

Per: **IBWA**

Bottled Water

WATER'S ROLE IN YOUR BODY

Water helps nearly every part of the human body function efficiently. Considering that our bodies are almost two-thirds water. It's important to understand water's role in a healthy lifestyle. Here are just some of the things water does in your body.

- Your brain is 75% water
- Bones are 22% water
- Muscles are 75% water
- Your blood is 92% water
- Water carries nutrients and oxygen to all cells in the body
- Water is required for breathing
- Water moistens oxygen for breathing
- Water regulates your body temperature
- Water protects and cushions vital organs
- Water cushion joints
- Water helps to convert food into energy
- Water helps your body absorb nutrients
- Water removes waste

Is pure water acidic and harmful to your health

Is pure water acidic and harmful to your health?

A pH measurement is the intensity of a liquid in terms of its alkalinity or acidity. The pH scale goes from 0 to 14 where 7.0 is neutral. If the pH is above 7.0 the water is alkaline. If the pH is below 7.0 it's acidic. Acidic liquids can range from battery acid to milk. For example the acidity of Battery Acid is 1.0, Wine is 2.3 to 3.8, Soft Drinks are 2.0 to 4.0, Coffee and Tea are 2.5 to 3.5, Beer is 4.0 to 5.0, Most Water 5.8 to 7.0, Milk 6.5.

Beverages can be consumed by the human body whether alkaline or acidic. According to the Merck Manual the world's most widely used medical reference guide, the human body buffers to balance the pH. For example if you were to consume something acidic, your blood would produce more bicarbonate and less carbon dioxide to neutralize the acidity. Likewise, if you were to consume something alkaline, your blood would produce more carbon dioxide and less bicarbonate to balance out the pH.

Some sources want you to believe that consuming pure water will put you body in an acidic state and they recommend drinking water that is alkaline. Even if one was to consume alkaline water, once it hits the highly gastric fluid in the stomach, its alkalinity is gone. Claims about the health benefits of alkaline or acidic water are not supported by credible evidence.

Bottled Water

BOTTLED WATER MARKET

Domestic, non-sparkling water is the largest and strongest part of the U.S. bottled water market. Bottled water is the second largest commercial beverage category by volume in the United States. However, bottled water consumption is about half that of carbonated soft drinks and only slightly ahead of milk and beer.

Nearly all of the bottled water sold in the U.S. is sourced domestically. Imported bottled water accounts for only 1.5% of the U.S. market.

According to the Beverage Marketing Corporation (BMC), in 2012 the total volume of bottled water consumed in the United States was 9.67 billion gallons, a 6.2% increase from 2011. That translates into an average of 30.8 gallons per person. While that sounds like a lot, it actually puts the U.S. in 10th place when it comes to global per-capita consumption.

Since 2001, Americans have increased their annual per capita consumption of bottled water by more than 11 gallons. The continued increase in per capita consumption indicates that consumers see bottled water as a healthy alternative to other packaged beverages. Consistent with this view, sales revenues for the U.S. bottled water market in 2012 were \$11.6 billion (in wholesale dollars), a 6.7% increase over the previous year.

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BOTTLED WATER VS TAP WATER

Most people who drink bottled water also drink tap water, depending on the circumstances. Drinking water, from the tap or the bottle, is important for healthy hydration and plays a vital role in people's lives. Consumers choose bottled water for several reasons, including taste, quality and convenience. Bottled water is also an alternative to other packaged beverages when consumers want to eliminate or moderate calories, caffeine, sugar, artificial flavors or colors, alcohol, and other ingredients from their diets.

According to the Institute of Medicine and the American Journal of Preventative Medicine, two-thirds of American adults are overweight with one-third of those individuals being obese. In addition, over the 30 years, children's obesity rates have climbed from 5 percent to 17 percent.

Drinking zero-calorie beverages, such as water, instead of sugary drinks is regularly cited as a key component of a more healthful lifestyle. The consumption of water – whether from the bottle or the tap – is a good thing. Any actions that discourage people from drinking bottled water are not in the public's interest.

In October 2011, the Drinking Water Research Foundation (DWRF) published the report "Bottled Water and Tap Water: Just the Facts" (<http://www.thefactsaboutwater.org/>) which supports the fact that drinking water, whether from the tap or a bottle, is safe and that regulatory requirements for both tap water and bottled water provide Americans with clean, safe drinking water.

