the business of bottling water.

The Seminar theme is **"Water Business Boot Camp - Part II"** and will take place **November 12-13, 2009** at the **Hyatt Place San Antonio Riverwalk**. The program will include a two-day agenda featuring an opportunity to take the "Water

Specialist Basic Training Course Levels I & II as well as the Advanced Water Specialist Training Course. The program will include educational workshops, a Supplier-hosted Welcome Reception & Exhibits on Thursday evening, November 12. This highlighting event will give bottlers and distributors a chance to visit one-on-one with select group of industry suppliers. On Friday, November 13, Breck Speed, the President & CEO Mountain Valley Spring Water, will speak on the state of the industry, both from a political and a media perspective. This is a "must hear" presentation on many of the crucial topics affecting your business.

Core business presentations will be given by top industry speakers on topics that affect day-to-day business activities in the bottled water industry including, but not limited to: business finances; business benchmarking; how to step up sales; and ways to measure customer satisfaction. This portion of the program will be led by Gil Gibson, DS Waters, Dr. Alan Leff, Primo Water Corp., Ed Magana, DS Waters, and Rudy Ramon, Artesia Spring Water.

Mark your calendar today and make plans to attend "Water Business Boot Camp - Part II" in San Antonio November 12-13. Watch for registration details coming by mail and email soon. You can reserve your hotel accommodations now by calling (888) 492-8847 and ask for the special MABWA rate of \$99!

## PRESIDENT'S MESSAGE

Dear MABWA Members,

The decision we made to host Spring and Fall Education Seminars beginning in 2008, gave very successful results. These seminars provided valuable educational and even more important in these tough economic times, networking opportunities. In Spring of 2009 we included a tour of the new Nestle Waters Factory along with the Water Business Boot Camp Education Seminar. We will continue with the Fall Educational Seminar in November in San Antonio and expect it to surpass the success of the previous Seminars. Each year a Technical Manual is published by the MABWA Technical Committee with this year the Manual covering HACCP and creating a HACCP plan.

Our educational seminars include something for everyone whether you want to know the latest on bottled water regulations, how to be a "green" bottled water company, what is coming for the future of bottled water, technical topics such as SQF audits, HACCP, Plant Safety, or if you would like to attend a financial learning seminar, we have them all available for you.

In addition to the seminars our members receive important E-Newsletters which include information about the bottled water industry, technical information as well as member information.

New members are welcome at any time and can become involved in some of our committees which include Membership Development, Government Relations, Technical and Programs & Forums.

We are looking forward to an exciting remainder of 2009 and even more in store for everyone in 2010.

Sincerely,

Cynthia Herold  
MABWA President

## MABWA Highlights

### 2009 MABWA Spring Educational Seminar Highlights...



Photos L-R: Gil Gibson, DS Waters; Brian Rose, Water Event and Dan Kelly, Polymer Systems; Cynthia Herold, Nestle Waters N.A. and Randy Ward, Aqua One, Gene Ross, Good Pac Plastics, and Brian Janssen, Allied Purchasing, and Breck Speed, Mountain Valley Spring Water

### MABWA Hosts 2009 Educational Seminar Part I in Las Colinas

In May of this year MABWA held its first of two education seminars for the year at the Hyatt Place Las Colinas, Irving, TX. Bottlers, Distributors and Suppliers of the Association met for two days to tour Nestle Waters new bottling facility in Irving, attend workshops on filtration and water quality, hear top industry speakers on core business issues and solutions and attend vendor exhibits. Post event surveys for the event indicated that attendees were pleased and excited about the quality of the seminar and looking forward to Part II!

# BPA: HEALTH CANADA

The chemical 2,2-bis (4-hydroxyphenyl) propane, more commonly known as Bisphenol A (BPA), is a chemical monomer used primarily in the production of polycarbonate plastic and epoxy resins. Polycarbonate is used in food contact materials such as beverage bottles, infant feeding bottles, food containers, processing equipment, and other articles. Epoxy resins are used in protective linings for variety of canned foods and beverages, including infant formula.

*Health Canada's Food Directorate has concluded that the current dietary exposure to BPA through food packaging uses is not expected to pose a health risk to the general population, including newborns and infants.*

Over the years, Health Canada's Food Directorate has conducted periodic reviews of BPA as new information has become available relating to its toxicity and/or its potential exposure from food packaging applications. The purpose of these reviews was to determine whether dietary exposure to BPA could pose a health risk to consumers.

Based on the overall weight of evidence, including reaffirmation by other international regulatory agencies (notably the United States, Europe and Japan); and, in keeping with the conclusions re-confirmed in the most recent assessment of BPA from food packaging applications (August, 2008):

However, due to the uncertainty raised in some animal studies relating to the potential effects of low levels of BPA, the Government of Canada is taking action to enhance the protection of infants and young children. It is therefore recommended that the general principle of ALARA<sup>1</sup> (as low as reasonably achievable) be applied to continue efforts on limiting BPA exposure from food packaging applications to infants and newborns, specifically from pre-packaged infant formula products as a sole source food, for this sensitive segment of the population.

