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 - BBL/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
150 LANDOWNERS
50,000 ACRES
>9.0 BILLION GALLONS
Since 2012
NWQI - Applied Conservation Practices

NRCS Practices
Applied Conservation Percent of Total Acres 2012 - 2014

- Brush Management 3%
- Cover Crop 73%
- Filter Strip <1%
- Forage and Biomass Planting 4%
- Prescribed Grazing 7%
- Pond NA
- Herbaceous Weed Control 2%
- Forage & Tillage Management, No Till or Strip Till 11%

Molson Coors Brewing Company Proprietary & Confidential
And Finally

• Quail Restocking on the 77 Ranch in Blooming Grove Texas...
Trinity River Trash Bash
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!