Differences in the regulation of tap water and bottled water, though minimal, highlight the differences between drinking water delivered by a public water system and drinking water delivered to the consumer in a sealed container.

- Public water systems (tap water) provide quality water for human consumption and other uses (e.g. washing clothes, bathing, and industrial and commercial uses) through a piped distribution system to specific communities. Public water systems are granted exclusive rights to provide water to consumers in a particular geographic or municipal area. Consumers do not, therefore, have a choice of which public water system will provide water to their homes or businesses.
- Bottled water is a packaged food product sold in individual, sanitary, sealed containers. It is intended solely for human consumption. Consumers have a variety of bottled water choices available to satisfy their particular tastes and price preferences. It is sold in many different package sizes, including 3- and 5-gallon containers used in bottled water coolers, 2.5-gallon refrigerator-size containers, and "on-the-go" half-liter, one-liter, and 1.5 liter convenience-size packages. Consumers choose bottled water for several reasons: taste, quality, and convenience.

Per: Homeland Security

How much water should I store? The rule of thumb is to store at least one gallon per person per day for at least 3 days (for earthquake preparedness). That's 2 quarts for drinking and 2 quarts for food preparation and sanitation. A family of four should store a minimum of 12 gallons of water. Personally, I recommend at least a 10 day supply of water and a 30 day supply if at all possible.

Use the following guidelines when storing water:

1. Store drinking water in carefully cleaned, non-corrosive, tightly covered containers.
2. Store containers in a cool dark place. DO NOT store in direct sunlight. Polyethylene plastics (prepackaged milk and water bottles) are somewhat permeable to hydrocarbon vapors. Keep away from stored gasoline, kerosene, pesticides, or similar substances.
3. Stored tap water should be rotated every 6 months. Prepackaged bottled water should be rotated once a year. Check the pull date on the container. Be sure it didn't sit on the store's shelf for a year before you purchased it. Self Serve Bottled Water should be rotated once a year, as long as the water treatment process includes ozonation.
4. Rotate your stored water with the water you use on a regular basis. This practice helps ensure you don't have water stored longer than one year.

Containers That Can be Used for Water Storage

Food-grade plastic or glass containers are suitable for storing water. One-, Three- and five-gallon water containers can be purchased from most outdoor or hardware stores. Any plastic or glass containers that previously held food or beverages such as 2-liter soda bottles or water, juice, punch or milk jugs, also may be used. Stainless steel can be used to store water which has not been or will not be treated with chlorine; chlorine is corrosive to most metals.

55 gal drums, designed specifically for water storage can be difficult to transport, if the need arises, but are of a tremendous value in an emergency. When looking for additional food grade containers, the bottom will be stamped with HDPE (High Density PolyEthylene) and coded with the recycle symbol and a "2" inside. HDPE containers are FDA-approved for food. Containers without these designations aren't OK because of possible chemical interactions between the water and the plastic.

Clean used containers and lids with hot soapy water. Once the containers have been thoroughly cleaned, rinse them with water and sanitize the containers and lids by rinsing them with a solution of 1 tablespoon chlorine bleach per gallon of water. Leave the containers wet for two minutes, then rinse them again with water. Remember to remove the paper or plastic lid liners before washing the lids. It is very difficult to effectively remove all residue from many containers, so carefully cleaned hard-to-reach places like the handles of milk jugs. To sanitize stainless steel containers, place the container in boiling water for 10 minutes. Never used containers that previously held chemicals.

Do I Need to Treat Water?

Once you properly clean containers, fill them with potable, or safe, drinking water. All public water supplies are already treated and should be free of harmful bacteria. However, as an additional precaution, it is recommended that you add 5-7 drops, about 1/8 teaspoon, of chlorine bleach per gallon of water stored. This precaution protects you against any lingering organisms in storage containers that may have been inadvertently missed during the cleaning process.

Where to Store Water

Clearly label all water containers “drinking water” with the current date. Store the water in a cool, dry place away from direct sunlight and heat sources. Do not store it near gasoline, kerosene, pesticides or similar substances.

When potable water is properly stored, it should have an indefinite shelf life; however, it's a good idea to use and replace the stored water every 6-12 months. Rotating water this way provides you with an opportunity to experiment and check the amount of stored water against what you require. It also serves as an additional precaution against bacteria or viruses growing in containers which may not have been thoroughly or properly cleaned and sanitized.

Per: Survivalists

Survival Planning

HOW MUCH WATER DO WE WASTE IN A DAY?

