

Container and Packaging Recycling UPDATE

Volume XIV No. 1

Summer/Fall 2004

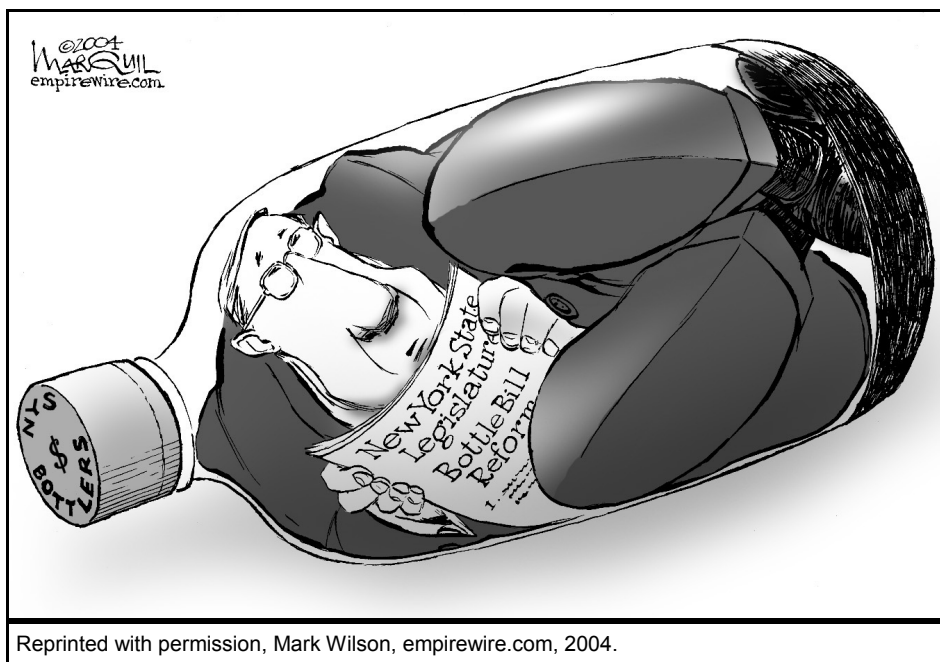
Special interest money keeps Bigger Better Bottle Bill "bottled up" in Albany

ALBANY — A report released in June by the New York Public Interest Research Group (NYPIRG) revealed that the beer and soft drink industries and food retailers who oppose the "Bigger, Better, Bottle Bill" (A3922B/S1696B) spent more than \$1.2 million in campaign contributions to New York State lawmakers in 2002 and 2003. Their final price tag for lobbying on a range of issues, including the Bigger, Better, Bottle Bill, is expected to jump to \$2 million by the end of 2004.

The Assembly and Senate companion bills, first introduced in 2002 by Assemblyman Thomas P. DiNapoli (D-Great Neck) and Sen. Kenneth LaValle (R-Port Jefferson), would expand New York's 21-year old bottle bill to include bottled water, ready-to-drink teas and other non-carbonated beverages. It would also require beer distributors and soft drink bottlers to return unclaimed deposits to the State Environmental Protection Fund. The Container Recycling Institute estimates that as much as \$180 million a year in unclaimed deposits would be available for environmental protection if the bill became law.

"Why is a bill that benefits the environment, enjoys widespread public support, and could generate as much as \$180 million a year for state coffers—without raising taxes—'bottled up' in Albany?" asked Laura Haight, senior environmental associate of NYPIRG and primary author of the report. "The answer is simple: money talks. Money is the great divide between special interests and the

(continued on page 3)



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Plastic bottle recycling on the ropes

ARLINGTON — Plastic bottle recycling is on the ropes, and so are many of the businesses involved in recycling plastic bottles. The problem is a shortage of used, or "post-consumer" plastic bottles available for recycling. It's not a new problem: demand for scrap bottles has exceeded supply for years, but over the past year it has reached crisis proportions. A June 21st article in *Plastics News* began, "Amcor PET Packaging is closing its pioneering recycling facility in Novi, Michigan, a possible sign of

deep trouble for PET recyclers in North America.

Robin Cotchan, executive director of the Association of Postconsumer Plastic Recyclers (APR) said, "The companies are in real trouble because they can't get

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Container and Packaging Recycling UPDATE (ISSN 1070-8050) published by the Container Recycling Institute
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E-mail: info@Container-Recycling.org • www.Container-Recycling.org • www.BottleBill.org • © 2004
Editors: Pat Franklin, Jenny Gitlitz • Graphics: Jenny Gitlitz, Manuel Cerrato and Nierria Jones

Letter from the Executive Director



Stood up...

A glossy photo of glass and plastic bottles draped with pearl necklaces and wearing top hats adorned the cover of *American City and County* magazine fourteen years ago. Aluminum cans sported bright red bowties. The cover story, "Garbage: All Dressed Up and Nowhere to Go," told a tale of woe--from coast to coast, cans, bottles and newspapers collected for recycling were being dumped in landfills by the truckload.

A lot has changed in 14 years. The recycling industry has matured and the oversupply problem is history, thanks to market development initiatives in the 1990's. Now the pendulum has swung the other way: diminishing bottle and can collection has led to a supply crisis. A retrospective in the same magazine today might be titled: "Stood Up: Recyclers throw party, but guests don't show."

