

Container and Packaging Recycling Update

Volume XV No. 1

Spring 2007

CRI's 2007 Beverage Market Data Analysis now available

by Jenny Gitlitz

The 2007 "Beverage Market Data Analysis" (BMDA) is now available, using the most recent (2005) data available. Utilizing data from industry sources including the Beverage Marketing Corporation, *Beverage World* magazine, and the Beer Institute, CRI's BMDA provides sales data in millions of units by beverage (10 types) and package (9 types) for the United States as a whole, and for all 50 states.

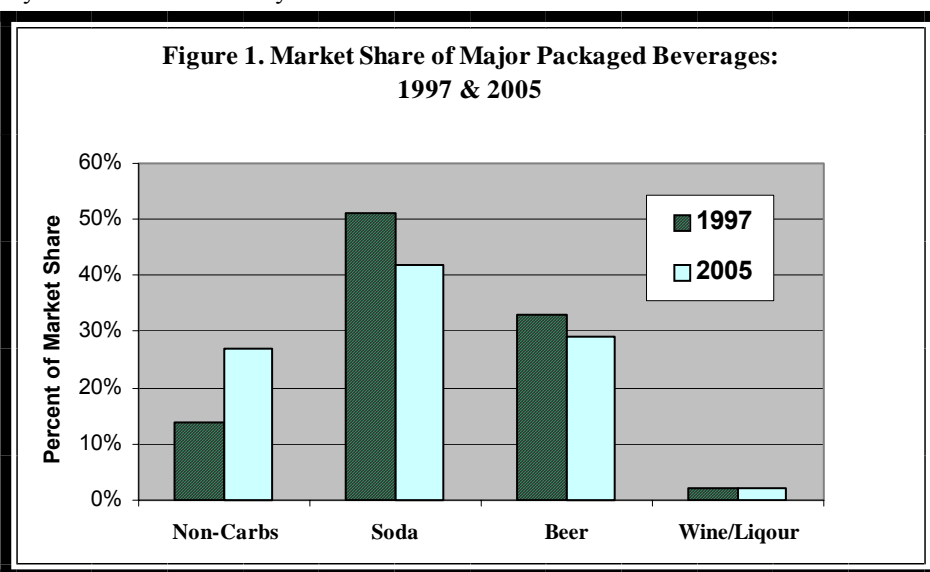
Many government officials, policy-makers and environmental activists extrapolate from national sales data to determine per capita and statewide sales of glass, aluminum and plastic beverage containers, and consumption of various beverage types. Unfortunately, this method does not account for regional variations.

By using regional industry data for beverage sales, state-by-state packaging data for beer, and national data for beverage container sales, CRI has created individual state BMDAs that will enable you to get a much more accurate estimate of both beverage consumption and container sales in your state.

The data is presented in a series of Excel spreadsheets that show unit sales and market share. Our 2003 BMDA (using 2002 data) has been a popular
(Continued on page 9, "BMDA")

Beverage market share for non-carbs doubles in just eight years

by Pat Franklin and Jenny Gitlitz



Our report released in February, titled "Water, Water Everywhere: The Growth of Non-Carbonated Beverages in the U.S.," showed that market share for non-carbonated beverages nearly doubled from 14% to 27% in a period of 8 years (see Figure 1 on p. 7), while sales of plastic water bottles doubled from 15 billion to 29.8 billion in just 3 years (see Figure 2 on p. 7).

The report also included data showing that American consumers spent more than \$270 billion on beverages in 2005 (excluding milk)—29% more than they spent in 2002, even though consumption remained un-

changed at 121.5 gallons per capita (see Table 1). The increase in the cost of beverages was almost three times the increase in the Consumer Price Index.

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CRI in Transition

Letter from the retiring executive director



After 16 years at the helm of the Container Recycling Institute I am stepping down as executive director. As you can imagine, it is with mixed emotions that I leave the organization I

founded in February 1991, an organization with a mission that has become so much a part of my life and my identity.

