



B Lab Statement on Just Goods, Inc.'s B Corp Certification

B Lab's independent Standards Advisory Council has rendered the following decision and guidance regarding eligibility for B Corp Certification for bottled water companies:

"Bottled water companies are eligible for B Corp Certification with additional review by the Standards Advisory Council and, at minimum, incremental disclosure on their public B Corp profile regarding material sensitive issues in the industry."

Just Goods Inc. is required to disclose a summary of its practices in the areas of Water Access, Sustainable Usage, and Waste Management as a part of its B Corp Certification. For more information on the review process, please refer to B Lab's statement on the bottled water industry and B Corp Certification [here](#).

Summary of Company

Just Goods is a bottled water company based in the United States that is responsible for water extraction, bottling, distribution, and sale. In its last fiscal year, the company earned 100% of its annual revenue from selling water and sparkling water.

Just Goods Inc. has the following brands of water and sparkling water:

- Just Water
- Just Bubbles

Just Goods, Inc.'s Industry Practices

Water Access

Just Good currently operates a spring water extraction well on the City of Glens Falls watershed property in the Town of Queensbury, Warren County, New York. The city owns 2000 acres of undeveloped real property in the Town of Queensbury, which serves as a city watershed property. This property contains the city's surface water collection and supply system, which serves the residents of the town and a subsurface fractured bedrock aquifer. Additionally, neighbours on Butler Pond Road in Queensbury, NY, utilise water near the Glens Falls city reservoir system.

The extraction process is being conducted in partnership with Just Good and the City of Glens Falls, based on a mutually agreed-upon agreement dated September 24, 2014. According to the agreement, Just Good has a 99-year water extraction agreement with the city to extract a 25,000,000-gallon maximum volume of subsurface water per year, for which a monthly fee of \$5,000.00 is paid. This fee includes the right to extract a maximum of 1,000,000 gallons annually,



with an additional charge of \$0.01 per gallon for any volume above the base amount. This is approximately six times the current water rate for residents.

The payment is made to the City of Glens Falls Water Department, and this revenue is invested back into water infrastructure and various other projects by the city. Additionally, Just Good participates in the adopt-a-highway program on the road leading to the well site and performs road cleanup once a month. The company does not generate wastewater whose volume is proportional to the volume of water extracted.

The following agencies play a role in regulating access to water and the company's water extraction practices: [New York State Department of Health](#) and the [New York State Department of Environmental Conservation](#).

Just Good has reported they are not engaged in any lobbying or policy advocacy for cheaper water prices nor easier water access. The company also reported there are no stakeholder concerns regarding its water access that remain unresolved.

Sustainable Usage

Just Goods sources its water from mountain springs, which are mechanically pumped from underground. The company chose these sources because of the large amount of water available in the two watersheds, the reliable annual replenishment of water from rain and snowfall, and the fact that the surrounding community is not dependent on the volume used by the company.

In order to ensure the company's water extraction rates are environmentally sustainable, a complete hydrogeologic evaluation was performed by Hanson Van Vleet Hydrogeologic Consultants PLLC, to determine the feasibility of developing a spring water source capable of meeting the appropriate quantity and quality on "watershed" properties owned by the City of Glens Falls. This was done while ensuring that it meets the definition of "spring water" in accordance with the [New York State Department of Health \(NYSDOH\)](#) and the [Food and Drug Administration \(FDA\)](#). The spring water source was subsequently developed in accordance with FDA and NYSDOH requirements. Furthermore, an evaluation of the recharge capacity of the watershed property was performed to confirm that the withdrawal of spring water during each calendar year between 2020 and 2023 and future withdrawals would not impact the City of Glens Falls water supply. This confirmed that the withdrawal of spring water during the 2020, 2021, 2022, and 2023 calendar years had no impact on the City of Glens Falls water supply.

Based on the 2023 precipitation rates, the annual contribution from precipitation to the Butler Reservoir System watershed is approximately 1.27 billion gallons of water. If the City maintains 2023 usage from the Butler Reservoir System of 296 million gallons annually, the excess water in the Butler Reservoir System watershed is approximately 977 million gallons annually. Just Good



extracted 3,479,489 gallons of water during the 2023 calendar year. This is approximately 0.4% of the excess capacity of the Butler Reservoir system and approximately 0.1% of the excess capacity of the entire reservoir system, respectively, after the City's demand has been accounted for. If Just Good utilised the maximum allowed in the agreement of 25 million annually, based on the 2023 precipitation levels, this would represent approximately 2.6% of the excess capacity of the Butler Reservoir System watershed and approximately 1% of the total excess capacity of the entire Glens Falls reservoir system. The historical precipitation data indicates the Butler Reservoir System is capable of meeting the City's future needs while allowing Just Good to utilise 25 million gallons per year without impacting the City of Glens Falls water supply.

Several measures have been put in place to protect the water source from potential contamination. Just Good's well site is gated, the wellhead is sealed and locked with a padlock, the water treatment area at the well site is also locked, and the well-to-truck port at the well site is padlocked. Moreover, the port on the truck is padlocked, and the well site is monitored with cameras. Additionally, to minimise energy consumption, the Clean in Place (CIP) tanks capture and reuse acid and alkali mixtures for the cleaning cycle, and steam condensate from the boiler system is routed back to the boiler for reuse.

Waste Management

Just Goods' product packaging does not use PET bottles; instead, it uses carton bottles and aluminium bottles. The small portion of the package that is PET is mostly derived from sugar cane. Their cartons are made from 88% plant-based materials, and their aluminium bottles are made from 30% recycled aluminium.

Just Goods, in line with its [mission](#), supports the efforts of the Carton Council through [Tetra Pak](#). Just Goods also promotes aluminium bottles as an infinitely recyclable material on their packaging, [website](#), social media, and other messaging platforms. This includes information on how and where their packaging can be recycled and reused. They provide a tool on their website where users can enter their zip code to find the waste management company in their area that offers this service. Additionally, Just Goods collaborates with partners to raise awareness about transitioning away from plastic bottles, conducts beach clean-up initiatives, and engages in similar activities. At the plant level, they recycle their scrap with [Kelly Green Board](#) and [Continuous Materials](#), which transform the scrap into high-quality building and roofing materials.



B Lab's Public Complaints Process

Any party may submit a complaint about a current B Corp through [B Lab's Public Complaint Process](#). Grounds for complaint include:

1. Intentional misrepresentation of practices, policies, and/or claimed outcomes during the [certification process](#), or
2. Breach of the core values articulated in our [Declaration of Interdependence](#) within the B Corp Community.