While preparing dinner, do we leave the water running in the sink while scrubbing the potatoes? Then we pour out the excess water after boiling them, and leave the water running while we wash out the pan. Water lost? About 10 gallons (not a scientific calculation – just a guess).

How much water is it wasted when we take showers?

We are a spoiled society. We are used to having water fit to drink, bathe in, and cook with, just come out of the tap when we turn it on. A natural disaster could easily disrupt that, like an earthquake that breaks main water pipes.

Did you know that the water in your home pipes is dependent on electricity? No electricity - no water being pumped into your home.

Take away lesson: Catch and store any water you can and use it for “gray” water, like for flushing toilets, if it’s not purified. Don’t forget to label it “DO NOT DRINK.”

Since most of us who don't live by a stream or have our own well, we must find a way to save ALL kinds of water and store it for emergencies. But be aware that there are **water storage myths** out there in “cyber world” that stop many from storing water in certain containers as well as methods of storage that may seem like too much trouble. **Read the myths** and don't let them stop you - water is #1 in importance for survival.

HOW MUCH IS ENOUGH?

FEMA and other emergency services recommend that we have at least a two-week emergency water supply on hand at all times. Bare-bones survival rations would be ½ gallon per person per day just for drinking and minimal food preparation purposes. You might not think that you drink that much in a day, but I’ll bet if you added up all the water, juice, milk, soft drinks, broth, and other liquids, you would be close to consuming ½ gallon. In an emergency, you may find that you want more liquid than in regular circumstances.

In addition to drinking water, you will need ½ gallon per person per day for other uses, such as brushing teeth, washing dishes, etc. So 1 gallon per person per day is the bare minimum. On a regular day, you may wash several gallons of water down the drain as you rinse the dinner dishes. In an emergency situation, you will have to keep a watchful eye on the amount used for those purposes. A wet cloth wipe-up may be all your dishes get.

One gallon per person per day is a good general starting amount, but you may need more than that. Take into consideration the specific needs of your family.

Do you have a baby in your house? How much water do you need for preparing formula or baby food? Since babies sometimes spit up and make messes, you’ll need sufficient water to clean up.

Active teenagers usually drink more liquid than adults. Make sure to score plenty of water for active teens.

Is any member of your family an invalid or chronically ill? Do they have an increased need for water to take medications or for personal care?

Do you have pets? If so, you'll need to plan additional water for them.

If the majority of your storage foods are dry or dehydrated, you'll need more water for preparation of those foods.

Do you live in an area where extreme heat is a regular occurrence? Everyone will need more water if that is your situation.

Are you accustomed to drinking more water for good health? If so, cutting back drastically, especially in a time of crisis, could be very difficult physically.

Per: FEMA

WATER

Water is an essential element to survival and a necessary item in an emergency supplies kit. Following a disaster, clean drinking water may not be available. Your regular water source could be cut-off or compromised through contamination. Prepare yourself by building a supply of water that will meet your family's needs during an emergency.

HOW MUCH WATER DO I NEED?

You should store at least one gallon of water per person per day. A normally active person needs at least one gallon of water daily just for drinking however individual needs vary, depending on age, physical condition, activity, diet and climate.

To determine your water needs, take the following into account:

- One gallon of water per person per day, for drinking and sanitation.
- Children, nursing mothers and sick people may need more water.
- A medical emergency might require additional water.
- If you live in a warm weather climate more water may be necessary. In very hot temperatures, water needs can double.
- Keep at least a three-day supply of water per person.

HOW SHOULD I STORE WATER?

It is recommended you purchase commercially bottled water, in order to prepare the safest and most reliable emergency water supply. Keep bottled water in its original container and do not open until you need to use it. Observe the expiration or "use by" date. Store in a cool, dark place.

A.

NSF, National Sanitation Foundation

Link: www.NSF.ORG/Business/about_NSF

WQA, Water Quality Association

Link: www.WQA.ORG

EPA, Environmental Protection Agency

Link: www.epa.gov

B.

IBWA, International Bottled Water Association

Link: www.bottledwater.org/economics/bottled-water-market

FEMA, Federal Emergency Management Agency

Link: www.ready.gov/water

U.S. Dept. of Homeland Security

Link: www.dhs.gov/2wkssupplyincaseofanemergency

Link: www.nationalterroralert.com/safewater

C.

FDA, Food and Drug Administration

Link: www.fda.gov/food/resourcesforyou/consumers/ucm046894.htm