In 2002, 797 million pounds of PET were reclaimed nationwide; down from 834 million pounds in 2001. The pinch felt by the plastics reclaimers has been well publicized in the trade press. Even aluminum beverage can reclamation dropped by more than 100 million pounds from 2002 to 2003.

How is it possible that processors and container manufacturers can't get enough of the glass, aluminum and plastic (especially PET bottles) they need, when there are three times as many curbside programs today as there were in 1991, serving more than three and a half times as many people? Several factors have combined to create what is now a serious threat to recycling.

First, supply is affected by contamination, which has grown worse, not better, as communities have adopted commingled and single-stream collection in an effort to reduce costs. These collection options lower collection costs, and may increase the quantity of recyclables collected slightly, but they also lower the quality, and thus the value, of the materials collected. And if processors and end-users don't buy the material, it doesn't get recycled.

Second, the amount of PET bottles exported to China and other countries increased 200% between 1998 and 2002. Foreign companies are able to outbid American companies, in part because their labor costs for processing and remanufacturing are lower.

Finally, beverage cans and bottles are increasingly being drained at the office, at soccer practice, in the park, on the beach, or at a hotel. Curbside recycling programs do not target these bottles and cans.

The export problem is not easily resolved. But the problems of contamination and away-from-home consumption can be resolved with new and expanded deposit/return programs, or bottle bills.

Contamination is minimized in deposit/return programs because bottles and cans are sorted by container type (aluminum, plastic or glass). Deposit programs also target used beverage containers at offices, schools, ballgames, restaurants, hotels and anywhere else they end up.

The public "gets it." Recent public opinion polls in New York, Michigan and Iowa confirm statewide and national polls conducted over the past 30 years. In all three of these state polls, more than 4 out of 5 consumers said they liked their bottle bills, and 3 out of 4 thought the laws should be updated to include bottled water and other non-carbonated beverages.

Certainly the container manufacturing companies and companies that process scrap materials "get it." The current PET plastic supply crisis prevents companies from expanding. Some will go out of business if the supply shortage is not reversed. They know that new and expanded deposit laws would generate a steady supply of clean materials.

So who doesn't get it? The multinational beverage companies: Coke, Pepsi and Anheuser-Busch.

These companies are holding expanded bottle bills hostage in New York, Massachusetts, Connecticut and Michigan, and are thwarting new bottle bill efforts in Colorado, West Virginia,

Tennessee and Mississippi. They oppose deposits because these laws make them responsible for their used containers.

The powerful beverage industry giants are muzzling the container manufacturers from whom they buy their beer and soda cans and bottles and they're muzzling the processors who buy used "deposit" containers from them.

Through their trade associations and high priced lobbyists, Coke, Pepsi and Anheuser-Busch wield enormous political clout in every state legislature in the nation, and in the halls of Congress.

But American consumers have the ultimate power: the power of the purse. If, and when, we decide to invoke that power, the beverage giants will "get it."

If you are a beverage consumer and a bottle bill supporter, I urge you to go to CRI's website (www.container-recycling.org/endorse) and send this simple message to beverage producers:

"I drink (Coke, Pepsi, Budweiser, etc.) and I support the bottle bill. I am willing to assume responsibility for my used bottles and cans by taking them back to a grocery store or a redemption center. As the producer of my beverage, won't you meet me halfway? Please accept some responsibility for the products that your company profits from, and start supporting—not thwarting—beverage container deposit legislation."

Make your voice heard. Thanks!

Container Recycling Institute Board of Directors

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- Ron Schweitzer

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.

State update

Bottled up in Albany
(Continued from page 1)

public interest.”

According to Haight, the hundreds of non-governmental, environment, labor and public interest organizations that support the expansion proposal are up against well-funded, politically powerful opponents of the Bigger, Better, Bottle Bill. “It’s far from a level playing field,” said Haight. NYPIRG’s report found that while opponents of the expansion bill contributed a total of \$1,230,250 to state legislators’ campaigns, state political parties, and statewide officeholders, public interest advocates contributed \$0.

“Bottle bill opponents lavished their campaign contributions on those with the most power,” said Haight. “More than 60% of their contributions went to campaign funds controlled by the three men who run New York: Governor Pataki, Senate Majority Leader Joe Bruno, and Assembly Speaker Sheldon Silver.”

In June 2003, within a week of the bill starting to move in the Assembly, the N.Y.S. Beer Wholesalers Association made contributions totaling \$90,000 to the Senate Republican Campaign Committee and the Democratic Assembly Campaign Committee (the majority party campaign committee of each house). The bill stalled in the Assembly shortly thereafter and never moved in the Senate.

The report showed that as of 2003, five of the top ten lobbying firms in New York had lobbied against the Bigger, Better Bottle Bill on behalf of their clients. The top five industry opponents, in order of their lobbying expenditures, were Anheuser-Busch, the Food Industry Alliance of N.Y.S., the Coca-Cola Bottling Company of N.Y., the N.Y.S. Beer Wholesalers Association, and the N.Y.S. Bottlers Association (representing soft drink bottlers).

While the Bigger, Better Bottle Bill remains “bottled up” in the State Legislature, activists in New York State are pushing for the reform to be included in the state budget, which has not yet been adopted.

The report can be found at www.nypirg.org.

