

# Container and Packaging Recycling UPDATE

Volume XII No. 1

Spring/Summer 2002

## Hawaii Bottle Bill Victory Breaks 16-Year Logjam

HONOLULU, HI — On June 25, Hawaii Governor Benjamin J. Cayetano made history when he signed HB 1256 into law, making Hawaii the eleventh U.S. state to adopt beverage container deposit legislation, and the first since 1986, when California's bottle bill was implemented. Beginning in 2005, the law will place a refundable nickel deposit on each of the estimated 800 million beverage containers (except milk) sold in Hawaii each year. Unlike most other deposit laws, the Hawaii law also phases in an additional non-refundable charge of up to one and a half cents per container for the state Health Department to use in supporting recycling.

The bottle bill debate was a contentious one, pitting all four of Hawaii's county mayors, the state Department of Health, the state Director of Environmental Quality, Honolulu's recycling coordinator, the Sierra Club, and numerous local environmentalists against "Hawaii Citizens for Comprehensive Recycling," a front group funded by the Washington, DC-based National Soft Drink Association. "There were no citizens in Hawai'i Citizens for Comprehensive Recycling," said Jeff Mikulina, Director of the Sierra Club, Hawai'i Chapter.

CRI and activists in Hawaii estimate that Coke, Pepsi, Anheuser-Busch and other corporations, spent hundreds of thousands of dollars on full-page newspaper ads, radio and TV advertising, and

*(Continued on page 6)*



Sen. Jeffords introduces the National Beverage Producer Responsibility Act of 2002 at a press conference on Earth Day.

## Senator Jeffords Introduces Bill (S. 2220) Holding Producers Responsible for Bottle and Can Waste Hearing on Beverage Container Wasting Held July 11, 2002

WASHINGTON, DC — On April 22, 2002 Senator Jim Jeffords (I-VT), joined by leaders of environmental organizations including the Container Recycling Institute (CRI), Friends of the Earth (FOE), and the GrassRoots Recycling Network (GRRN), introduced his Beverage Producer Responsibility Act of 2002 (S. 2220) at a press conference in celebration of Earth Day. "This legislation," said Jeffords, "will increase recycling, reduce litter, save energy, create jobs, decrease the generation of waste and supply recyclable materials for a high-demand market."

He noted that the estimated recycling rate for aluminum, glass and plastic bev-

erage containers nationally was 41% in 1999 when measured by units, and 30% when measured by weight. "This is unacceptable," he said. "We have many laws in place holding industries responsible for their actions; the beverage industry should not be exempt."

Sen. Jeffords departed this year from the traditional style bottle bill he had introduced in every Congress since 1975.

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**Container and Packaging Recycling UPDATE** (ISSN 1070-8050) published by the Container Recycling Institute  
1911 N. Fort Myer Drive, Suite 702 • Arlington, VA 22209 • Tel: 703.276.9800 Fax: 703.276.9587  
E-mail: Container-Recycling@Container-Recycling.org • www.Container-Recycling.org • www.BottleBill.info • © 2002  
Editor: Pat Franklin • Layout and Graphics: David Markert  
Contributors to this issue: Kyle Paulson, David Markert, Jenny Gitlitz



## Letter from the Executive Director

This is a critical time for container recycling. Beverage bottles and cans are piling up in landfills and along roadsides as recycling rates continue to drop. Last year Americans trashed an estimated 120 billion glass, aluminum and plastic beverage containers, 50 billion of which were aluminum cans. Yes, unbelievably half of the aluminum beverage cans sold in the United States are not being recycled. The one system that can reverse this wasting trend and halt bottle and can litter, is container deposits. But existing and proposed deposit systems or 'bottle bills' continue to be attacked across the country by the well-financed and politically powerful beverage industry lobby.

Just 2 months ago they mounted a campaign in Columbia, Missouri to repeal the nation's only local deposit ordinance, outspending bottle bill supporters by at least 4 to 1 and possibly as much as 10 to 1.

CRI worked closely with Columbians Against Throwaways (CAT) in an effort to thwart the repeal. Unfortunately, our grassroots effort was no match for the seemingly limitless funds of corporate bottle bill opponents. Even more disturbing than the corrupting influence of corporate spending was the willingness of Coca-Cola, Pepsi, Anheuser-Busch, Krogers and HyVee to wage a campaign based on lies and half-truths.

A recent article in *Beverage World* titled "SHOWED THEM: NSDA arguments carried the day in Missouri", explained the outcome of the referendum this way, "...what swayed a majority of voters...was an argument as simple as a voter dropping his or her empty cans and bottles in a curbside bin. Deposits don't work because they're inconvenient, expensive and environmentally unsound."

