



Water Stewardship

MillerCoors Fort Worth Brewery





*It Takes Great Water to Make
Great Beer*

*To Make Great Water Takes
Great Responsibility*



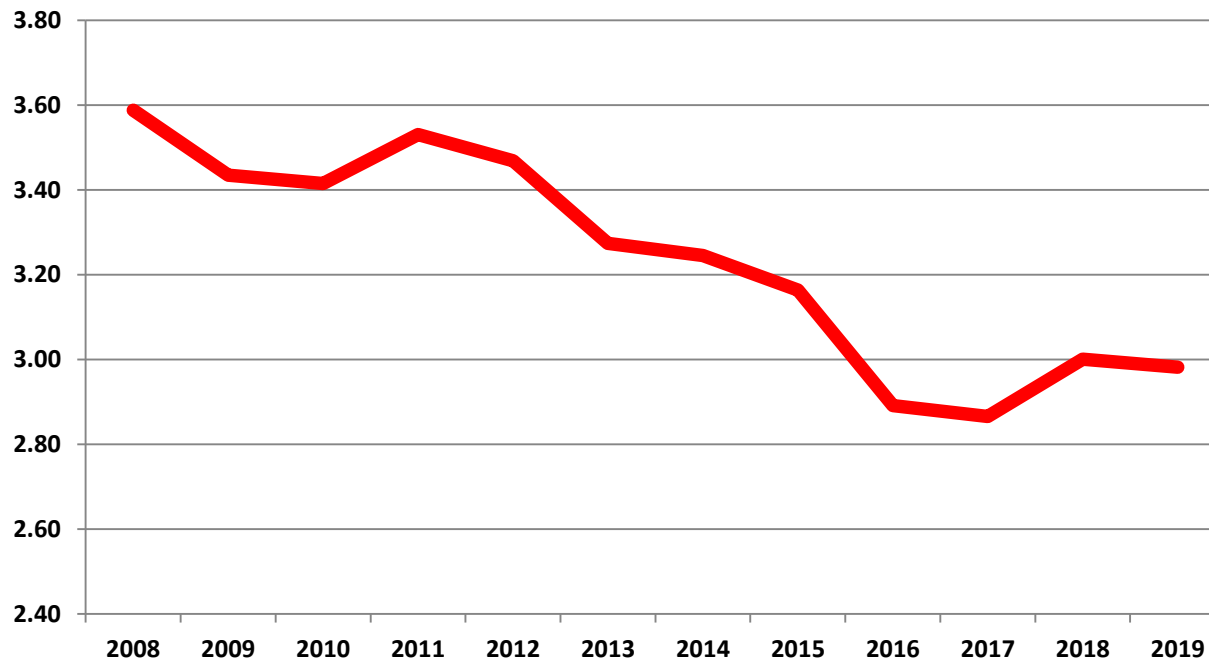
- In our world the program is about water volume and water quality
- It makes up roughly 96% of our product
- In addition, of all the water used by MillerCoors – 96% is for growing the Barley and Hops
 - We buy approximately 650,000,000 gallons
 - Amount necessary from an Ag perspective – 16,250,000,000 gallons



Brewery Numbers

- Approximately 24% Reduction in Water Purchased since 2008

WATER USAGE - BBLs/BBL BY YEAR



Our External Sustainability Project

- **It started with Water Volume**
- **Then:**
 - **Improving Water Quality**
 - **Habitat Restoration**
- **Really it is about Soil Health**



