



## **B Lab Statement on Proud Source Water'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.

Proud Source Water 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](#).

### **Summary of Company**

Proud Source Water is a private, independent company based in Boise, Idaho. The company's stated mission is "to be the most transparent bottled water company in the world." The company was founded in 2016 and currently distributes bottled water in 40 states and Canada.

### **Proud Source Water's Practices**

#### Sustainable Usage

The Mackay Springs, which are located to the west of Mackay, produce 400 - 700 gallons per minute (gpm) of water at a consistent 64 degrees fahrenheit. The spring source is in compliance with all testing schedules and requirements of the FDA, Idaho Department of Environmental Quality (DEQ) and the U.S. Environmental Protection Agency as of 2018.

The company uses a gravity fed spring box to extract the water, and production as of 2019 uses less than 1% of the spring's output, and will not exceed 4% of the spring's output.

The company works closely with local county officials, including the Mayor's Office of Mackay and Mackay City Council, in assisting with reporting on Quality Assurance and Quality Control. Proud Source Water shares its own testing data with municipal operators on a regular basis.



#### Water Access

Proud Source Water extracts water from a spring in Mackay, Idaho, for which the City of Mackay owns and manages access rights. Proud Source Water owns an exclusive water rights agreement with the City of Mackay, and the company's business arrangement with the city was subject to a series of public townhall meetings during which there was no public opposition. The company pays the standard local utility rate for all the water it extracts.

#### Waste Management

Proud Source Water retails water in 16oz and 750mL aluminum bottles. The 16oz bottles contain up to 70% post-consumer recycled content and the 750mL bottles contain up to 20% post-consumer recycled content.

The 750mL bottle includes a plastic closure around the lid that is made from virgin resin. The company is currently working to eliminate this piece from the product.