Container recycling has also come under attack in New York. Mayor Bloomberg is "temporarily" suspending the city's glass and plastic curbside recycling

services, an action that will dramatically reduce container recycling in New York City. Meanwhile, grassroots activists and elected officials led by Attorney General Eliot Spitzer are building public support for a "Bigger, Better Bottle Bill" that would expand the state's deposit law to include non-carbonated beverages.

Recycling has taken some hits this year, but it got a boost when Hawaii became the 11<sup>th</sup> state in the country to adopt container deposit legislation. The Hawaii victory has already begun to breathe new life into the ongoing battle against beverage container litter and waste. On Earth Day, Senator Jim Jeffords, (I-VT), chairman of the Senate Environment and Public Works Committee, introduced the *National Beverage Producer Responsibility Act of 2002* (S. 2220), and on July 11th he held a hearing on the growing problem of beverage container waste.

These events and campaigns present bottle bill advocates with a strategic opportunity to shine the spotlight on the issues of beverage container wasting and the need for producer responsibility. Already, Mayor Bloomberg's proposal has drawn significant media coverage, and Sen. Jeffords' hearing on the problem of beverage container waste promises to bring even more attention to this important issue.

Pat Franklin

### Container Recycling Institute Board of Directors

- Peter Winch, President
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- Roger Diedrich, Secretary
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CRI is a non-profit, 501(c)(3) organization dedicated to reducing container and packaging waste, thereby reducing pollution and energy consumption, conserving resources and supporting sustainable communities.

## CRI Holds First National Bottle Bill Summit

WASHINGTON, DC — On December 1, 2001, individuals from 15 U.S. states, 2 Canadian provinces, Puerto Rico, and Bermuda converged on the National 4-H Conference Center in Chevy Chase, Maryland for the Container Recycling Institute's (CRI) first-ever national Bottle Bill Summit.

The summit brought together activists, policymakers and opinion leaders to discuss ways to promote deposits at the state and national level and to counter beverage industry opposition. To facilitate the discussion, CRI planned two days of presentations, panels, and workshops on topics ranging from the role of BEAR's recently released report on beverage container recycling in the deposit debate, to combating opposition tactics, to developing a model bottle bill.

Keynote speakers at the summit were Darryl Young, Director of California's Department of Conservation, and Hawaii State Representative Hermina Morita. Mr. Young spoke about California's bottle bill expansion and lessons learned from the experience, and Rep. Morita spoke about the history, mechanics, and legislative hurdles for HB 1256, the bottle bill she introduced earlier in the year.

A direct outgrowth of the summit was the formation of CRI's Bottle Bill Action Network (BBAN) listserv. The BBAN provides bottle bill supporters with a forum for discussing issues related to container deposits and producer responsibility and for sharing information on beverage container recycling news and events.

The Bottle Bill Summit and the BBAN have already influenced the deposit debate. Rep. Hermina Morita, sponsor of the Hawaii bottle bill, told CRI, "I probably would not have felt as confident in all my arguments in support of the bill had I not attended the bottle bill summit." Hawaii's legislature passed the bill on April 30, 2002, and it was signed into law on June 25, 2002.

## NEWS ANALYSIS

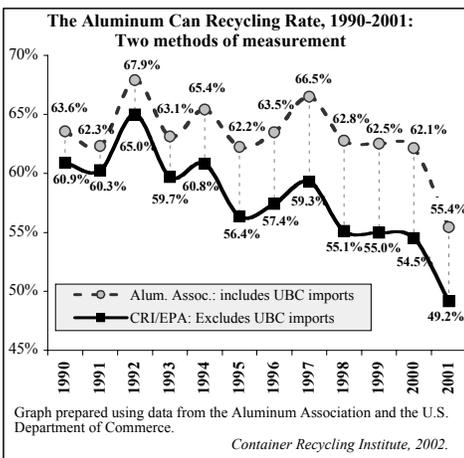
### Aluminum Can Recycling Lowest in 15 Years

Energy wasted could meet electricity needs of 2.7 million households

WASHINGTON, DC — In 2001, more aluminum cans were littered, land-filled or incinerated than were recycled. Last year's rate of 49.5% was 15 percentage points below the all-time high of 65% reached in 1992. CRI estimates that the 50.7 billion cans wasted last year squandered the energy equivalent of 16 million barrels of crude oil, or enough energy to supply 2.7 million American homes with electricity for a year.