New York: "Bigger, Better Bottle Bill Campaign"

ALBANY — Dancing nickels. Leprechauns. A 20-foot-high inflatable Snapple bottle. A giant check made out to the people of New York State for \$179 million. Five-gallon water bottles stuffed with messages to state legislative leaders. All of these were used as whimsical props at media events over the past year highlighting the benefits of a “Bigger, Better, Bottle Bill” for the state of New York.

On a more serious note, activists

powerful allies like the New York Farm Bureau and the New York State Association of Counties.

In the halls of the state capitol, in the media, and in local governments across the state, the “Bigger, Better Bottle Bill” was the most talked-about environmental issue of the year.

Unfortunately, the New York State Legislature, which is legendary for its level of dysfunction, sunk to a new low this year. On June 22nd, the Senate and



City Councilman G. Oliver Koppell, sponsor of New York's original bottle bill, and State Senator Liz Krueger join bottle bill supporters in New York City.

also released a series of hard-hitting reports. These included a report on the success of the bottle bill's first twenty years, revenue estimates on the unclaimed deposits, a public opinion poll (see page 10), and an analysis of campaign contributions and lobbying expenses made by opponents of the Bigger, Better Bottle Bill (see page 1).

All of these media events and grassroots organizing activities helped garner valuable media attention and generate dozens of new editorials across the state in support of expanding and updating New York's bottle bill. The list of local governments, businesses, and organizations supporting the bill ballooned to more than 350, including

Assembly adjourned their regular session, having failed to pass any major legislation or adopt a state budget. The Bigger, Better, Bottle Bill proposal, which was amended again this spring, failed to move in the Senate and stalled in the Assembly after it was reported out of the Environmental Conservation Committee.

However, until the Legislature and Governor agree on a state budget and can find an estimated \$5-10 billion to address the current shortfall, this proposal is still on the table.

Contact: Laura Haight, NYPIRG, lhaight@nypirg.org, <http://www.nybottlebill.org> and visit <http://www.bottlebill.info/Campaigns/ny/NYCamp.shtml>

Hawaii: Get ready for the bottle bill

Specifically, in November and December 2004, local food retailers can begin stocking their shelves with deposit containers (and charging shoppers for the nickel deposit) as they sell the last of their non-deposit containers. This will allow vendors ample time to get ready for January 1, 2005, the date when they

For more information -- www.opala.org
and [http://www.hawaii.gov/health/
environmental/waste/sw/depbeycon.html](http://www.hawaii.gov/health/environmental/waste/sw/depbeycon.html)

Contact: Mike Garfield, Ecology Center, michaelg@ecocenter.org

Contact: Dewayne Johnson at
djohnson@iowarecycles.org

VOTE

Tuesday, November 2, 2004

State update

Connecticut: Repeal attempt blocked, again

HARTFORD — Connecticut's 26-year old bottle bill is under attack by the powerful beer, soda and grocery industries, whose lobbyists succeeded in convincing a few state legislators that mandatory curbside recycling and anti-litter taxes should replace the container deposit law.

Pro-recycling and anti-litter advocates are fighting back. A coalition of recycling businesses, redemption centers, labor unions, and environmentalists was formed last year to educate state lawmakers about the economic and environmental advantages of the deposit law. Once legislators were exposed to the truths as laid out by coalition members, they realized they had been duped by the special interest groups that want to pass the cost of recycling their products onto the general public.

"Coalition members blocked repeal attempts in 2003 and again in 2004", said Chris Phelps, Executive Director of ConnPIRG, "and we remain committed to updating the state's successful bottle bill." Proposed updates will include expanding the law to cover non-carbonated beverages; increasing the deposit to a dime; increasing the handling fee beyond the current one and a half cents for beer containers and two cents for soda containers; and recovering millions of dollars for the state's coffers by escheating unclaimed deposits from unreturned bottle and cans.

"Connecticut residents are tired of the scandals that forced Governor Rowland's resignation, and they will have little tolerance for the ongoing kowtowing to big money lobbyists in the next legislative session", said Betty McLaughlin, Environmental Affairs Director for the Connecticut Audubon Society.

"Updating the bottle bill will be an uphill battle, but with the new President pro tem of the Senate, Donald Williams, Jr. in our corner, chances for success are greater than they have been in years."

Contact: Betty McLaughlin, Connecticut Audubon Society, betty.mclaughlin@snet.net

Massachusetts: Activists gear up for 2005 bottle bill expansion battle

BOSTON — A coalition that includes environmental groups, state recycling coordinators, the Mass. Department of Environmental Protection, and the Container Recycling Institute is calling for what coalition members say is a "long-overdue" update of Massachusetts' highly successful bottle deposit law.

"Nearly 70% of the deposit cans and bottles are redeemed for the nickel deposit," said Sierra Club's Phillip Sego. We need to give consumers a financial incentive to recycle their water bottles and other non-carbonated beverage containers."

Companion bills introduced this year would have expanded the scope of the deposit law to include "new age,"

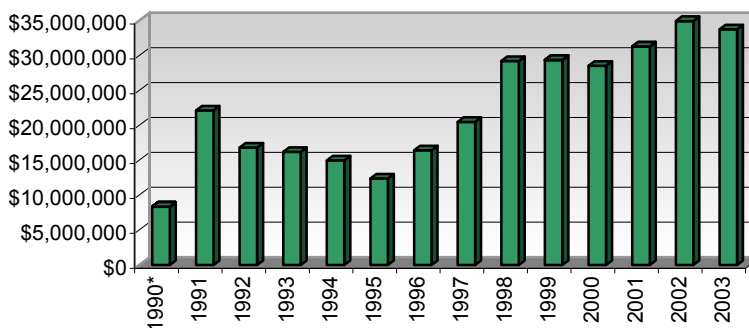
non-carbonated beverages and bottled water. If passed it would also have raised an estimated \$16 million in new state revenue from the pool of unclaimed deposits. Massachusetts, like Michigan and Maine, keeps the deposits that go unredeemed by consumers.

