

## **B Lab Statement on The Earth Group'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.

The Earth Group is required to disclose a summary of its practices in the areas of Sustainable Usage, Water Access, and Waste 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](#).

### **The Earth Group's Industry Practices**

#### Water Access

The Earth Group purchases a finished Bottled Water product through a local third party bottler/manufacturer. The bottler purchases water from a glacial spring source, Beechwood Spring, located 4 hours west of Edmonton near Rocky Mountain House. The source feeds from both Mount Wilson's icefield and Mount Cline's glacier. The glacial source is leased by the Canadian Government on a 10-25 year term, and bottler pays \$895 for 9800 gallons (.20/gallon). The price paid is market competitive and in line with pricing agreements in place for other private bottling companies.

#### Sustainable Usage

The water is generated from glacial melt and the bottler is permitted to divert 10% of the total flow at the rate of 90 imperial gallons per minute. They have been accessing water from the source for 26 years. Regulations exist within the jurisdiction to promote sustainable usage of the water resource given the hydrology of a particular area.

#### Waste

The Earth Group's products use low-weight bottles to reduce the amount of plastic material required for the finished product. The finished product is made with 80% recycled content.

The bottler also and collects all waste in the facility to be recycled.

For every 500ml bottle of Earth Water sold, we help to clean up the equivalent of 1.5 plastic bottles, in partnership with [www.plasticbank.org](http://www.plasticbank.org) who are dedicated to reducing ocean plastic. Earth Water bottles are recyclable and landfill biodegradable. 3rd party tests show 32.7% biodegradation in 10 months.