

# Fiji Water

For over 20 years, the Fiji Water company has been tapping an aquifer in Fiji for its bottled water and is shipped from the South Pacific right to your local 7-Eleven. Even though it retails for nearly three times what basic supermarket water does, Fiji Water is now America's leading imported water, beating out Evian<sup>1</sup>. Throughout the years, the American company Fiji Water has also become very important to Fiji and its people. The total GDP (Gross Domestic Product – AKA: the total value of everything produced by all the people and the companies in the country) of the country of Fiji is just \$3.7 billion (compared to the US at 18.37 trillion) with the water company being the number one export of any kind from the country.

However, the Fiji Water company only pays 15 Fiji cents (about 7 American cents) per liter in taxes<sup>2</sup>. This means that while the water company is shipping pure, clean water around the world and making millions, the Fijian people are still extremely poor while the American owners get rich.

Not only do the people of Fiji not share in the profits of the selling of this water, but they also do not benefit in terms of clean water. 53 percent of the people who live in Fiji do not have access to clean, safe water while the water company ships clean drinking water around the world<sup>2</sup>. This means that Americans can get clean water from Fiji more easily than people who actually live in Fiji can.

The Fiji Water company does not want people that buy their products to know about this, for obvious reasons. They recently started a media campaign that shows their product as highly socially conscious and good for the environment. However, Fiji Water imports the plastic for its bottles from China, and its bottling plant runs on diesel generators. Diesel is horrible for the environment and having bottles shipped from a faraway source creates more pollution and unneeded hardship on the environment<sup>3</sup>.

It is now up to you to decide if the social, environmental, and monetary price of Fiji Water is worth it knowing what goes on behind their label. Does this American company really deserve your business?

1. <https://www.motherjones.com/politics/2009/08/fiji-spin-bottle/>
2. <https://www.npr.org/2010/12/01/131733493/A-Bottled-Water-Drama-In-Fiji>
3. <http://meeg-toomuchinformation.blogspot.com/2009/08/truth-about-fiji-water.html>