Because the energy costs of making new cans from virgin materials are high, can makers want all the scrap they can get. In 1997, the aluminum industry, led by ALCAN, launched an expensive public relations campaign designed to achieve a 75% recycling goal by 2001. Not only was this goal not met last year, but the recycling rate was the lowest in fifteen years, and was 10 percentage points below the rate achieved in 1997--when the 75% goal was announced.

The aluminum industry continues to inflate recycling rates, publishing a recycling rate of 55.4% in 2001. They do this by counting imported scrap cans that were recycled in the United States, but *not* sold and consumed here (6.4 billion in 2001). The 49.2% rate published by CRI is derived using the U.S. EPA's standard formula for determining recycling rates, using data from the aluminum industry and trade data from the U.S. Department of Commerce.



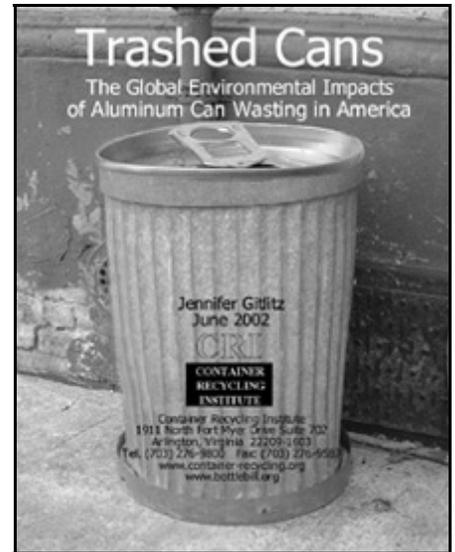
### Hot Off the Press! New report on can wasting

WASHINGTON, DC — CRI has just published an exciting new report: "Trashed Cans: The Global Environmental Impacts of Aluminum Can Wasting in America." Written by Senior Research Associate Jenny Gitlitz, "Trashed Cans" details the growth of aluminum can wasting over the past three decades, and documents the steady decline in the UBC recycling rate over the past nine years.

In 1972, Americans recycled only 15% of the used aluminum cans (UBC's) they bought, and wasted about 146,000 tons of UBC's. By 1987, recycling had grown to 50%, while wasting had also grown—to 650,000 tons per year. UBC recycling peaked at 65% in 1992, but has since declined steadily to 49.2% in 2001.

Last year, according to the report, 759,000 tons of cans were trashed—more metal than was used in all transportation applications nationally. Gitlitz illustrates how prodigious this waste is: for example, since 1990, Americans wasted over 7 million tons of cans: enough to build over 300,000 Boeing 737 jet airplanes. Had it been recycled, this metal would have had a market value of about \$7 billion.

The report documents the impacts of producing the virgin materials and energy needed to replace these wasted cans with new cans. From Australia to Brazil, Jamaica, and Guyana, bauxite strip-mined for aluminum production causes soil erosion, water quality degradation, habitat loss, and human displacement. Vast hydroelectric dams built to feed aluminum smelters have



wreaked environmental and social havoc, Gitlitz writes, in places as diverse as British Columbia, Quebec, Ghana and Norway, while proposed hydro development for aluminum smelting now threatens many other regions.

Greenhouse gasses that contribute to global climate change are also produced during virgin aluminum manufacturing. About 3 million tons were emitted last year just to replace the 50 billion cans wasted. Other air pollutants contribute to smog, acid rain, and fluoride deposition.

The growth in wasting has several causes, including a declining financial incentive to recycle cans, and an increase in "away-from-home" consumption.

Gitlitz documents a 70 to 95% recovery rate for cans and bottles in the nation's ten "bottle bill" states, and illustrates the energy savings that could accrue from adopting national deposit legislation.

The 53-page report includes 17 pages of detailed appendices, and is available from CRI using the below order form.

Cut here or order online at: <http://www.container-recycling.org/publications/order.htm>

Yes, I would like to order the report "Trashed Cans: The Global Environmental Impacts of Aluminum Can Wasting In America"!

Enclosed is my check made payable to the *Container Recycling Institute*.

