

What is the Value of Paw Paw Water? Consider...

Jeepers! ...

\$5.00 Fiji Water?



A year ago, while attending a conference in Detroit, I found the same water I had heard about from others - \$5.00 per bottle Fiji water! “Holy Cow,” I thought, “It’s really true!” The hotel I was staying at provided bottled water to its guests to drink as an alternative to their tap water. It was imported from Fiji and it cost \$5.00 per liter. Outrageous! Total waste of my money! Also, humongous profits for the hotel and the Fiji water bottlers.

Go figure - - -

One liter is just .264 gallons. So, four liters (1.056 gallons) of Fiji water at the hotel would me cost \$20. In Paw Paw, you can buy 20 gallons of water for 7 ½ cents – and it is delivered to your home. Breaking down the cost of Paw Paw water further; 10 gallons cost 3 ¾ cents; 2.8 gallons cost a whopping 1 penny; and one gallon cost a measly .3765 cents – just over 1/3 of one cent! I could buy that Fiji bottle filled with Paw Paw water for under 1/10 of a cent (.0941 of a cent).

Wow! Still excited and not yet sleepy, I took the math a little further and discovered I could fill the Fiji water bottle 5,313 times for the same \$5.00 if I just refilled it from a tap in Paw Paw. (\$5.00 divided by \$0.000941 = 5,313.49).

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 Aquifina, the biggest selling bottled water company, uses water from Detroit’s water system. So, if it is good enough for Aquifina, 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 . . .

- You get 6,000 gallons for \$22.59.
- 10 gallons only costs you \$0.0376.
- For one penny you get 2.8 gallons of ready to drink water.
- You can flush your toilet 4 times per day for just 5 cents.
- You can take a 5-minute shower using 20 gallons of water for only 7 1/2 cents?
- You can take a long hot bath using 24 gallons of water for just 9 cents?

Paw Paw Water - - - Good for you, delivered to your home, and a real bargain!

Series, Part 2: \$5.00 Fiji? By Larry Nielsen, Village Manager