Sponsored by Rep. Alice Wolf (D-Cambridge) and Sen. Andy Nuciforo (D-Pittsfield), the bill had the backing of Gov. Mitt Romney. Despite support from many of their colleagues, heavy opposition and misinformation from the bottling killed the expansion bill.

The bill's lead advocates, Massachusetts Sierra Club and MASSPIRG, are gearing up for next year's battle.

Contact: Phillip Sego, Massachusetts Sierra Club, phil@sierraclubmass.org

Unredeemed Deposits in Massachusetts: FY 1990 - 2003



Source: Massachusetts Department of Environmental Protection, July 2004.
* deposits collected for only 6 months

New bottle bill proposals

New bottle bill proposals were introduced this year in Colorado, Mississippi, West Virginia, Tennessee and Utah.

The **West Virginia** bottle bill proposal was sponsored by a bipartisan group of legislators led by State Sen. Brooks McCabe (D-Kanawha) and State Del. Barbara Warner (D-Harrison).

In February, the West Virginia

Citizens' Action Group (WVCAG) organized a "Deposit Day" in the Capitol Rotunda. Volunteers from across the state were there to give dimes to everyone who brought in containers. According to WVCAG's Linda Mallet, more than 4,000 containers were redeemed. "The event provided an opportunity to educate legislators, their staff, and citizens on the importance of a financial incentive, and the benefits of beverage container deposit legislation," said Mallet.

(Continued on page 10)

Around the world

Estonia

Following the lead of its Scandinavian neighbors, Estonia, on April 21st of this year, became the newest country to pass container deposit legislation. The law goes into effect on January 1, 2005 and will cover about 250 million containers per year—approximately the same number of containers consumed in the state of Wyoming annually. The law places a 0.03 EUR deposit (\$US 0.037) on all beer, light alcoholic, and non-alcoholic beverages sold nationally in either refillable or non-refillable containers.

New Zealand



Waste-Free Campaigner Lu White at National Bottle Bill Day

Declaring July 21st "National Bottle Bill Day", Zero Waste advocates in New Zealand gave refunds to anyone bringing their used, recyclable drink containers to one of the twelve "take back" locations between Kaitia and Dunedin. The refunds, ranging from 5 to 15 cents depending on the size of the container, were handed out during a 2-hour period at lunchtime.

"The events were staged to highlight the need for container deposit legislation to combat litter and waste throughout the South Island," said Waste-Free Campaigner Lu White.

Israel

Israel's Deposit Law, implemented in 2001, is proving to be an effective agent for changing consumer behavior, recycling over 15,000 tons of containers (110 million units) in the first 12 months of the program.

The Israel Union for Environmental Defense (IUED) persuaded the Israel Consumers Association to abandon their opposition to the Deposit Law, based primarily on the frustra-

tions that consumers have encountered at retail stores, and to join forces with IUED in advancing amendments that would strengthen the law. "We have worked closely with stakeholders and Knesset members to successfully counter a threatened proposal to repeal the law," said Fran Ran, IUED's development director, "and we are currently working to amend the law to include 1.5 liter bottles."

Contact: Fran Ran, IUED,
<http://www.iued.org.il>

Plastic bottle recycling
(Continued from page 1)

enough material to supply high-end markets. Amcor is just the first one going out. "If the situation continues, there could be more fallout in the next six to twelve months: plastic bottle recycling is under extreme pressure right now."

While the story has been covered extensively in the trade press, the general public and most policymakers seem to be unaware of the problem. Consumers see the chasing arrows and the word "recyclable" on the bottom of the plastic bottles they buy, and they assume that many—if not most—of these bottles are recycled. In reality, only 780 million pounds of plastic bottles were recycled in 2002 out of more than 4,000 million pounds sold: or 1 out of every 5 bottles.

There are plenty of post-consumer plastic bottles, and market demand for them has been consistently strong. The problem is that only about 20% of the post-consumer plastic bottles are being collected for recycling, and a growing percentage of the bottles that are being collected are being exported to Asia. The export issue is not one that is not easily

solved, but bottle bill advocates maintain that more state bottle bills or a national bottle bill could bridge the gap between supply and demand. They point to the proven effectiveness of deposit-return laws as collection infrastructures in the ten U.S. states that supply the lion's share of PET containers to processors:

possibly as much as 75% of the PET bottles recycled in the United States, according to CRI.

Plastic bottle reclaimers (those who process bottles for end users) will say privately that they would like to support efforts to pass new and expanded bottle bills. However, because they either buy used bottles from Coke and Pepsi or sell new bottles to the soda companies, reclaimers and end users must remain silent on an issue that the two soft drink giants vehemently oppose.

Both Coke and Pepsi claim that there are other recycling systems that can be equally as successful as deposit laws. But a number of APR members have told

CRI that they can't wait much longer for these new collection systems to surface.