- \$20 Public interest non-profit organizations  
 \$40 Government and small businesses  
*(Gross annual revenue under \$250,000)*  
 \$60 Large businesses and corporations  
*(Gross annual revenue over \$250,000)*

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 Affiliation \_\_\_\_\_  
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 Address 2 \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Tel. ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_  
 E-mail \_\_\_\_\_

\* Call for Student Rates

## Coke and Pepsi Shareholder Resolutions Defeated

WASHINGTON, DC — Coca-Cola Co. and PepsiCo Shareholder Resolutions on recycling were again filed by socially responsible investors (SRI's) in the fall of 2001. For a second straight year, the Pepsi resolution called on the company to recycle 80% of its beverage containers and use 25% recycled content in its plastic bottles. In acknowledgment of Coke's involvement in the BEAR Multi-Stakeholder Recycling Project (MSRP) and its use of 7.5% recycled content, the Coke resolution simply asked the company to present a report to shareholders outlining how it would achieve the 80% recycling/25% recycled content goals.

In her statement at Coke's Annual Meeting at New York City's Madison Square Garden, CRI Executive Director Pat Franklin said, "The Coca-Cola Company boasts that soft drink containers are

the most recycled package in America. Ironically, the 50 percent national recycling rate is only being achieved because ten states are recycling at rates of 75 percent on average, thus pulling up the national average. Yet, Coke and the National Soft Drink Association have waged war on bottle bills for 30 years, and continue to do so. This negative lobbying engenders ill will and distrust among consumers."

CRI secured funding from the Florence Fund for two issue ads on the editorial page of the *New York Times* prior to the Coke and Pepsi Annual Meetings (see ad on this page) and collaborated with the GrassRoots Recycling Network to create a new web site for the *Times* ads, [www.saveabottle.org](http://www.saveabottle.org), that gives visitors an opportunity to send a letter to Coke and/or Pepsi.

The resolutions were backed by 4.2% and 5.17% of Coke and Pepsi shareholders respectively, down from 5.2% and 8.3% last year. The number of votes in favor of the resolutions did not meet the threshold necessary to bring them back next year. "One explanation for the lower vote," Ken Scott, of Walden Asset Management said, "was that large investors felt Coke's progress toward increased recycled content and their participation in the MSRP, and Pepsi's commitment to 10% recycled content were sufficient to give the companies the benefit of the doubt."

Conrad MacKerron, of As You Sow Foundation concurred, saying, "The company [Coke] seems to have earned the goodwill of most of the big investors through the actions it has already taken." MacKerron noted that when you combine the non-voting shares with the no votes, more than 73 million shares (8%) did not concur with Coke management's position and more than 102 million shares (8%) did not concur with Pepsi management's position.

## BEAR Releases Beverage Container Recycling Report

WASHINGTON, DC — On January 16, 2002, Businesses and Environmentalists Allied for Recycling (BEAR) released its much anticipated report on beverage container recovery. The report, entitled "*Understanding Beverage Container Recycling: A Value Chain Assessment Prepared for the Multi-Stakeholder Recovery Project*", was the culmination of seven months of collaborative work by a team of four consulting firms and a 24-member advisory board representing groups on all sides of the beverage container recovery debate.

The report offers a snapshot of the costs, environmental benefits, and effectiveness of beverage container recovery programs in 1999. After examining the costs and recycling rates of several different methods of recovery, as they operated in 1999, the report found that 29% of the U.S. population living in the 10 deposit states recovered over 50% of all the beverage containers recycled nationally, at an average cost of about a quarter of a cent per container more than in the 40 non-deposit states.

A separate analysis of the report's data by CM Consulting demonstrated that in terms of cost effectiveness – the cost to attain a certain level of performance – the mix of programs in deposit states is twice as cost effective as those in non-deposit states (.003 versus .007 cents per unit recovered per person).

Following the introduction of U.S. Senator Jim Jeffords' *National Beverage Producer Responsibility Act of 2002*, a copy of the BEAR report was distributed to all U.S. Senators. Ed Boisson, Project Manager of the Multi-Stakeholder Recovery Project, testified at Sen. Jeffords July 11<sup>th</sup> hearing on the beverage container wasting problem.

For more information on Businesses and Environmentalists Allied for Recycling and a downloadable copy of "*Understanding Beverage Container Recycling: A Value Chain Assessment prepared for the Multi-Stakeholder Recovery Project*", visit <http://www.globalgreen.org/BEAR/>.

**Coke and Pepsi Trashing America**

Coke® and Pepsi® will pump out an incredible 70 billion beverage containers – aluminum cans, plastic and glass bottles – this year in the U.S. And most will wind up in dumps instead of being recycled.

Why? Because Doug Daft, Coke's CEO, and Steven Reinemund, Pepsi's CEO, refuse to take responsibility for their bottle and can litter and waste. Coke® and Pepsi® hold 75 percent of soft drink market share. They have authorized the National Soft Drink Association to lobby against the most effective litter reduction and recycling law for beverage containers – the bottle bill.

