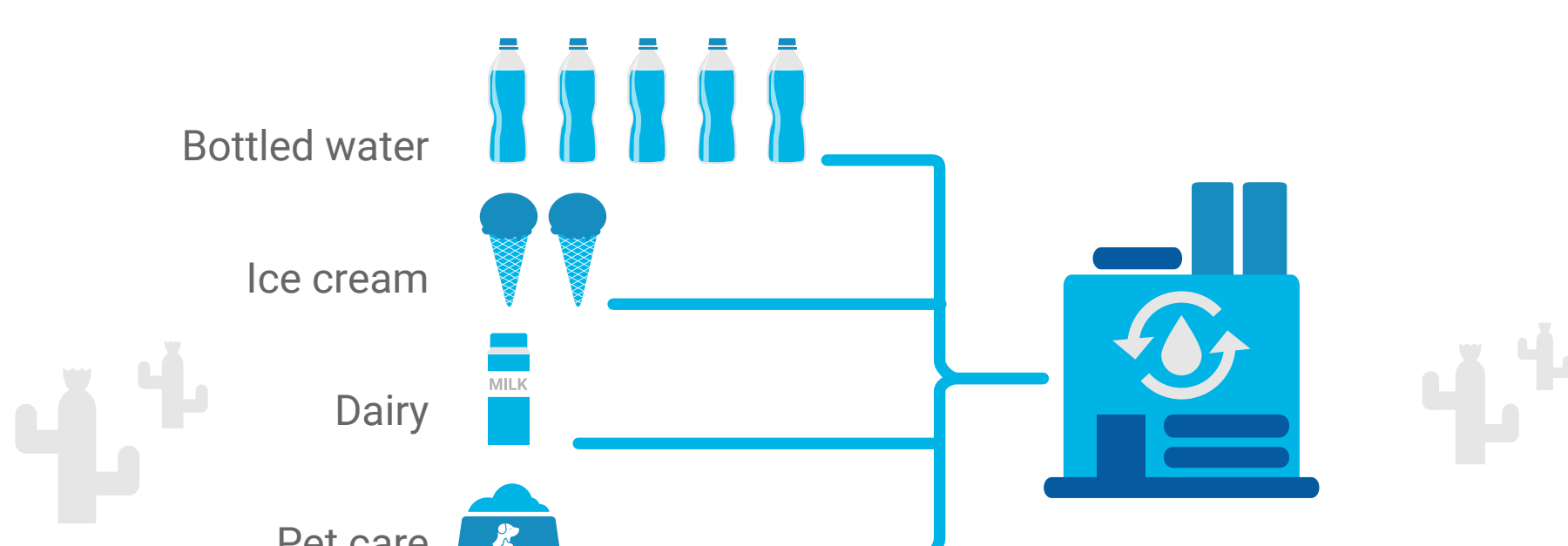


5 ways we're conserving water in California



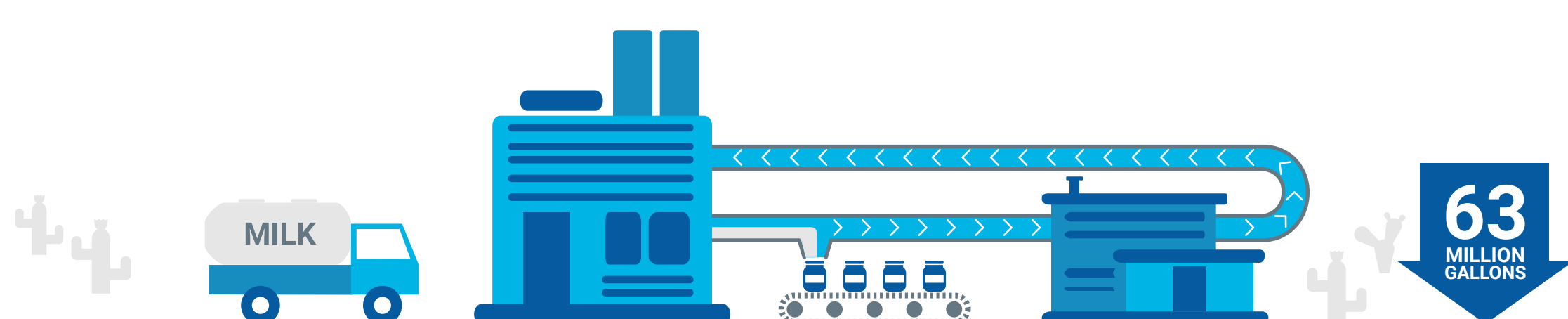
We have nine factories in California. We're further improving water management across all of them.



1. Creating a 'zero water' factory

A zero water factory is one that extracts water from raw materials and then recycles it, reducing the need for groundwater or freshwater supplies.