One reclaimer recently said, "Time ran out for Amcor. We need to work together to enact something that will get PET recycling back on track before time runs out for others."



Commentary

Can recycling script is getting old

By Jenny Gitlitz

The following commentary ran in the June 7, 2004 issue of Waste News and is reprinted with permission of Crain Publications.

The aluminum beverage can recycling rate has tumbled to its lowest level in 25 years. Whether one subscribes to the Aluminum Association's figures (50 percent in 2003, down from 53 percent in 2002) or the Container Recycling Institute's rate, which deducts imported beverage cans (44 percent, down from 48 percent in 2002), there is no dispute that the recycling of cans is down in the dumps.

Between 1972, when the Aluminum Association began collecting data, and 2003, over 1 trillion cans were wasted. An estimated 17.5 million tons of cans with a current market value of \$21 billion lie buried in American garbage dumps and landfills.

By every measure—percent, weight, and units—aluminum beverage can recycling has fallen for 11 years. The Aluminum Association chose to ignore this in a recent press release, preferring the oft-recycled statement that cans are America's "most recycled consumer beverage package." Granted. But while the competition—glass and plastic bottles—is flunking out with rates in the 20 percent range, the aluminum industry's gentleman's C is not exactly something to be proud of. Especially for a package whose recyclability is its main environmental selling point.

The industry has never had a weaker environmental leg to stand on. Replacing the 55 billion cans wasted last year (the most ever) with new cans made from virgin materials squandered the equivalent of over 20 million barrels of crude oil, and generated more than 3.5 million tons of greenhouse gases and other emissions.

The uncomfortable reality is that the Aluminum Association and its members are forced into adhering to a

Pollyanna script. Like bottle makers, can makers would benefit from the increased availability of clean scrap, but they observe a collective gag rule when it comes to advocating deposit systems. Instead, to appease their beverage customers, they keep towing out token programs.

Cans for Habitat makes good PR, but has no effect on the recycling rate. Recycle Pete isn't cutting it. Glass Recycles hasn't improved green glass markets. If container recycling rates are to rise to respectable levels, permanent changes in the collection infrastructure are needed—not programs that are event-based, publicity-focused, or tied to specific community goals or volunteer recruitment.

The 1990s establishment of curbside recycling programs was infrastructural, but could not counterbalance the trends of stagnant aluminum can scrap values, the disappearance of buybacks, increased away-from-home consumption, and growing consumer apathy about recycling. The only programs to consistently achieve recycling rates of

70 to 85 percent are nickel deposit systems. Michigan, the only state with a dime deposit, reaches 95 percent. Deposits speak louder than bumper stickers, radio PSAs, zany billboards, and other altruistic appeals.

Can makers know that a national 10-cent deposit, like the bill proposed by Sen. Jim Jeffords and co-sponsored by Sen. John Kerry, could achieve recycling rates of 80 to 90 percent. But the beer and soft drink brand owners and bottlers have a chilling effect on their ability to support deposits. The fear of losing additional market share to polyethylene terephthalate is enough to make them stick to their script in perpetuity.

Or is it? It's only a matter of time before the environmental community decides that the annual landfilling of 55 billion cans—820,000 tons of aluminum—is unacceptable, and calls for a consumer boycott. The time to break ranks and preserve the long-term future of the can is now.

Gitlitz is research director for the Container Recycling Institute.

A trillion wasted aluminum cans...



Laid-end-to-end, would stretch to the moon and back **158 times**

Could fill the Georgia Dome **93 times**

Is **17.5 million tons** of wasted aluminum metal

Equal the annual production capacity of **50-60** modern aluminum smelters

Are worth **\$21 billion** at a scrap price of 60¢ a pound



When replaced with new cans made from virgin materials...



Used **77 million** tons of bauxite ore, strip mined from about 14,000 acres

Consumed the equivalent of **560 million** barrels of crude oil...

...enough to supply **34 million** American homes with energy for a year



Produced about **72 million** tons of greenhouse gasses

Generated **1.5 million** tons of SOx and NOx emissions...

...contributors to acid rain & smog



CRI's interns: A valued resource

By Kyle Paulson

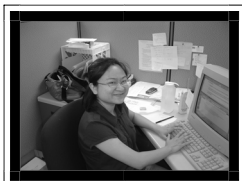
Over the years, dozens of outstanding interns have supplemented CRI's small staff, and 2004 is no exception. We would like to thank all of our former interns and introduce our 2004 interns.

A 2002 graduate of Hendrix College with a BA in Biology, **Liza Muller** hails from St. Louis, Missouri. As a recipient of a Thomas J. Watson Fellowship, Liza conducted independent research on tourism's effects on sea turtle populations in Mexico, Costa



Rica, Ecuador, Brazil, Seychelles, and Greece before coming to CRI. Liza's writing and editing skills were vital to the reissue of "The 10¢ Incentive to Recycle" in March.

As part of her environmental studies work at University of Oregon, **Chin-Wei Tang** took an ecological inventory of Hendricks Park. She came to CRI in February, after graduating in 2003. Chin-Wei significantly upgraded the look, content, and searchability of CRI's websites and brought CRI's online Bottle Bill Toolkit to 95% completion.



