



"Did You Know?" is a series of interesting events and changes to the ISBT and the beverage industry. If you have an ISBT insight or a "Fun Fact", send it in to tom@isbt.com

Are You Drunk?: At any point in time, 0.7% of the world's population, a whopping 490 million people, are drunk.

Fresh Water Supply: Water is critical to beverages but is in short supply; 70% of the surface fresh water is ice in multi-mile high glaciers in Antarctica.

PFAS Passing to Juice: Recent studies are showing PFAS in juice products. The source is not verified, but early theories suggest PFAS are passing from ground water into the plants.

Click on these links to learn more interesting facts about [Beverages](#) and [Water](#).

Did You Know about the ISBT?

Water: The "Water Quality and Treatment Technology Committee" was originally two separate technical committees: *Water Quality* and *Wastewater*. In 2014, the committees were merged into one for various reasons; just remember, water is water!

Did You Know about the Industry?

Orange Trees: It is presumed that orange seeds traveled from New Orleans to Florida around the year 1772. The sweet orange tree industry began to rapidly expand when the Spanish gave up their territories, including those in Florida that had many orange groves, to the United States in 1821.

Presidential Bars: Abraham Lincoln owned a liquor license and several taverns.

Biggest Heart: A cockroach heart has 12 chambers.

What is Web3: A catch-all for ideas related to eliminating Big Tech middlemen, the term refers to a decentralized vision of the internet in which social media, search engines, and online platforms aren't owned by individual companies. Instead, these functions operate on the blockchain, or a network of computers that host accessible, searchable data. While Web3 is gaining traction, not everyone is convinced. Critics have dubbed Web3 "vaporware" — the term used for a product that is announced but never delivered.

Alcohol Consumption: In 1770, the average colonial American consumed 3.5 gallons a year (double the modern rate).

Hot Chocolate: A holiday staple drink, hot chocolate was invented in Ecuador.

Snowman Burning Day: March 20th in the U.S. is known as "Snowman Burning Day". It is meant to signify the end of cold weather. Legend says the smoke that is given off during the burn wards off blizzards and ushers in the new season.



Did You Know about Water



World Water Day: World Water Day is an annual United Nations observance day held on March 22 that highlights the importance of fresh water. The day is used to advocate for the sustainable management of freshwater resources.

Perrier: Perrier sparkling water became the hip beverage of yuppies in the 1980s. In the 1990s, a North Carolina study showed Perrier water exceeded EPA safety standards, which were based on drinking more than 32 ounces per day for 50 years. The result was a media frenzy over possible health issues, but it was later determined that Perrier presented no major health risk.

Drinking Water: In school, we were taught that most (specifically, 71 percent) of the planet's surface is covered in water. While that's true, humans can only use less than 1.0 percent of that water, according to National Geographic. That's because only about 2.5 percent of Earth's water is fresh water, and only 1 percent of that is accessible. The rest makes up glaciers and snowfields.

Forever Chemical - PFAS: PFAS are man-made chemicals that have been found in industry and consumer products worldwide since the 1940s. They have been used to make nonstick cookware, water-repellent clothing, stain resistant fabrics and carpets, some cosmetics, some firefighting foams, and products that resist grease, water, and oil.

- The most commonly studied PFAS are perfluorooctanoic acid (PFOA) and perfluorooctane sulfonic acid (PFOS). The next most commonly studied are perfluorohexane sulfonic acid (PFHxS), and perfluorononanoic acid (PFNA). PFOA and PFOS have been phased out of production and use in the United States, but other countries may still manufacture and use them.
- The Environmental Protection Agency recently found that virtually no level of exposure to PFOS in drinking water is safe. No limits exist for 6:2 FTOH and PFHxS because they have not been as thoroughly studied as PFOS, though independent science has linked all three compounds to many of the same health issues.

Only 4 Great Lakes? Lake Huron and Lake Michigan are hydraulically one fresh water lake. The lakes are so big that early explorers thought they were actually two separate lakes.

- The combined Lakes Huron & Michigan are larger than Lake Superior, making them the 2nd largest lake in the world.
- The Great Lakes make up 21% of the world's fresh water supply that is not ice.

Largest Lake: Located in Russia in the southern region of Siberia near the Gobi Desert, Lake Baikal is the world's largest freshwater lake by both volume (22,995 km³) and depth (1741m), and contains 20% of the world's fresh surface water.

Sea Level: Earth temperatures and their effects can change sea level.

- During the last ice age (100,000 to 25,000 years ago), ice covered one third of the land mass. The frozen water pulled the sea level down 400 feet from today's level.
- 3,000,000 years ago, sea level was 165 feet higher than today, which would place all of Florida underwater.
- During the "warm spell", 125,000 years ago, sea level was 18 feet higher than today.

The Most-Purchased Drink in the U.S. in 2020: Bottled water.

Liters of Water: The amount of water it takes to make one liter of the following is:

- 1.39 L for bottled water
- 1.86 L for carbonated beverages
- 4.00 L for fruit juice
- 28.00 L for soy milk
- 628.00 L for dairy milk

How Much Does a Cumulus Cloud Weigh? The average cumulus cloud can weigh up to a million pounds, according to the USGS. That's about as heavy as the world's largest jet when it's completely full of cargo and passengers or the equivalent of 120,000 gallons of water.

About Water Quality and Treatment Technology?

- Take the Beverage Institute course on Water Treatment and Wastewater Treatment Technology at <https://www.isbt.com/isbt-beverage-institute.asp>
- Join the Water Quality and Treatment Technical Committee to participate in discussions and developments in this technology. For more information, contact Ronit Erlitzki, Committee Chair, at ronit@adedgetechnologies.com