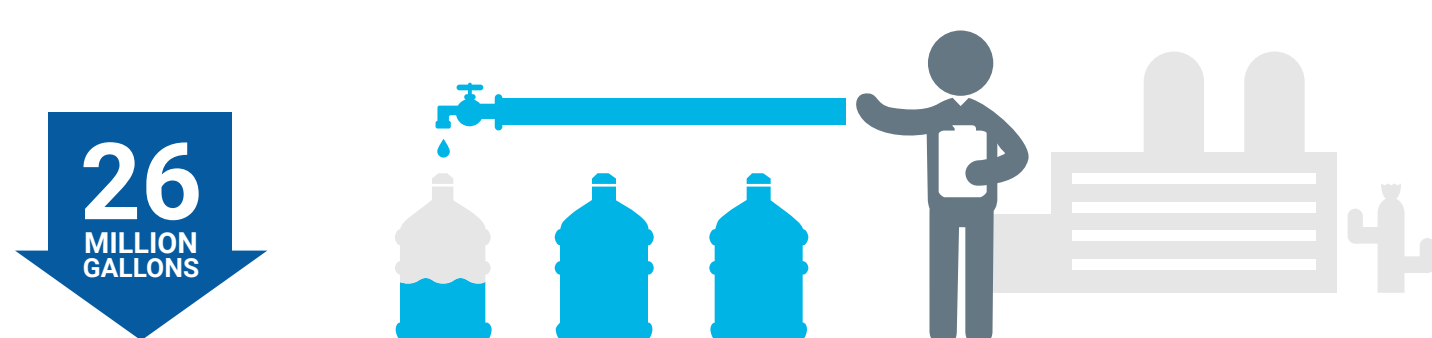
We are transforming our dairy factory in Modesto in California into a zero water factory. By 2016 this should save nearly **63 million gallons** of water a year.



2. Reducing water use

We use 'Water Target Setting' methodology to identify opportunities to further reduce our water use, as well as the technology we need to achieve this. It's already helped us identify ways to reduce water use by 10-30% in 80 of our factories worldwide.

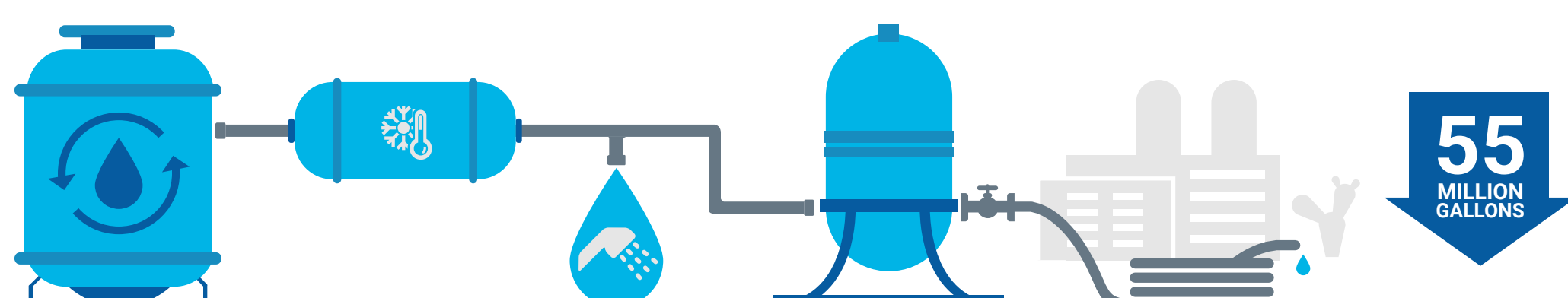
At our ice cream factories in Bakersfield and Tulare in California, we're improving our cleaning processes to use as little water as possible. We're also starting to use advanced technology to treat water for use in our refrigeration systems. This will save more than **26 million gallons** of water a year.



3. Recycling water

Recycling wastewater for use in cleaning, rinsing and cooling processes in our factories is one effective way of saving drinkable water.

By upgrading cooling tower technology in all our water bottling factories in California, so they use treated water instead of drinkable water, we expect to save **55 million gallons** a year.



4. Implementing strict standards

The Alliance for Water Stewardship (AWS) international standard sets rigorous criteria for managing water in a way that is environmentally, socially, and economically beneficial.

In California our water stewardship efforts include diversifying the springs we use in all our operations to avoid over reliance on a single source.

We will implement the AWS standard in all nine of our factories in California within two years.



5. Working in partnership

We support collective action to find solutions to water scarcity, working together with governments, UN bodies and other stakeholders to help address local and global water issues.

We're starting work with the World Resources Institute to help us better understand the water risks across our operations in California and to identify additional water stewardship opportunities.

We are a founding signatory of the UN Global Compact CEO Water Mandate, which helps companies develop, implement and disclose their water sustainability policies and practices.



These efforts will add up to a **total saving of 144 million gallons** of water a year. For more information about our commitments to responsible water stewardship visit www.nestle.com/csv/water