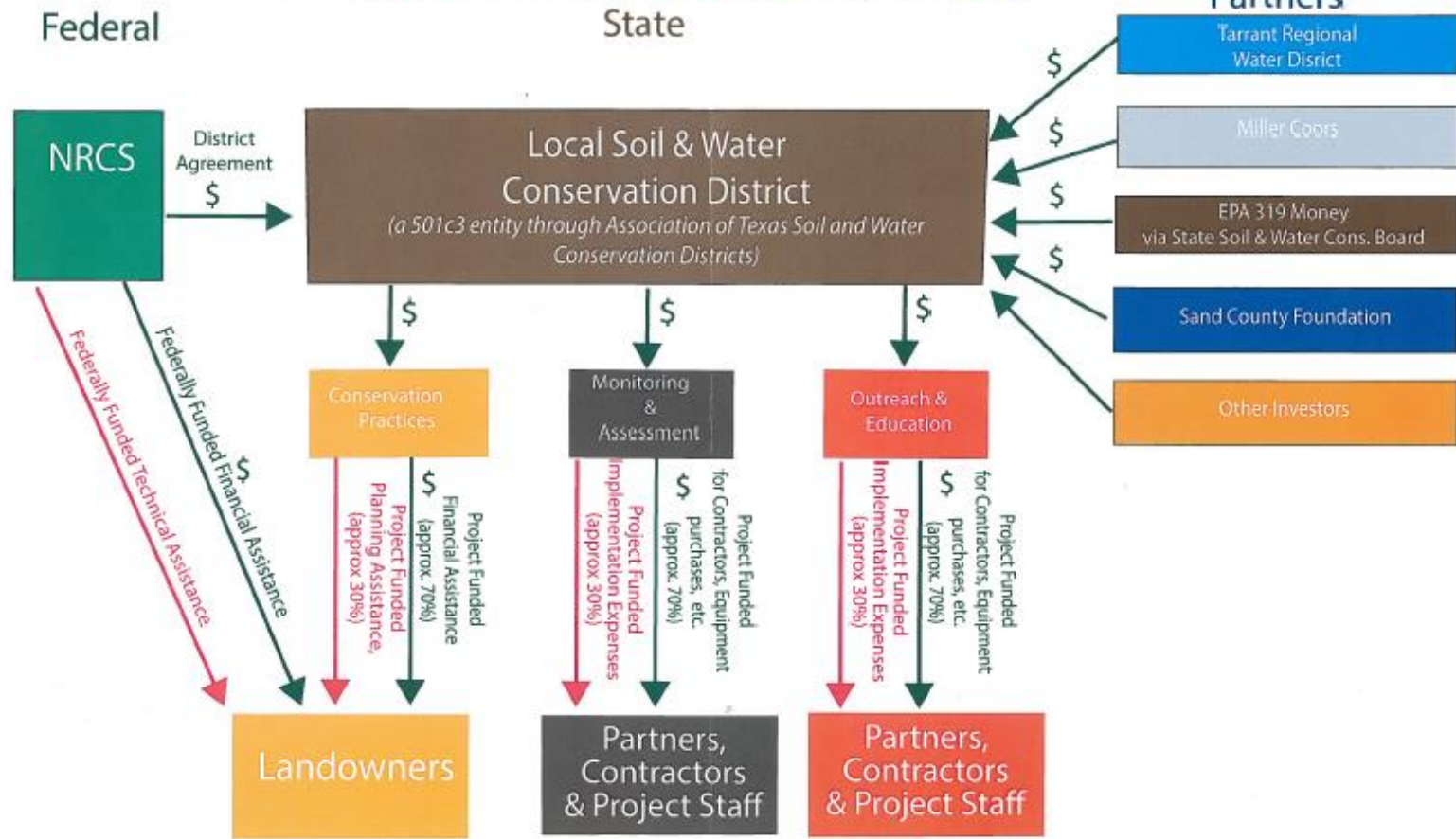
Richland-Chambers Watershed Partnership


- TRWD, SWCD, TXAgrilife and NRCS (and many, many more)
- Issues of Concern
 - Excess Nutrients (Phosphorus, Nitrogen)
 - Sedimentation
 - Run-off
 - Program is focused on reducing the sources of the issues of concern
 - Group is currently developing a Watershed Protection Plan.