Manuel Cerrato received a BS in Aerospace Engineering from Embry-Riddle Aeronautical University in 2003 and came to CRI after completing an internship at the Southface Energy Institute in

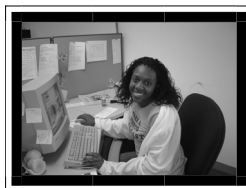


Atlanta, GA. Manny has crunched recycling numbers, helped develop an internship/fellowship grant proposal and has been our chief "IT" person. He begins his masters program in Sustainable Energy Engi-

neering at the Royal Institute of Technology in Stockholm in September.

A native New Yorker, **Nierria Jones** is pursuing an MA in Communication and Rhetoric at SUNY Albany. She has experience in marketing and web-design, and had her own radio show in college—The Best of Both Worlds.

Nierria is currently finalizing CRI's online Bottle Bill Toolkit that can be found at www.toolkit.container-recycling.org.



Congratulations to our 2002 and 2003 interns for landing interesting jobs:

Elizabeth Basta is working in development at the Nature Conservancy.

Stephanie Gerson is on an organic and biodynamic farm in Albuquerque. **Rachel Shively** will return to school for her senior year after working on Barack Obama's US Senate campaign this summer. **Rebecca Carlton** is an aide to Rep. Lloyd Doggett (D-IL). **Amanda Grignon** is the Large Apartment Building Recycling Program Coordinator in Boston.

Cathy Resler has returned to school to earn a masters degree after working for USEPA Region 9 last year. **Azadeh Matinpour** is a legal assistant for a law firm in DC and will begin law school this fall at Ohio State University. **Pete Connolly** is Program Assistant for the DC Sierra Club's Global Warming and Energy Department.

We plan to expand our program to include a one-year fellowship for an in-depth research project.

Find out how
YOU
can support CRI's
Internship/Fellowship Program
at
container-recycling.org/general/interns.htm

More than 250 letters to EPA Administrator Mike Leavitt go unanswered

WASHINGTON — In an April 14th speech at the National Press Club, EPA Administrator Mike Leavitt referred to the "emergence of a new environmental consciousness" in the 1970s. He said he had "a clear memory of Governor Tom McCall of Oregon proposing the nation's first bottle bill" in 1970, when Leavitt was living in Oregon. "It was controversial, but I got it. It resonated with me."

The next day CRI encouraged members of the Bottle Bill Action Network to send a letter to Mr. Leavitt, asking him to urge President Bush to back "The National Beverage Producer Responsibility Act," a bill sponsored by Sen. Jim Jeffords (I-VT) that would require beverage producers to put a refundable 10-cent deposit on their bottles and cans sold in the United States. The Act would also set an 80% goal for container recycling rates, and could double the number of beverage bottles and cans currently being recycled in the nation.

The letter thanked Mr. Leavitt for remembering the struggle to pass the nation's first bottle bill, and reminded him that 34 years later, deposit laws are no less controversial than they were in 1970. It explained that Coke, Pepsi and Anheuser-Busch continue to block new bottle bills, while working to repeal existing deposit laws across the country.

The letter explained that the 10 states that have implemented bottle bills together recycle more beverage containers each year than the combined 40 states that do not have bottle bills—saving energy and conserving natural resources.

As of July 21st, over 250 letters had been sent to Mr. Leavitt through www.CitizenSpeak.org, a free web-based advocacy service. More than half included a personal note.

The Administrator's office confirmed in July that the letters had been received, but did not know when citizens might expect a reply. Mr. Leavitt was not available for comment at press time.

National Beverage Producer Responsibility Act of 2003

Sen. Kerry among five co-sponsors of Senator Jeffords' National Beverage Producer Responsibility Act of 2003

WASHINGTON, DC — With beverage container recycling rates dropping to all-time lows, a national system of container deposits is in the spotlight. In November 2003, Sen. Jim Jeffords (I-VT) introduced a proposal for a federal bottle bill: "The National Beverage Producer Responsibility Act of 2003." To date, the bill has five co-sponsors in the Senate: presidential candidate John Kerry (D-MA), Joe Lieberman (D-CT), Daniel Akaka (D-HI), Patrick Leahy (D-VT) and Tom Harkin (D-IA).

CRI was actively involved in helping Sen. Jeffords recruit these co-sponsors, engaging about three dozen national and state environmental organizations and businesses in the process. These businesses and organizations joined CRI in signing a letter to all 100 United States senators asking them to co-sponsor Jeffords' bill.

CRI issued a joint press release with the Grassroots Recycling Network, the Natural Resources Defense Council, and the Sierra Club on November 13th, 2003, in which Jeffords said, "My bill would leverage the market incentives created by a refundable deposit to encourage beverage container recycling. One innovation in the legislation is that industry would have the flexibility to devise the most cost-effective means to meet the goal."

The nation's largest glass processor, Strategic Materials, Inc., located in Houston, Texas, became the first major business to publicly voice support for a national bottle bill. Tex Corley, President of the company, said, "Creating a strong financial incentive for recycling is good for business. Glass and other materials collected through deposit systems, unlike those collected through curbside recycling programs, are of a higher quality, and thus more marketable. That's why I support the legislation sponsored by Senator Jeffords."

ACTION ALERT! NATIONAL BEVERAGE PRODUCER RESPONSIBILITY ACT OF 2003

Senator Jim Jeffords' (I-VT) National Beverage Producer Responsibility Act (S. 1867) has three major components. The bill:

1. Sets a performance standard for beverage producers of 80 percent recycling for their beverage containers;
2. Allows beverage producers to develop any system they choose to recover their containers; and
3. Requires that beverage producers collect a 10-cent refundable deposit to ensure a high return rate.

