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***Fair Trade for a Better World***

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September 8, 2014

Via email

Thomas Greither  
Hillary Eaton  
Castle Rock Water Company  
4121 Dunsmuri Ave  
Dunsmuir, CA 96015

Dear Castle Rock:

I am writing on behalf of Fair World Project to express our concern with the way Castle Rock Water Company has portrayed its achievement of Institute for Marketecology (IMO) For Life Certification through press releases.

We are aware that on Friday you updated your original press release regarding your achievement. This is a welcomed step, but the quote attributed to Thomas Greither, president and CEO of the company, is still concerning. "Castle Rock Water is proud that its still and sparkling bottled water have achieved a For Life – Social Responsibility certification," is misleading as it still implies that the water itself is certified.

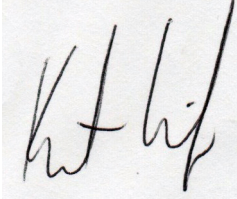
As we have also [expressed directly to IMO](#), we oppose any attempt to label bottled waters as fair trade because water is a human right. Not only are marginalized or disadvantaged groups not beneficiaries of sales of bottled water, they are more likely to lack access to clean water.

While we applaud your commitment to sustainability and labor rights and the achievement of For Life certification confirming your commitment as a company, it is essential that you accurately portray what For Life certification does and does not mean in press releases and promotional material.

To mislead consumers into thinking that bottled water may itself be called fair trade, even unintentionally, harms the credibility of the term fair trade. As a consumer advocacy organization with a mission to protect the use of the term fair trade in the marketplace, we will not hesitate to take further action if Castle Rock continues to portray its water as fair trade.

If you would like to discuss these issues further, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read 'K Lindgren', on a light-colored background.

Kerstin Lindgren

[kerstin@fairworldproject.org](mailto:kerstin@fairworldproject.org)

617-680-9862

cc: Philipp Wagner - IMO  
Kerry Hughes - IMO  
Daniela Hirsch Soares - IMO  
Leena Heinzelmann - IMO