



BREWERS FOR CLEAN WATER

There are few things more refreshing than a cold beer. And great beer needs clean water. That's why craft breweries around the country have joined NRDC's campaign to protect the Clean Water Act.

Beer is mostly water, so the quality of a brewery's source water affects the finished product. Even small chemical disruptions in the water supply can alter the taste of a brew or influence factors like shelf life and foam pattern.

America's craft brewers need reliable sources of clean water to consistently produce the great beer that is key to their success. Thanks in part to this important natural resource, the craft brewing industry contributes about \$79.1 billion to the U.S. economy each year, along with more than 550,000 jobs in both urban and rural areas.

THE BREWERS FOR CLEAN WATER CAMPAIGN

Established in 2013, NRDC's Brewers for Clean Water campaign helps member breweries advocate for federal safeguards to protect their water sources from upstream pollution—and keep waterways clean for downstream neighbors. Through the campaign, these brewers speak directly to lawmakers, the media, and their customers about the importance of clean water for good beer. Brewers for Clean Water submit comment letters and testimony to public officials. They also get their message out through newspaper op-eds, events in their taprooms, and social media

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PHOTOS (PREVIOUS PAGE): MARK FAVIELL VIA FLICKR; ISTOCK. THIS PAGE (CLOCKWISE FROM TOP LEFT): ALLAGASH BREWING VIA FLICKR; STOCKSY; GETTY IMAGES.

posts to build support for the fight to protect clean water. The campaign has been the subject of articles in local, national, and international publications including All About Beer, Outside Magazine, The Guardian, and the Associated Press.

The Brewers for Clean Water campaign is actively engaged in the fight to protect clean water safeguards nationwide. The campaign's initial focus was promoting and then defending the Clean Water Rule, which protected vulnerable waterways by clarifying the scope of the federal Clean Water Act. In recent years, the Brewers for Clean Water have branched out to support other critical water protections, including water pollution standards for coal-burning power plants and restrictions on pollution that travels through groundwater into rivers and lakes. Together, the campaign's members are working to protect drinking water sources for millions of Americans—and ensuring continued access to the clean water that supports their livelihoods.

CAMPAIGN TIMELINE

- **APRIL 2013:** NRDC officially launches the Brewers for Clean Water campaign.
- **NOVEMBER 2014:** 32 Brewers for Clean Water submit comments to the EPA supporting the Clean Water Rule proposal.
- **MAY 2015:** the EPA formally adopts the Clean Water Rule. At the press conference with Administrator Gina McCarthy, Ike Broadus, owner of Old Bust Head Brewing Company in Virginia, spoke on behalf of the Brewers for Clean Water, saying, "Brewers have a special connection with water. Without clean water, we cannot make good beer."
- **MARCH 2019:** 59 Brewers for Clean Water send a letter to the EPA opposing its proposal to replace the Clean Water Rule with much weaker protections.
- **FEBRUARY 2020:** the Brewers for Clean Water campaign surpasses 115 members.

LEARN MORE

For more information about Brewers for Clean Water and an up-to-date list of brewery members, visit our website (<https://www.nrdc.org/brewers-clean-water>) or contact the campaign coordinator, Becky Hammer (rhammer@nrdc.org).



The Natural Resources Defense Council is an international nonprofit environmental organization with more than 3 million members and online activists. Since 1970, our lawyers, scientists, and other environmental specialists have worked to protect the world's natural resources, public health, and the environment. NRDC has offices in New York City, Washington, D.C., Los Angeles, San Francisco, Chicago, Montana, and Beijing. www.nrdc.org

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