Call and write or email your senators today and ask them to co-sponsor the National Beverage Producer Responsibility Act. The following senators, who have co-sponsored national bottle bills in past sessions of Congress, are prime candidates for sponsorship:

Olympia Snowe (ME) • (202) 224-5344 • olympia@snowe.senate.gov
Carl Levin (MI) • (202) 224-6221 • senate.gov/contact.htm
Barbara Boxer (CA) • (202) 224-3553 • boxer.senate.gov/contact
Dianne Feinstein (CA) • (202) 224-3841 • feinstein.senate.gov/email.html
Edward Kennedy (MA) • (202) 224-4543 • senator@kennedy.senate.gov
Christopher Dodd (CT) • (202) 224-2823 • dodd.senate.gov/webmail/
Charles Schumer (NY) • (202) 224-6542 • schumer.senate.gov/webform.html
Ron Wyden (OR) • (202) 224-5244 • wyden.senate.gov/contact.html

Other prospective sponsors include the senators representing bottle bill states who may not have co-sponsored a national bottle bill in the past:

Gordon Smith (OR) • (202) 224-3753 • gsmith.senate.gov/webform.htm
Susan Collins (ME) • (202) 224-2523 • collins.senate.gov/low/contactemail.htm
Debbie Stabenow (MI) • (202) 224-4822 • stabenow.senate.gov/email.htm
Chuck Grassley (IA) • (202) 224-3744 • grassley.senate.gov/webform.htm
Joseph Biden (DE) • (202) 224-5042 • senator@biden.senate.gov
Thomas Carper (DE) • (202) 224-2441 • carper.senate.gov/email-form.html
Hillary Clinton (NY) • (202) 224-4451 • clinton.senate.gov/email_form.html
Daniel Inouye (HI) • (202) 224-3934 • inouye.senate.gov/webform.html

Please thank the following senators for co-sponsoring Sen. Jeffords' bill:

Daniel Akaka (HI) • (202) 224-6361 • senator@akaka.senate.gov
Tom Harkin (IA) • (202) 224-3254 • harkin.senate.gov/contact/contact.cfm
John Kerry (MA) • (202) 224-2742 • kerry.senate.gov/low/contact_email.html
Patrick Leahy (VT) • (202) 224-4242 • senator_leahy@leahy.senate.gov
Joseph Lieberman (CT) • (202) 224-4041 • lieberman.senate.gov/newsite/contact.cfm

And don't forget to thank Sen. Jeffords for introducing the bill:

James Jeffords (VT) • (202) 224-3977 • <http://jeffords.senate.gov/contact-form.html>

You can view a synopsis of the National Beverage Producer Responsibility Act of 2003 at <http://www.bottlebill.info/Campaigns/bpr/BPRCamp.shtml>.

Public support still robust for container deposit laws in New York, Iowa and Michigan

New public opinion polls find that 3 out of 4 surveyed support bottle bill

Statewide public opinion polls conducted in New York, Iowa and Michigan over the past 10 months reveal that support for bottle bills is robust across all sectors of the population. The surveys were designed to gauge public response to proposed reforms to existing deposit laws. In all three states, two out of three respondents said they supported expanding the current deposit laws to include non-alcoholic, non-carbonated beverages such as bottled water, juice, sports drinks, and iced teas.

The statewide poll of 800 randomly sampled registered voters in New York found that 78% of those surveyed agreed that the bottle bill has made New York cleaner, and 81% agreed that curbside recycling is "not enough," and that "we need the bottle-deposit program to control litter."

"New Yorkers understand that the bottle bill benefits our environment and that a combination of curbside recycling and bottle bills is needed to adequately address litter and solid waste issues," said David Higby, solid waste projector director for Environmental Advocates of New York.

The New York survey also found that 84% of the respondents supported the current deposit law, and 86% supported a proposal that the state retain unclaimed deposits to fund environmental

programs. The survey also found that 19% of respondents did not know that the beverage industry currently keeps all unclaimed deposits.

"With state and local governments facing huge funding gaps, lawmakers would be remiss to overlook the revenue from taking back unclaimed deposits," said Mark Izeman, senior attorney with the Natural Resources Defense Council. "This poll shows there is overwhelming public support for this reform, which would generate nearly \$180 million a year for environmental programs in New York."

Public Policy Associates (PPA), a national research firm based in Lansing, Michigan, conducted two of the three polls. "The polls in New York and Michigan showed that women and men, Republicans, Democrats and Independents, young and old, people of all races, ethnic backgrounds, and income levels, strongly support the current law and proposed reforms," said Jeffrey D. Padden, president of PPA.

"These survey results in three states confirm what has been found in dozens of other statewide and national polls conducted over the past three decades," said Pat Franklin, executive director of the Container Recycling Institute.

New Bottle Bill Proposals (Continued from page 5)

"We were pleasantly surprised to find out that our event coincided with the Soft Drink Association's Lobby Day. Many folks got their free Pepsi or Coke upstairs and then came downstairs to redeem their containers and get their dimes!" Mallet said.



A young girl gets a nickel for returning her drink can at WVCAG's "Deposit Day" in West Virginia.