Over the past 16 years CRI has published numerous reports and newsletters, provided expert testimony at public hearings, made dozens of presentations at conferences and meetings, generated hundreds of news articles, editorials and op-eds, and developed and maintained two websites that are now getting more than 45,000 unique visits a month.

We have provided recycling advocates, policymakers, elected officials and the media with well-researched, reliable beverage container waste and recycling data. And, with others in the recycling arena, we have brought the issue of beverage container waste to the attention of public officials across the country.

With scarce resources, we've accomplished a great deal. But there's still much to be done. As you will read in this newsletter, beverage container recycling remains at unacceptably low levels. The container recycling rate is lower than ever: 33% in 2005, down from 48% in 1997, and container waste has mushroomed. PET plastic bottle and aluminum can waste combined, quadrupled between 1990 and 2005. This appalling trend must be reversed.

I hope that those of you who have supported CRI in the past, will continue to lend financial support to the Container Recycling Institute.

CRI's new executive director, Ms. Betty McLaughlin, brings 19 years of advocacy experience and a wealth of new ideas and energy to the organization. I

have had the pleasure of working with Betty over the past six years as she led the effort to update Connecticut's bottle bill. Betty is committed to reducing beverage container waste and is enthusiastic about growing CRI. I am pleased to be leaving this organization in such capable hands.

My sincere thanks to the individuals, organizations, foundations, and businesses who have supported our efforts, the board of directors, and to our small but dedicated staff who, with the help of dozens of interns over the past 16 years, have accomplished so much with so little.

And finally, thanks you to all who contributed to this newsletter.

Pat Franklin
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Message from the Chair

If one can be sad and happy at the same time, then as chair of CRI, I most certainly am both.

Sadly, Pat Franklin is retiring as our Executive Director. She is CRI's originator, and has been its brain trust and inspiration for 16 years. The CRI of today is all due to the hard work and dedication of Pat Franklin.

It's good to know that these many years of experience and wisdom are only an e-mail away.

Happily, I announce that Elizabeth (Betty) McLaughlin became CRI's new executive director on April 13.

Betty comes to CRI after serving as Environmental Affairs Director for the Connecticut Audubon Society. She has also been the Legislative Issues Director for the Sierra Club/ Connecticut Chapter and Executive Director of the Farmington (CT) River Watershed Association.

Betty brings 19 years of non-profit environmental advocacy and public policy experience to CRI. CRI will benefit immensely from her leadership. We are in able hands!

These are truly exciting times. CRI has a larger, more diverse board. Funding efforts look promising.

Society now senses, more than ever, that we must protect our fragile environment. And CRI's mission is more important today than ever before.

So thanks Pat. You've done a tremendous job. Welcome Betty. You bring new energy and vitality to the Container Recycling Institute. What can we do to help?

Scott Trundle, Chairman

Letter from the new executive director

This is a watershed time for recycling in the United States. As leaders look for solutions to the global challenges of climate change, energy consumption, and resource depletion, the economic and societal benefits of recycling are being re-discovered. As a result, interest in recycling is enjoying a resurgence. For those of us who have always been advocates of less waste and producer responsibility this is certainly welcome news.

This renewed interest in recycling makes the opportunity to step up to the helm at CRI that much more exciting for me. I come to CRI after 19 years as a pro-environment advocate at the Connecticut statehouse, and a regular "user" of CRI's high-quality research.

Like so many of the thousands of people who have come to rely on CRI's well-researched, sourced and reliable beverage container waste and recycling data, I know what a valuable resource CRI is. Often, CRI's data made the difference in winning a key vote or convincing a skeptical decision-maker.

That commitment to high-quality research and information has been the hallmark of CRI, and I am honored to have the opportunity to ensure that CRI will continue to provide the same level of expertise that our supporters and recycling advocates expect. I encourage you to let us know how we're doing, and to continue to contact us with your ideas on ways we can help your container recycling efforts. I look forward to working with all of you in the coming years.

