

# The Clean Water Rule: Crucial for Small Business

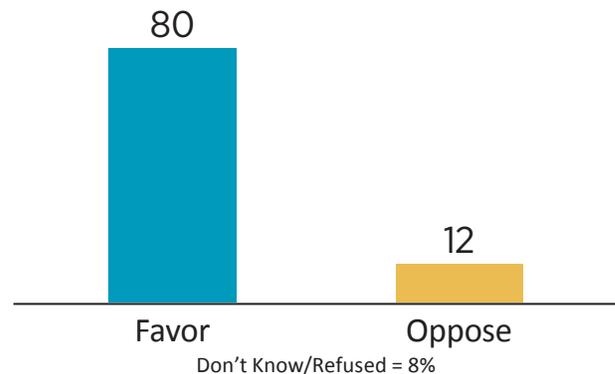
According to the Small Business Administration, there are 28 million small businesses in the United States, accounting for 54 percent of all U.S. sales, 55 percent of all jobs, and 66 percent of new net jobs since the 1970s. And no matter what industry they're in — tourism, agriculture, food and beverage production — they all share one thing in common: a dependence on clean, reliable sources of water.

**National, scientific polling of small business owners shows that businesses support protecting clean water.** Eighty percent of small business owners — including 91% of Democrats, 73% of Independents and 78% of Republicans — said they supported the then-proposed Clean Water Rule. A strong majority, 71%, also said that clean water protections are necessary to ensure economic growth; only six percent said they were bad for growth.

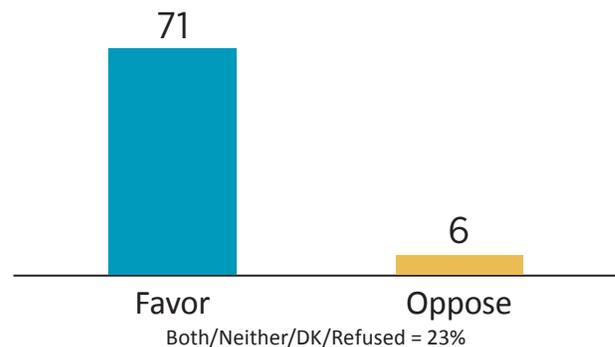
Not having access to that resource can be devastating — the 2014 Elk River spill in West Virginia cost local businesses \$61 million, accounting for 24 percent of economic activity in the nine-county area affected by the spill.

By clarifying its jurisdiction under the Clean Water Act, the EPA's rule will ensure that the water sources businesses across the country rely on will be protected, offer a consistent regulatory system, and give those businesses the chance to grow and thrive.

## Small Business Owners Favor Federal Clean Water Protections of Headwater Streams and Wetlands



## Small Business Owners Agree Strong Clean Water Protections Are Necessary for a Healthy Economy and Local Jobs



Source: Scientific nationwide telephone poll of small business owners conducted by Lake ResearchPartners.

“Protecting clean water isn’t some abstract concern for us — it ensures that businesses like ours, which rely on agriculture, will have consistent supplies of the materials we need, and that the communities that we and our customers live in won’t be hurt by the loss of a crucial natural resource.”

**Eric Henry**  
President, TS Designs



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# Here's what the small business community is saying about the Clean Water Rule:

“The Clean Water Rule will give the business community more confidence that streams and rivers will be protected. This is good for the economy and vital for businesses that rely on clean water for their success...Business owners want a consistent regulatory system based on sound science. That's what this rule provides.”



**David Levine**

CEO, American Sustainable Business Council



“Water is critical to the livelihoods of family farms and ranches. The rule employs a commonsense rationale for both clarifying what bodies of water and activities should fall under the Clean Water Act, as well as maintaining the existing exemptions for agriculture. This rule will result in cleaner, safer water for agriculture, rural communities, and all who count on healthy streams and rivers.”

**Ben Rainbolt**

Executive Director, Rocky Mountain Farmers Union

“Our brewery and our communities depend on clean water. Beer is, after all, over 90 percent water and if something happens to our source water the negative affect on our business is almost unthinkable...We all rely on responsible regulations that limit pollution and protect water at its source. Over the past 23 years we've learned that when smart regulation and clean water exists for all, business thrives.”



**Andrew Lemley**

Government Affairs Representative, New Belgium Brewing

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