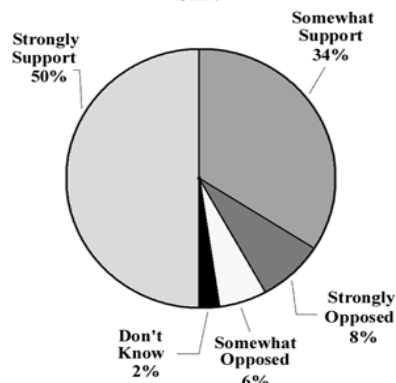
The coalition will push for a re-introduction in 2005. To find out more about this effort, visit <http://www.wvbottlebill.org/>.

In early 2004, **Mississippi** State Sen. Deborah Dawkins and State Rep. Pat Montgomery introduced companion deposit bills. CRI Research Director Jenny Gitlitz testified before the Conservation and Water Resources committee in favor of the proposals at a February hearing. Louis Miller of the Mississippi Sierra Club led the proponents' efforts.

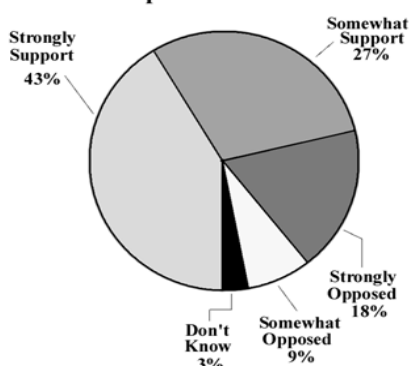
In **New Hampshire**, Rep. Derek Owen's proposal for a new bottle bill met with heavy opposition from the soft drink and retail industries, as did State Rep. Ty McCartney's proposal in **Utah**. Owen's bill died in the Commerce Committee. McCartney's bill died in the Rules Committee.

Colorado State Rep. Angela Pacione introduced a new bottle bill proposal requiring a deposit on plastic bottles. CRI submitted written testimony to the Information & Technology and Finance Committees for the hearing in February.

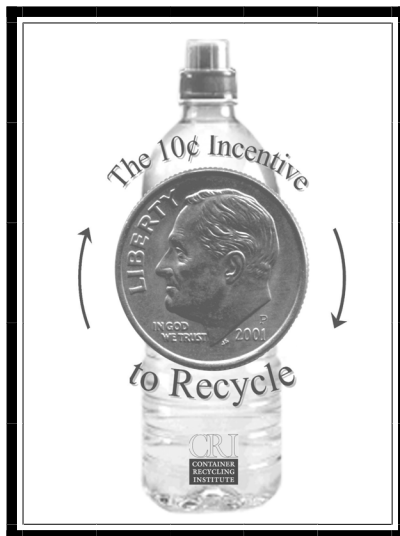
Do you support the existing bill?



Would you support expanding the bottle deposit law to include non-deposit containers?



Source: "Survey of New York Registered Voters", Public Policy Associates, Inc, Feb. 2004.



The 10¢ Incentive to Recycle has been revised. All of the facts, figures, charts and graphs have been updated with the most current data available. This 20-page "bottle bill primer" sets the record straight on the environmental and economic impacts of beverage container deposit systems (bottle bills), and uses documented evidence to rebut the arguments made by the anti-bottle bill, beverage industry lobby. REVISED FEBRUARY 2004.

Hard copies of *The 10¢ Cent Incentive to Recycle* can be ordered online at:
<http://www.bottlebill.org/resources/pubs.htm>

Prices are as follows and include postage & handling if mailed in the U.S.

- \$15 Public interest non-profit organizations
- \$25 Government and small businesses with gross annual revenue under \$250,000
- \$45 Large businesses and corporations with gross annual revenue over \$250,000

Bottle Bill Toolkit

Want to get a bottle bill passed in your state? Don't know where to start? This *Toolkit's* for you. CRI developed the *Bottle Bill Toolkit* to provide guidance to anyone embarking on the long road to a new or updated beverage container deposit law: concerned citizens, grassroots activists, professional environmentalists, students, policymakers and legislators. The toolkit will be updated periodically as new information develops, and can be downloaded from CRI's Bottle Bill Resource Guide at:

www.toolkit.container-recycling.org/



Dear Friend of Recycling,

Whether you are a municipal recycling coordinator, a bottle bill advocate, an environmental organization, a recycling business, an elected official, or just a "gung ho" recycler, we hope you will find this issue of Container and Packaging Recycling Update informative and useful.

Perhaps you have benefited from CRI's technical assistance, publications and reports, presentations at conferences or testimony at public hearings. If you value our work, and our goal of reducing container and packaging waste, I hope you will make a contribution today! A self-addressed envelope is attached for your convenience.

*Sincerely,
Pat Franklin
Executive Director*

Take Action Now!

If you are a beverage consumer and a bottle bill supporter, you can send this simple message to beverage producers urging them to take responsibility for their beverage bottles and cans.

"I drink (Coke, Pepsi, Budweiser, etc.) and I support the bottle bill. I am willing to assume responsibility for my used bottles and cans by taking them back to a grocery store or a redemption center. As the producer of my beverage, won't you meet me halfway? Please accept some responsibility for the products that your company profits from, and start supporting—not thwarting—beverage container deposit legislation."

Just go to: <http://www.container-recycling.org/endorse>



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www.Container-Recycling.org
www.BottleBill.org

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