Betty McLaughlin, Executive Director
bmclaughlin@container-recycling.org

State Update: New York and Oregon celebrate 25th and 35th Anniversaries

New York: 600 groups and businesses seek Bigger Better Bottle Bill



ALBANY—This year marks the 25th anniversary of New York State's original deposit law for carbonated soft drinks and beer, and presents another opportunity to update the law to include non-carbonated beverages. In his first year as Governor, Eliot Spitzer introduced the "Bigger Better Bottle Bill" (BBBB) as part of his executive budget, the first time the bill was included in the budget process. Gov. Spitzer also proposed requiring beverage companies to transfer unclaimed bottle deposits to the state's Environmental Protection Fund.

Unfortunately, the New York legislature, as a result of Senate Majority Leader Joe Bruno's continued opposition, removed the BBBB from the final budget. The Senate has once again proved to be the roadblock, though Sen. Carl Marcellino, Chair of the Environmental Conservation Committee, did commit to working on the issue after the budget process. Sen. Kenneth LaValle reintroduced the BBBB (SB3434) within the Senate and supporters expect the Assembly to follow suit.

Despite the setback, there continues to be a persistent spirit among supporters. On February 27th, over 150 enthusiastic New Yorkers gathered in Albany for a BBBB Lobby Day. The now over 600 supporting groups, businesses, and local officials continue to press lawmakers to update the state's most effective litter prevention and recycling law.

Dozens of editorials and op-eds across the state have endorsed the Bigger Better Bottle Bill including *The New York Times*, *Albany Times Union*, and *Newsday*. Supporters remain optimistic that by the end of the 2007 legislative session the BBBB will become law.

Mike Behrmann is an Environmental Advocate with New York Public Interest Research Group (NYPIRG)
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Oregon: Oldest U.S. bottle bill may get needed update



SALEM—On the 35th anniversary of the enactment of the nation's oldest bottle bill, the Oregon legislature is considering updating the law to include bottled water. The chief house sponsor of the bill, Rep. Vicki Burger (R-Salem) says, "We aren't drinking the same beverages in the same containers as 35 years ago. That's why



it's time to make the adjustment." Berger is the daughter of the sponsor of the original bottle bill.

On April 6th, SB 707 was voted out of the Senate Environment and Natural Resources Committee 4-2. Committee Chair Brad Avakian, D-Portland, chaired a work group that narrowed the initial slate of 3 bills down to one, after hearing unprecedented direction from House and Senate leadership to produce an improved bill.

Key elements include an update that would include water (including flavored water) on January 1, 2009. The bill also calls for the formation of a task force to study beverage and container collection and refund matters and produce a report by November 1, 2008.

The Association of Oregon Recycler's (AOR) is generally supportive of SB 707, but wanted a more comprehensive "modernization" bill that did not survive the work group process. It would

have created a state oversight body and a centralized fund for deposit monies to support a network of independent redemption centers.

Grocer groups in Oregon oppose adding any additional containers to the current return-to-retail system. They had proposed legislation asking for state dollars to be appropriated in support of a RecycleBank curbside pilot project, which failed to advance.

During the work group meetings it became apparent that grocers are prepared to bring any legislative changes to the deposit system in Oregon to a public vote, most likely through Oregon's initiative process. It is unclear whether they would ask voters to simply repeal the expansion to water bottles or the repeal the bottle bill entirely.

Immediately after the bill passed out of committee, a "minority report" notification was filed that would have eliminated any role for retailers in taking back empty containers for redemption. If the minority report had received a majority of votes on the floor, it would have become the vehicle which advanced, but the report was withdrawn before it could be voted on.

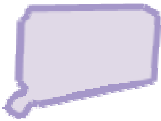
The Senate approved SB 707 by a vote of 23-7 on April 23rd. The bill will proceed to the House Energy and Environment Committee, Chaired by Rep. Jackie Dingfelder (D-Portland). Dingfelder's committee has already taken up and passed an electronic scrap recycling bill and significant renewable energy standards bills.

With the absence of any relief for grocers contained in the Senate bill, it is likely that attempts to amend the bill to improve independent redemption centers in Oregon will be discussed.