The ten states with deposits on beverage containers recycle more than the other 40 states put together, at almost no cost to taxpayers.

For 30 years Coke® and Pepsi® have spent hundreds of millions of dollars fighting deposit laws, from Oregon in 1971 to Hawaii today.

It's time to tell Coke® and Pepsi® to STOP opposing bottle bills.

- Shareholders – support recycling resolutions on April 17th (Coke®) and May 1st (Pepsi®).
- Voters and taxpayers – help us tell federal and state legislators to get Coke® and Pepsi® to clean up their act!

**CRI**  
CONTAINER RECOVERY INSTITUTE  
2010 276-9800

**TAKE ACTION TODAY!**  
VISIT  
[www.saveabottle.org](http://www.saveabottle.org)

**GRPN**  
GRASSROOTS RECYCLING NETWORK  
(706) 613-7121

Coke® is a registered trademark of The Coca-Cola Company. Pepsi® is a registered trademark of PepsiCo, Inc.

*New York Times*, April 16, 2002

## STATE UPDATE

**SUMMARY:** In the past year and a half, there has been a resurgent interest in bottle bills in the United States. At least 23 states, one city, and one U.S. commonwealth have considered a total of over 60 bottle bill related proposals during the 2001-2002 legislative sessions. These proposals would do one of four things: 1) create a new deposit system; 2) update a current law to include additional types of beverages, increase the per container deposit, or increase the handling fee; 3) escheat to the state the unclaimed deposits, and/or 4) repeal an existing deposit law. Hearings were held in either 2001 or 2002 in Hawaii, Massachusetts, Minnesota, Oklahoma, and Washington.

A referendum vote in Columbia, Missouri in April 2002 resulted in repeal of the only municipal bottle ordinance in the nation. The Hawai'i legislature passed the first bottle bill in 16 years and the governor signed the bill into law on June 25, 2002. The only state that is likely to see action in the remainder of 2002 is New York where an expansion proposal is being seriously considered.

### Bottle Bill Legislation

#### New Bottle Bill Proposals

- |                    |                  |
|--------------------|------------------|
| • Arizona **       | • New Mexico **  |
| • Arkansas *       | • Oklahoma *&**  |
| • Hawaii *         | • Pennsylvania * |
| • Illinois *       | • Puerto Rico *  |
| • Kentucky *       | • South Dakota * |
| • Minnesota *&**   | • Tennessee **   |
| • Mississippi *    | • Texas *        |
| • North Carolina * | • Washington **  |

#### Updating Bottle Bills

- |                    |                 |
|--------------------|-----------------|
| • Connecticut *&** | • New York *&** |
| • Iowa *           | • Oregon *      |
| • Massachusetts *  | • Vermont **    |
| • Michigan *       |                 |

#### Escheat

- |                  |              |
|------------------|--------------|
| • Connecticut ** | • New York * |
|------------------|--------------|

#### Repeal Bills

- |                   |              |
|-------------------|--------------|
| • Iowa *          | • New York * |
| • Massachusetts * |              |

\* = Introduced in 2001  
 \*\* = Introduced in 2002

## Missouri: Local Deposit Ordinance Repealed

COLUMBIA — Voters approved repeal of Columbia's Deposit Ordinance on April 2<sup>nd</sup>, after what local leaders say may have been the most expensive single-issue campaign in the city's history. The vote marks the first time a beverage container deposit law has been repealed in the U.S.

Supporters of the repeal measure, calling themselves the "Yes on Recycling Committee," bombarded Columbia's registered voters with all-voter mailings, and television, radio and newspaper advertisements. The ads and mailings claimed that the deposit ordinance was an outdated and redundant recycling solution that robbed Columbia's "Blue Bag" municipal recycling system of aluminum revenue.

Columbians Against Throwaways (CAT) and the Container Recycling Institute (CRI), both supporters of the deposit ordinance, countered these claims in newspaper and radio ads of their own. The ads touted the high recycling rates and anti-litter benefits of deposits, and refuted the claim that the deposit ordinance robbed the "Blue Bag" system of aluminum revenue.

Analysis performed by CRI showed that the high cost of collecting plastic and glass would exceed the potential increase in "Blue Bag" aluminum revenue. Overall, CRI calculated that repeal of the ordinance would result in far fewer containers recycled at a higher cost to the city's taxpayers.

According to Hank Ottinger, a college professor and co-chairman of CAT, repeal supporters' spending was a key factor in determining the outcome of the April 2<sup>nd</sup> vote. "What disturbs me most", said Ottinger, "is the extent to which democracy is corrupted by money. I believe this will go down as the most expensive single-issue campaign in the history of the city."

