

**Jeepers! ...**

## **\$5.00 Fiji Water?**

As is frequently the case, hotels provide guests bottled water as an alternative to their tap water. My experience was the same. In this hotel, the bottled water was imported from Fiji and it cost \$5.00 per liter. Not uncommon. Fiji Water has spent millions creating demand, an image, and attracting celebrity customers.



The company that sells Fiji Water is based in LA, California. The Cleveland Water Department ran tests comparing a bottle of FIJI Water to Cleveland tap water and some other national bottled brands. FIJI Water was found to contain 6.31 micrograms of arsenic per litre, whereas Cleveland tap water as well as bottled brands Aquafina, Dasani and Evian had no measurable arsenic. Further, in blind taste tests, Clevelanders picked their own water over Fiji Water. (*Sources: Washington Post article and news from the Cleveland Water department and Cleveland media outlets.*)

Bottled water often has higher arsenic levels in water than do municipal water systems. That is because the Food and Drug Administration, which regulates bottled water, allows up to 10 micrograms per liter. The U.S. Environmental Protection Agency, which regulates municipal water supplies, requires tests for more things than does the FDA.

There are other reported controversies surrounding Fiji Water and the Fiji people, the company's carbon footprint, the chemicals in their plastic water bottles, as well as, the company's relationship with the Fiji government.

### **Consider the cost of Fiji Water compared to cost of Paw Paw water.**

**Go figure - - -** One liter of water is just .264 gallons. So, four liters gets close to comparing the cost with a gallon of Paw Paw water. (1 litre = 1.056 gallons). One gallon of hotel Fiji Water would cost \$20. In Paw Paw, you can buy a gallon of water for .0174 cents. For the same \$20 spent to buy a gallon of Fiji Water you can buy 1, 149 gallons of Paw Paw water – and get frequently tested water that has non-detect levels of arsenic.

I have no idea what Fiji Water is going for these days. Their website says things like...“Far from pollution. Far from acid rain. Far from industrial waste.” What they don't say is that “far away” also means that enormous amounts of energy are required to transport the water to where it is consumed. I don't know if their water comes from ground, a river or from a municipal water system and is bottled and shipped all over the world. But, I do know that Aquafina, the biggest selling bottled water company, uses water from Detroit's water system. So, if it is good enough for Aquafina, it is good enough for me. I drank from the tap, not from the bottle!

According to the World Health Organization, one person in six – more than 1 billion of our fellow human beings – has little choice but to use potentially harmful sources of water. When you consider that in context with “designer” bottles of water, you really begin to think about the true value of water. In Paw Paw we are blessed with an abundant supply of water. In Paw Paw . . .

**Paw Paw Water - - - Good for you, delivered to your home, and a real bargain!**  
**More Information online at [www.pawpaw.net/PublicServices.aspx](http://www.pawpaw.net/PublicServices.aspx)**