Given the goal of ending the Oregon session on June 30, the backlog of bills in the Energy and Environment Committee, and the need to discuss funding requirements associated with redemption centers, it will take a great deal of cooperation and compromise to produce a bill that grocers, recyclers, and Oregon's public will accept.

Alex Cuyler is Immediate Past Chair, of AOR
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State Update



Connecticut: Two joint committees vote overwhelmingly to send updated bottle bill to full senate for a vote

HARTFORD — The proposal to update Connecticut's 28-year-old container deposit law to include non-carbonated beverages was voted out of the Joint Environment Committee on March 21 by a vote of 22 - 8, with one recusal. After a 35-15 vote in the Finance Committee on April 3rd, the bill is awaiting a floor vote in the Senate. The proposal allows manufacturers to be "deposit initiators" so deposits paid to them on unredeemed containers will help offset redemption costs. It also raises the handling fees that distributors must pay redemption centers and retailers to three cents, a much-needed increase that hasn't been updated since 1985.

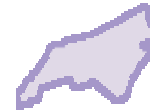
SB 1289 now moves to the Senate for a floor vote.

CRI's executive director, Pat Franklin, provided favorable testimony at the public hearing in Hartford on February 28th that included compelling new data on the explosion of bottled water consumption in Connecticut. Franklin was also a featured speaker at a public

forum on the bottle bill hosted by the Environment Committee Co-chairs. At the forum she presented a new power point presentation entitled "Updating the Bottle Bill" that complements CRI's recent publication, "*Water, Water Everywhere.*"

Editorial support for updating the bottle bill has been strong, including an endorsement from the New York Times. The state's major newspaper, *The Hartford Courant*, editorialized in favor of expanding the bottle bill four times since January. Momentum is strong this year and Better Bottle Bill Coalition members and other bottle bill activists in Connecticut are encouraging citizens to contact their state senators and representatives to urge them to support SB 1289.

For more information, please contact Jessie Stratton, jessiestratton@sbcglobal.net



North Carolina: Bill would require 10¢ deposit on all beverage containers

RALEIGH—The Litter Reduction Act of 2007 (SB 215) introduced by Sen. Doug Berger (D, Franklin County), is intended to significantly reduce the growing amounts of litter on NC roads and waterways by placing a 10¢ deposit on *all* beverage containers sold in the state. SB 215 has been referred to the Senate Commerce Committee where its fate rests in the hands of 26 senators.

Under the Act, distributors will collect the deposits from retailers, and submit funds, less one percent for administrative costs, to the Department of Environment & Natural Resources (DENR.)

Redemption centers will redeem all deposit beverage containers and DENR will reimburse certified redemption centers, non-profit drop-off centers, and curbside programs from the Beverage Container Litter Reduction Account, which will be funded by the unredeemed beverage container deposits.

Unredeemed balances will be used for litter abatement and recycling activities or grants, education, and promotion, for incentive payments and public education programs directed at reducing litter. No taxpayer appropriation is required.

The Act was a feature newscast on WRAL TV (Raleigh) and favorable editorials have been published in major newspapers, but it will be a tough uphill battle.

Unless strong grassroots public support develops soon, the key senators will be swayed by the opposition lobbyists, who are already mounting a negative campaign. We are optimistic and hopeful that NC citizens will rally behind this Act and write letters of support to the Commerce Committee senators, who must be convinced if we are to succeed.

Wyatt L. McGhee is Chair of the Franklin County Solid Waste Education Task Force 919.494.7361



Iowa: Redemption centers seek higher handling fee

DES MOINES — After years of fighting an uphill battle with a Republican majority in the House and Senate, redemption center owners were hopeful this year would be different with a shift to Democratic control along with a newly elected Democratic governor.

Rep. Donovan Olson (D - Boone County), chair of the Environmental Protection Committee, appointed a sub-committee headed by Representative Beth Wessel-Kroeschell (D - Story County) to look at HF164 and make recommendations on a final bill to the full committee. After holding several meetings and hearing testimony from all sides an amended bill (HF800) was passed unanimously out of committee by a vote of 20-0, making it eligible for full House debate.