The Boone County Board of Elections' final report on campaign expenditures shows that repeal supporters outspent deposit advocates by a margin of nearly 4 to 1.

Two days after the election, Co-

lumbia Mayor Darwin Hindman formed a committee on recycling and litter. Both supporters and opponents of the repeal measure are working together on the committee to find ways to boost recycling and reduce litter. So far the group has proposed putting more recycle bins downtown and implementing a pay-as-you-throw trash pickup.

Taxpayers are already being asked to foot more of the city's recycling bill to cover the cost of capturing more aluminum, plastic and glass. The *Columbia Tribune* quotes Public Works Director Lowell Patterson as saying, "There are going to be costs associated with recycling. It's going to have to be paid for by rates."

Beverage industry officials who had pledged financial support to the community for recycling in the days before the election have not yet moved on their promise. According to an article in *Beverage World*, Al Green, Branch Manager for the Columbia-based unit of Coca-Cola Enterprises called the victory "the highlight" of his 32-year beverage career.

**Deposits Make Cents!**

Columbia's Deposit Ordinance is the proven solution to throwaway bottles and cans. More than 450 million bottles and cans have been recycled in the last 20 years. The 5-cent deposit provides a financial incentive for consumers and citizens to keep Columbia clean and beautiful!

**5 REASONS TO KEEP COLUMBIA'S DEPOSIT LAW:**

- ✓ Reduces bottle and can litter, saving tax dollars
- ✓ Encourages community clean-up activities, and raises money for school projects and charities
- ✓ Reduces landfill disposal costs
- ✓ Saves money and reduces pollution
- ✓ Creates sustainable jobs in recycling and manufacturing

Columbia enjoys all these benefits at virtually no cost to taxpayers! The Deposit Ordinance achieves the highest rate of bottle and can recycling in Missouri, 2 to 3 times higher than the Blue Bag system alone.

If Columbia relied on "blue bag" curbside recycling alone, millions of cans and bottles would be littering our streets and parks or going to landfills instead of being recycled. Taxpayers would pay more to clean up the mess. **Columbia's Deposit Ordinance - too good to throwaway!**

**ON APRIL 2,  
VOTE "NO" ON PROP 1**

Paid for by Columbia Against Throwaways  
 Charles Allen, Treasurer 2380 Mills Ct.  
 Columbia, MO 65201-1420  
 (371) 441-1420 or (371) 441-4861  
 columbiacat.org  
 Web: [www.the-Container-Recycling-Institute.org](http://www.the-Container-Recycling-Institute.org)

*Columbia Daily Tribune*, March 26, 2002

### New York: Policymakers and Activists Pursue Bigger, Better Bottle Bill

ALBANY — As New York State's bottle bill turns '20', policymakers and activists are pursuing a 'bigger, better' bottle bill. The bottle bill, signed into law by Governor Hugh Cary on June 15, 1982, is responsible for the recycling of more than 70 billion beverage cans and bottles over the past 20 years. Now bottle bill supporters want to make the law bigger and better. Bills to update the bottle bill have been introduced in the state legislature by Assemblyman Thomas DiNapoli, Chair of the Environmental Conservation Committee (AB 11442) and Senator Kenneth LaValle (S 7521).

On June 15<sup>th</sup>, a coalition of the state's leading environmental organizations were joined by elected officials at news conferences and events around the state commemorating the 20<sup>th</sup> anniversary of the law's enactment. Advocates want the state legislature to expand the law to include non-carbonated beverages like bottled water, juice drinks, sports drinks, and teas that didn't exist 20 years ago, and to take the unclaimed deposits, estimated at \$84 million a year, back from distributors and use them to support recycling programs.

"Our 20-year-old bottle bill has been a phenomenal success at keeping millions of containers out of landfills and incinerators and off the streets in the

form of roadside litter," said Attorney General Eliot Spitzer. "However, the bottle bill can be made even better if we update it to include categories of containers – like bottled waters, sports drinks and fruit juices – that barely existed in the marketplace when the law was enacted twenty years ago."

In a reversal of policy, the Onondaga County Resource Recovery Agency (OCRRA) board voted 11-0 to voice its "strong support" for including non-carbonated beverages under the 5-cent deposit law. Tom Rhoads, Executive Director of OCRRA said, "We believe expanding the bottle bill causes more of these containers to be recycled and far fewer will litter the landscape."

