

Online Publication, Copyright © 2007, Petoskey News-Review · 319 State St., Petoskey, MI 49770 · (231) 347-2544 · Fax: (231) 347-6833

Artesian quality tests high

BY KIRSTEN FREDRICKSON NEWS-REVIEW STAFF WRITER

Tuesday, May 23, 2006 2:33 PM EDT

ALANSON - Growing up in Alanson, Doug Houseworth always knew the water that sprung from the area's many artesian wells was good. He just didn't know it was this good.

"The quality of the water, we're just starting to discover, is world class," the long-time real estate broker said. "All things being fair, I don't think you'll find a better water."

Of course Houseworth, the owner of True Artesian water bottling company which is being established in Alanson, might be seen as biased. After all, he's building his new company around the long-held knowledge of quality in Alanson's artesian water. But Houseworth has got the testing to back up his claims.

Having had the water tested by the state's Department of Environmental Quality, Houseworth learned True Artesian water is packed with natural minerals, such as calcium, magnesium, silica, sodium and fluoride.

"Compelling research reported by the World Health Organization (WHO), and other independent researchers such as Hopps and Feder (1986), demonstrate that water such as True Artesian offers a near perfect balance of magnesium and calcium. This along with a remarkable pH of 7.8 makes this water ideal. Not only is it good for your body but also tastes good naturally," Houseworth states on his Web site (www.trueartesian.com). "Finding water that has such well-balanced natural minerals and still tastes good, even at room temperature, is quite rare. It is clean with no after taste. No city-like chlorine, no rotten egg sulfur lingers on the tongue. It is simply refreshing."

That's why Houseworth calls True Artesian "good for your body."

While doing research on the quality of water, Houseworth came across another element that he said is bound to set True Artesian apart from other bottled waters. And that's the bottle itself.

Houseworth has decided to work with NatureWorks, a company that creates water bottles out of corn plastic. They're bottles made completely from corn. And although the cost can be up to five cents higher, Houseworth said the environmental return is much higher. For every 4,500 1/2 liter bottles made, one barrel of oil is spared.

"I think we're on the leading edge of something here," he said. "The big thing is it's a renewable resource. It doesn't pollute the air or the earth. It just seems like the right thing to do."

That's why Houseworth calls True Artesian "good for the earth."

True Artesian, "Good for the earth, Good for the body," will hopefully be on shelves soon in local stores. Houseworth said he is in the final stages of development of the company, with construction of the 3,500-square-foot facility to follow this summer. Then Houseworth will begin with a few days of productivity a week, pumping under 5,000 gallons a week. That's down from his original proposal and under the 14 gallons a minute he is allowed to pump.

"I'm scaling it down to the smallest possible production to start up just to get some bottles on the shelf," he said. "If I ever sell 14 gallons a minute at my age, I'll be happy."

Kirsten Fredrickson can be reached at 439-9398, or kfredrickson@petoskeynews.com.

Related Links:

[Click to print this page.](#)