The bill includes language that requires distributors to report their sales and redemption numbers to the state to evaluate and determine the redemption rate, establishes a task force to continue the discussions on how to make the law stronger and identify ways to increase recycling rates and increase income for redemption centers, and allows redemption centers as a group to negotiate their handling fees with the distributors.

It is uncertain whether the bill will be debated by the full House. If it is passed it would still need to be reworked by the Senate before the distributors or redemption center owners would consider the bill a success.

Troy Willard is CEO of The Can Shed, LLC, Troyw@canshed.com

State Update



West Virginia: Adopt-A-Highway volunteers tired of picking up litter, say “no” to annual spring cleanup

CHARLESTON— In January, West Virginia Citizen Action Group (WVCAG) mailed surveys to the state’s 941 Adopt-A-Highway (AAH) volunteers and a

whopping 50% of them returned the survey. Of those responding, 80% said they support the WV Bottle Bill, and over 60% believe that beverage containers make up 40-80% of the state’s litter. To

show their frustration at the lack of legislative support for the bill, many are participating in a work stoppage, and will not be conducting their annual spring clean-ups.

This year’s legislative highlight was Bottle Bill Lobby Day on February 8th, which included a press conference in the governor’s reception room. WVCAG presented Governor Manchin with petitions signed by thousands of WV citizens, along with the results of our AAH survey.

Plans are already underway to keep the Bottle Bill in the news and to build statewide support. On **Earth Day** the chief House sponsor, Delegate

Barbara Fleischauer (D-Monongalia), led a litter pickup event that included a press conference. There will be Adopt-A-Highway volunteers from

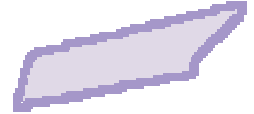
Monongalia and surrounding counties, as well as other activists and WVU students.

We had the maximum number of House sponsors this year: Also, House Judiciary Chairwoman Carrie Webster (D-Kanawha) helped us tremendously throughout the session as we changed course and focused our lobbying efforts in the House this year.

Linda Frame, West Virginia Citizen Action Group, linda@wvcag.org, <http://www.wvbottlebill.org>

“Of those responding, 80% said they support the WV Bottle Bill, and over 60% believe that beverage containers make up 40-80% of the state’s litter.”

Tennessee: Consensus approach being considered



NASHVILLE — Tennessee's 2007 bottle bill (HB 1829 and SB 1408) continues to gain ground and viability, with two new lead sponsors (Rep. Mike Turner, D-Old Hickory, and Sen. Doug Jackson, D-Dickson), bipartisan support from at least seven additional cosponsors, and a growing reputation as a significant "jobs bill."

Part of that reappraisal comes from the fact that while the bill makes the redemption process entirely voluntary, its 3-cent handling fee will support at least 800 new small businesses across the state.

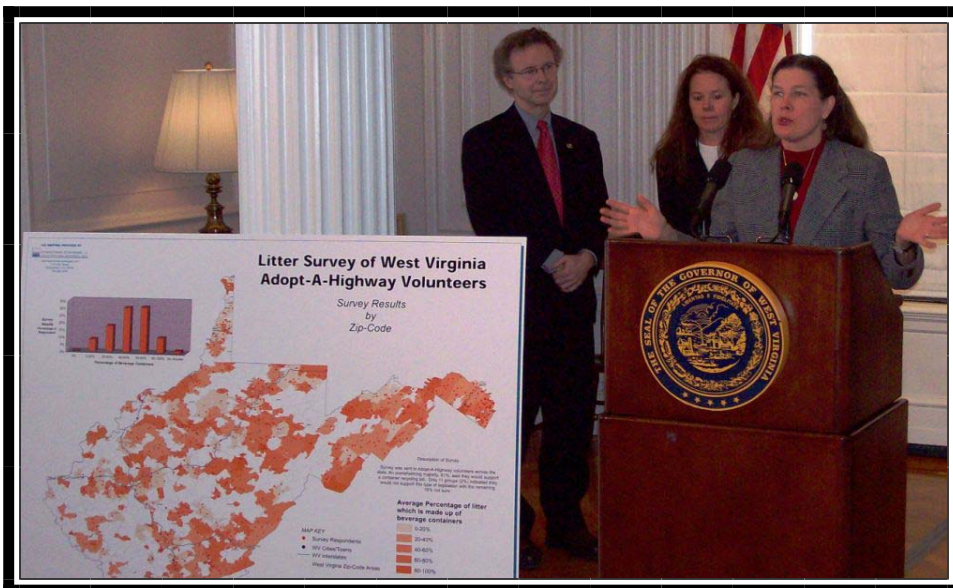
Supporters are already recruiting potential redemption-center owners, and not just individuals but homeless shelters, county governments and existing convenience stores willing to erect a separate counting shed in return for increased revenue.