## What is Health Canada Doing to protect Canadians?

BPA was included in Batch 2 of the Challenge under the [Chemicals Management Plan](#) carried out by Health Canada and Environment Canada. On October 18, 2008, the Government of Canada released its final assessment report, including the Government's proposed risk management strategies, to ensure that Canadian exposure to BPA is kept as low as possible, particularly for newborns and infants.

The Bureau of Chemical Safety, in the Food Directorate of Health Canada, is responsible for ensuring that chemicals are not present in foods at levels that may cause adverse health effects. The Bureau is actively engaged in addressing the following Government commitments, first announced on April 18, 2008 and reiterated on October 18, 2008, which fall under its mandate:

To support industry in developing a "Code of Practice" to reduce levels of BPA in infant formula can linings. To facilitate the assessment of proposed industry alternatives to BPA for use in infant formula can coatings. To set migration targets for BPA in infant formula cans. To continue to review pre-marked submissions for infant formula packaging, to ensure the lowest levels of BPA achievable. To explore setting migration targets for canned foods in general. To gather additional occurrence data on BPA in order to fill information gaps in the current exposure assessment knowledge base.

A subsequent section provides an update on progress made to date in delivering on these commitments. Note that this list will be expanded as new information becomes available. To view this section, go to [www.he-sc.gc.ca](http://www.he-sc.gc.ca).

## MABWA Technical: *Backwashing Filtration Systems*

The best operating practice for a granular media filter is to operate it until its design limit for head loss, operating time, or filter effluent turbidity is reached, whichever comes first.

Head loss indicates the extent to which the filter is clogged.

Increasing the filtration rate too quickly can cause stuff to dislodge. If a filter is removed from service for backwash, the filtration rate will INCREASE in the remaining filters. Using variable pumps will minimize this effect.

Operating time becomes important if the process runs then stops and restarts. Once a filter is stopped, it should not be restarted without backwashing. Shear forces from

filter restart can loosen trapped particles.

Filter performance depends on influent water quality as that can affect effluent turbidity. Climatic changes have a big impact in this scenario for the source water.

If you have automated backwashing look for these items: *air bubbles* that occur out of the filter surface after the water drains through, but BEFORE you start the backwash procedure, air binding may be the cause. *If you use a surface wash* with water or air scour as a means of filter scouring- check for problems like plugged nozzles, or leaks in pipes or valves. Lastly, look for proper rotation speed and "dead spots".

*Backwash duration* is based on time and desired turbidity. Frequent testing is desired to minimize water loss. *Particulate removal* is done by straining and surface adhesion. If the filter bed isn't adequately expanded, and the media fluidized to remove adhered particulates, the backwash procedure is ineffective. Too much velocity can wash media into the troughs.

Finally, don't forget *inspection*. Inspect surface for cracks within the media and between the media and bed. Check media height to ensure there is still an effective depth.

### 2009 MABWA Committees

#### Membership Development Committee

Chairman Dan Humphries  
[dhsc05@yahoo.com](mailto:dhsc05@yahoo.com)

#### Government Relations Committee

Chairman John Cooke  
[jccooke@swbell.net](mailto:jccooke@swbell.net)

#### Programs & Forums Committee

Chairman Gil Gibson  
[GGibson@water.com](mailto:GGibson@water.com)

#### Membership Development Chairman

Dan Humphries  
[dhsc05@yahoo.com](mailto:dhsc05@yahoo.com)

Technical Committee  
Chairwoman Cynthia Herold  
[cherold@perriergroup.com](mailto:cherold@perriergroup.com)

Supplier Committee  
Chairwoman Velma Roppolo  
[starsoln@aol.com](mailto:starsoln@aol.com)

### 2009 MABWA Calendar

November 11, 2009

**Board of Directors Meeting**  
Hyatt Place San Antonio Riverwalk  
San Antonio, Texas

November 12-13, 2009

**Water Business Bootcamp - Part II**  
**2009 MABWA Fall Educational Seminar & Supplier Exhibits**  
Hyatt Place San Antonio Riverwalk  
San Antonio, Texas

2010 Annual Convention & Trade Show

TBA

Watch for details soon!

### 2009 MABWA Board of Directors

President - Cynthia Herold, Nestle Waters  
Vice President - Gil Gibson, D.S. Waters  
Sec/Treasurer - Brian Rose, Water Event  
First Past President  
Bill Parrish, All Wet Water Enterprises

#### Directors

Gil Gibson, DS Waters LP  
John Cooke, Primo Water  
Brad Frieberg, Mountain Valley Spring Water  
Dr. Alan Leff, Primo Water Corp.  
Terry Lusk, Clovis Bottlers Inc.  
Velma Roppolo, Star Solutions Inc.  
Randy Ward, AquaOne  
Roy Parsons, Parsons Enterprises  
Rick Doerner, Fizz-O Water Company Inc.  
Rudy Ramon, Artesia Spring Water  
Dan Humphries, Dan Humphries Sales Co.