Maine and California have updated their laws to include beverages that have come on the market in the past 10 or 15 years. Other bottle bill states have tried to do the same, but according to the Container Recycling Institute's (CRI) Executive Director Pat Franklin, "The politically powerful beverage industry, led by Coke, Pepsi and Anheuser-Busch, defeated expansion legislation and ballot initiatives in Oregon, Massachusetts, Vermont and Iowa by massively outspending bottle bill proponents."

New York City Councilman G.

Oliver Koppell, chief sponsor of the original bottle bill, told CRI, "The bottle bill is recognized as the single most effective law in our State's history at diminishing litter along our roadways and in our public spaces, and in encouraging recycling. There is no rational justification for not expanding the law to include common beverages now being sold in much larger quantities than when the law was first enacted."

Franklin believes the tide may be changing in favor of bottle bill advocates. CRI's research shows that beverage container waste is growing, increasing 50 percent between 1992 and 1999, and that recycling rates nationwide are falling. "With more and more government officials calling on industry to take responsibility for its product and packaging waste," said Franklin, "the time may be right for a bigger, better bottle bill in New York and elsewhere."

Bottle bill supporters are being asked to contact Assembly Speaker Sheldon Silver (518-455-3791) and ask him to call for a vote on Assemblyman DiNapoli's proposal (A 7337) to expand the bottle bill to cover all beverage containers except milk.

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#### Hawaii Bottle Bill Victory

*(Continued from page 1)*

an aggressive legislative lobbying effort to prevent passage of the bottle bill. But activists, led by Sierra Club's Jeff Mikulina, won the day with letter writing campaigns to legislators and newspaper editors.

While this anti-deposit public relations campaign was underway, beverage industry groups stalled the bill for almost a year in legislative committees as they studied alternative "comprehensive" container recycling options—including charging residents more for trash pickup and relieving themselves of any financial responsibility—but ultimately, legislators were not impressed with the beverage industry's proposed solutions.

After numerous legislative hearings in 2001 and 2002, the bottle bill passed

*(Continued on page 7)*

### Iowa: Beautiful Land Coalition Launches 2002 Campaign Pledge Initiative

DES MOINES — The Beautiful Land Coalition launched their 2002 Campaign Pledge Initiative in June after state-wide primaries were held for house and senate seats.

"Now that we know who the candidates for the fall election will be, it's time to find out where they stand on Iowa's bottle bill," said Dewayne Johnson, Executive Director of the Iowa Recycling Association (IRA).

Volunteers around the state are asking candidates for the house and senate to sign a pledge to support the state's 24-year old bottle bill.

The pledge reads: "I hereby affirm

that as an elected official of the State of Iowa, I will support Iowa's Beverage Container Redemption Law (the Bottle Bill). I make this affirmation public by signing the following Pledge: *I will protect the bottle bill and help keep Iowa clean by maintaining the convenience of the current system for consumers – redeeming beverage containers at grocery stores, convenience stores, and redemption centers.*"

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For more information, or a complete copy of the pledge, contact Dewayne Johnson, Iowa Recycling Association, (515) 265-1596 or [djohnson@iowarecycles.org](mailto:djohnson@iowarecycles.org).

## INTERNATIONAL NEWS

### Hawaii Bottle Bill Victory

(Continued from page 6)

the House and Senate on April 30<sup>th</sup> by votes of 50 to 37 and 25 to 19, respectively. "The beverage industry's 30-year old recycled arguments against the bottle bill were just not credible," said state Representative Hermina Morita, the bill's sponsor.

Rep. Morita was prompted to take action on container recycling several years ago when contacted by a tenacious group of fifth and sixth graders on the tiny island of Molokai.

"Passing the bottle bill is a major victory for Hawaii's environment," said Mikulina. "With shrinking landfill space and an economy that is dependent on a clean environment, the bottle bill makes sense for Hawaii."

### Israel: Bottle Bill Now Functioning Smoothly

TEL AVIV — As reported in our Fall/Winter newsletter, Israel's Bottle Bill, drafted by the Israel Union for Environmental Defense (IUED), was implemented in October 2001. IUED's Fran Ran calls the law, "A major step toward reducing the volume of solid waste going to Israel's crowded landfills, estimated by the Environment Ministry to reach capacity by 2003."

On May 12, the High Court of Justice denied a petition by an association of mini-market owners for exemption from the obligation to accept beverage containers for return. The Environment of Ministry estimates that 90 percent of beverage containers covered by the law are sold via small retail outlets.

Ms. Ran reports that the Recyclers'

Corporation set up by the Manufacturers' Association to collect and recycle containers was slow to get started but is now functioning. In April 2002 they reported collecting over 7 million containers for recycling.