The program

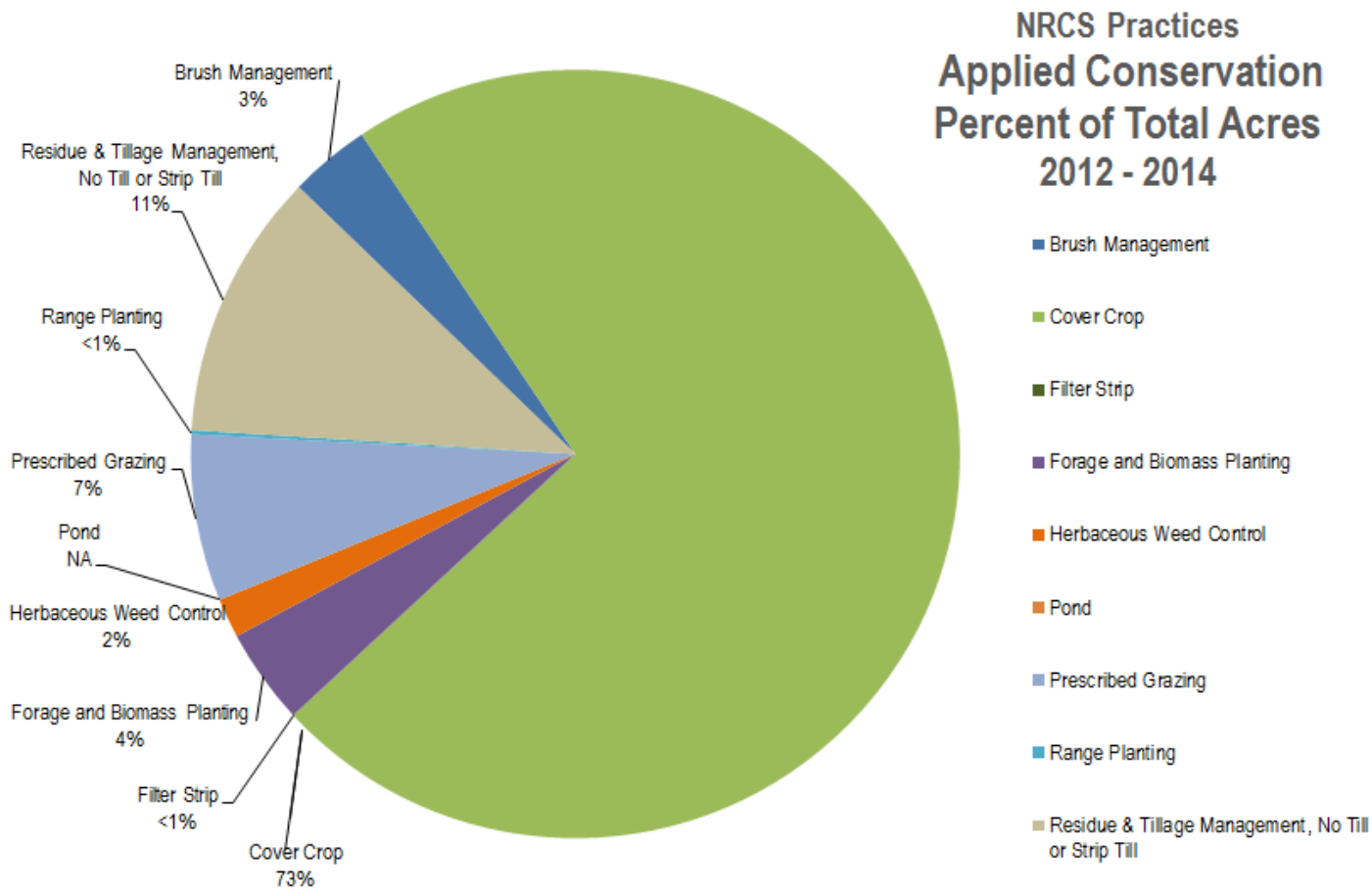
Upper Trinity Water Quality Project



A person wearing a cowboy hat and a dark shirt stands in a field of bluebonnets. The person is silhouetted against a bright, cloudy sky. The foreground is filled with green stems and clusters of purple and blue flowers. The text is overlaid in the center of the image.

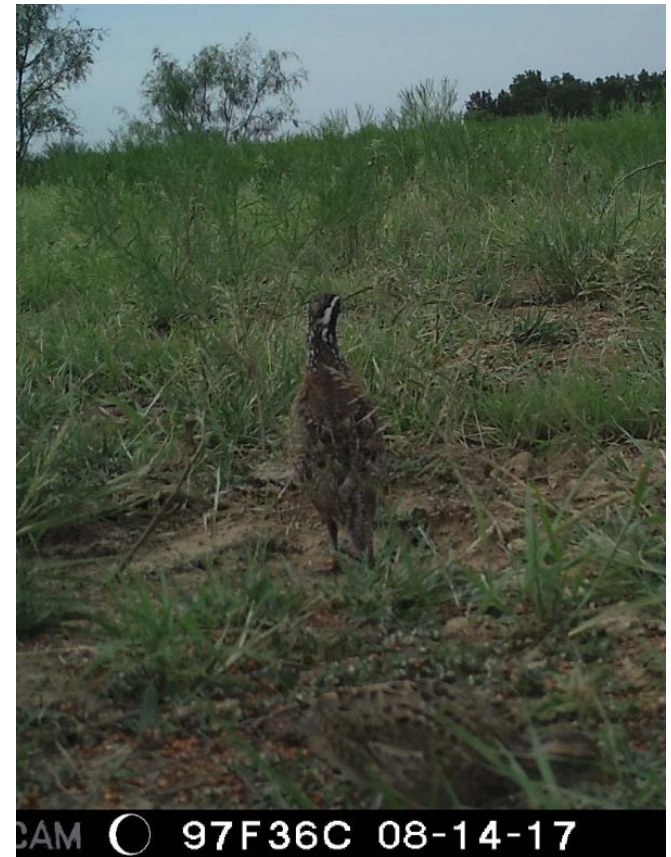
150 LANDOWNERS
50,000 ACRES
>9.0 BILLION
GALLONS
Since 2012

NWQI - Applied Conservation Practices



And Finally

- Quail Restocking on the 77 Ranch in Blooming Grove Texas...



Trinity River Trash Bash



Watershed Happy Hour



Key Learnings

- Key messaging— “Beyond the pipe”
- Leverage brewery sustainability achievements and activities
- Team effort-Brewery, Sustainability, Government Affairs, Community Commerce and Partnerships
- Stakeholder outreach is critical
- Drink Beer-Its Good for the Environment!