Susan Gibson - Executive Director  
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## INDUSTRY NEWS...

### A BILL THAT TAKES EFFECT JANUARY 1, 2010 - REVISIONS TO THE FRANCHISE TAX

**House Bill 4765** (Oliveira/Patrick) amends Chapter 171 of the Tax Code, regarding the franchise tax, by increasing the amount of total revenue at which a taxable entity would owe no tax. The amount under current law is \$300,000. The new amount, provided for by this bill is \$1 million for the years 2010 and 2011, and \$600,000 in future years. The bill takes effect on January 1, 2010 and apply to tax reports due on or after that date. This tax cut will benefit approximately 40,000 small businesses in Texas.

### BOTTLED WATER: MORE THAN JUST A STORY ABOUT SALES GROWTH Stringent Federal, State and Industry Standards Help Ensure Safety, Quality and Good Taste

ALEXANDRIA, VA - The International Bottled Water Association (IBWA), in conjunction with Beverage Marketing Corporation (BMC), today released bottled water statistics for the year 2006, compiled by BMC. These numbers show that U.S. bottled water sales and consumption continue to rise, as consumers increasingly choose bottled water over other beverages.

The latest upward trend was reflected in 2006 when total bottled water volume exceeded 8.25 billion gallons, a 9.5 percent increase over 2005, and the 2006 bottled water per capita consumption level of 27.6 gallons increased by over two gallons, from 25.4 gallons per capita the previous year. Additionally, the wholesale dollar sales for bottled water exceeded \$10.8 billion in 2006, an 8.5 percent increase over the \$10 billion in 2005. These statistics demonstrate continued consumer demand and appreciation for the convenience and good taste of bottled water brands consumed on-the-go, during exercise, at restaurants or meetings, and at home or the office. However, consumers should also know that bottled water safety and quality result from multiple layers of regulation and standards at the federal, state and industry levels. Bottled water is comprehensively regulated by the U.S. Food and Drug Administration (FDA) as a packaged food product, and has issued stringent standards for safety, quality, production, labeling, and identity. Along with the FDA's Good Manufacturing Practices (GMPs), which are required of all foods, bottled water must comply with several other applicable regulations, including Standards of Identity, Standards of Quality and additional, specific bottled water GMPs. Being a packaged food product, bottled water is also bound by the Nutrition Labeling Education Act (NLEA) and the full range of FDA protective measures designed to enforce product safety and protect consumers. States also regulate bottled water inspections, sampling, analyzing and approving bottled water sources. Testing laboratory certification is another area where states may regulate bottled water. As part of the IBWA Bottled Water Code of Practice, IBWA members voluntarily utilize the principles of Hazard Analysis and Critical Control Point (HACCP) for a science-based approach to bottled water production and safety. FDA recognizes HACCP as a key component of food safety and consumer protection. "While all beverages have their role in a marketplace with an abundance of drink choices," says Stephen R. Kay, IBWA Vice President

of Communications, "consumers are choosing bottled water as a refreshing, hydrating beverage and as an alternative to others that may contain calories, caffeine, sugar, artificial colors, alcohol or other ingredients, which they wish to moderate or avoid. For instance, during 2006, individual servings of bottled water in sizes of 1.5 liters and smaller accounted for 57.1% of the volume of bottled water sold, indicating that consumers are choosing bottled water in lieu of other bottled drinks."

For an overview of bottled water regulations and standards and other bottled water information, visit the IBWA web site at [www.bottledwater.org](http://www.bottledwater.org).es. The trade associations are well stocked with members, large and small, from all over the globe. Trade shows are well-attended, and there is a wealth of information available to assist in training, quality control, process development, and regulatory standards.

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### CAP SNAP ANNOUNCED NEW INTERACTIVE WEB INITIATIVES

CapSnap has always valued the sense of community that the water bottling industry possesses. The trade associations are well stocked with members, large and small, from all over the globe. Trade shows are well-attended, and there is a wealth of information available to assist in training, quality control, process development, and regulatory standards. "We noticed that there was a lack of resources for equipment and production questions," said CapSnap General Manager Don Reeder. "There is nowhere to go to find answers for questions about capping, washing, inspection, sanitizing, automation, maintenance, and other equipment issues." With that in mind, CapSnap has recently launched two new web initiatives to resolve this issue. The official CapSnap web log (blog) will be publishing informative articles regarding equipment issues.

# The benefits & services are yours!

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*If you are not currently a member of the Mid-America Bottled Water Association, or you know of someone that should consider joining, contact MABWA at 512.894.4106 for membership information today.*



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