Ran told CRI that because the Corporation was poorly organized at first, there has been some confusion among the public and retailers about compliance with the law.

Installation of reverse vending machines at supermarkets, which may begin as early as June 2002, is expected to facilitate container returns.

Contributed by Fran Ran, Israel Union for Environmental Defense [iued@iued.org.il](mailto:iued@iued.org.il) web: <http://www.iued.org.il>

### Jeffords Bill

(Continued from page 1)

The Producer Responsibility Act requires the beverage industry to recycle their cans and bottles at a rate of 80% and to collect a 10-cent deposit on all beverage containers except milk, but it allows industry the freedom to design the most efficient deposit-return program possible to reach the 80% performance standard.

He is currently looking for co-sponsors and is hoping that the Senate Environment and Public Works Committee hearing held on July 11<sup>th</sup> will bring greater attention to the environmental problems associated with making new glass, aluminum and plastic containers from virgin materials. Sen. Jeffords is the chairman of the Senate EPW Committee.

CRI data show that in 1992, 55% of all beverage containers sold were recycled and the rest (45%) were wasted. By 2000, those numbers had reversed — only 44% were recycled and 56% were wasted. "Senator Jeffords' beverage producer responsibility bill offers us an exciting possibility to reverse the beverage container wasting trend," said CRI Executive Director Pat Franklin.

"While corporations are profiting from the sale of single-use beverage con-

tainers, taxpayers are subsidizing those profits," she said. "Jeffords' bill would shift the litter, disposal and recycling costs associated with empty containers from government and taxpayers to producers and consumers of the products."

"The beverage industry knows

for refillable glass bottles, and they operate the system in the 10 U.S. states where they are required to do it. Those 10 states with deposits recycle more bottles and cans than all the other 40 states together," said Bill Sheehan, Executive Director of GRRN.

"The federal government has established performance standards in laws such as the Clean Air Act. What Senator Jeffords proposes is good for the environment and for business, because industry knows what is expected and has the flexibility to develop the most efficient recycling systems," FOE President Brent Blackwelder said. FOE is an international environmental organization based in Washington, D.C.

Sen. Jeffords' thoughts on S. 2220 echoed those of Ms. Franklin, Mr. Sheehan, and Mr. Blackwelder. "For over thirty years container deposits have been extremely effective at achieving economic, social and environmental goals, but they have also been extremely unpopular with the regulated parties. The *National Beverage Producer Responsibility Act of 2002* presents an opportunity to provide a new approach that addresses concerns of the industry stakeholders without compromising the public interest," he said.

#### The *National Beverage Producer Responsibility Act of 2002* (S. 2220) would:

- Set a measurable performance standard of 80% recovery of used, empty beverage containers for recycling or reuse;
- Establish a minimum refundable deposit, of 10 cents, as the economic incentive for consumers to recycle;
- Require beverage brand-owners, as a condition of sale of their product, to develop and submit to the Environmental Protection Agency a Beverage Container Management Plan, within 180 days of the law's implementation;
- Establish consequences for failing to submit, implement and operate the approved Program and achieve the legislated performance standard; and
- Establish provisions for evaluation and monitoring of the industry's performance.

what works to recover containers because they invented the deposit system

**As we were going to press...**

**Final hurdle cleared for deposits  
on beverage bottles and cans**

BERLIN, GERMANY — On June 27, Germany's highest court rejected the arguments of the grocery and beverage industries, clearing the way for deposits on beverage bottles and cans sold in Germany. The Federal Ministry of the Environment officially released data on July 2 showing that the proportion of refillable containers in use in the country had dropped below 72% in two consecutive measurement periods. In accordance with the terms of Germany's Packaging Ordinance, this means that deposits on non-refillable containers will go into effect January 1, 2003. The law places a 0.25-euro (\$0.246) deposit on one-way mineral water, beer, and carbonated soft-drink containers up to 1.5 liters, and a 0.50 euro (\$ 0.492) deposit on containers above 1.5 liters. Wine and non-carbonated soft-drink containers are exempt from the law because both were able to meet their required refillable container quotas.

**Model Bottle Bill  
Website**

Based on legislation introduced by Senator Jeffords, the State Environmental Resource Center (SERC) produced its version of a "model state bottle bill".

For information on the model bill, talking points, a fact pack and more, visit SERC online at: <http://www.serconline.org/bottlebill>.



1911 N. Fort Myer Drive, Suite 702  
Arlington, VA 22209-1603  
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Fax: (703) 276-9587  
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