The bill has also won a new look from rural legislators because it expands the existing “greenbelt law”— an anti-sprawl measure that offers farmers and other landowners a lower tax rate on undeveloped land.

At the same time, the bill compensates local governments for any resulting revenue losses, by allotting \$5 million of the unclaimed deposits. (Under the bill, unclaimed deposits are retained by the program, where they will be used for litter control and other related purposes in addition to land preservation.)

As the bill heads toward anticipated hearings in April, Scenic Tennessee continues to coordinate media coverage and grassroots organizing, while the Sierra Club and Tennessee Conservation Voters provide professional lobbying.

Marge Davis, Ph.D., is Coordinator of Pride of Place/Tennessee Bottle Bill Project, margedavis@comcast.net, www.tnbottlebill.org



Del. Barbara Fleischauer addresses crowd in Governor’s reception room on Bottle Bill Lobby Day, as Sen. Brooks McCabe and WV-CAG’s Linda Frame look on..

State Update

Maryland: Bottle bill sought to reduce growing litter problem



ANNAPOLIS — A bill to increase recycling and reduce litter (HB 879) was introduced in the House in February 2007 and a public hearing before the Environmental Matters Committee took place a month later. The bill did not get a favorable vote in committee, but the bill's chief sponsor, Del. Peter Hammen (D-Baltimore), has vowed to continue to work for passage of the legislation.

Many of the 17 co-sponsors, particularly Del. Schuler (D-Baltimore County), are also committed to container deposit legislation as a means of reducing beverage container litter and increasing recovery of containers for recycling.

Lead groups in a coalition supporting the bill were Citizens Using Resources Better (CURB) and the Baltimore Harbor Watershed Association (BHWA). Many other organizations and local governments also endorsed

HB 839, including the League of Conservation Voters, Chesapeake Bay Foundation, Environment Maryland, Baltimore City Council, Greenbelt City Council, and others.

Litter is a growing problem in Maryland, particularly in the state's waterways. Phil Lee, Secretary of BHWA, showed some startling pictures of thousands of bottles floating in the Baltimore Harbor as part of his testimony before the Environmental Matters Committee. Pictures of the Harbor and the trash interceptor installed last year can be found at www.container-recycling.org/general/interceptor.htm

*Jennifer Will, Citizens Using Resources Better,
mdbottlebill@gmail.com*

Arkansas: Farm Bureau, County Judges support Rep. Roebuck's bottle bill



LITTLE ROCK — The "Beverage Container Litter Reduction Act" (HB 2771) was introduced in the 2007 legislative session by Rep. Johnnie Roebuck (D-Arkadelphia.) Although she succeeded in getting over 20 co-sponsors of the bill in the Arkansas House as well as a number of co-sponsors in the Senate, the bill died in the House Rules Committee.

The opposition was led by the Arkansas Beverage Association, the Arkansas Beer Wholesalers, the Arkansas Retailers and Wholesalers Association, and the Arkansas Recyclers Association. Although the beverage and retail opposition to the bottle bill was to be expected, the recyclers' opposition was new and unexpected. Apparently they believed the new system of collection for aluminum beverage containers would somehow threaten their near monopoly on aluminum recycling in the state.

Supporters of the bill, although disappointed in the outcome in 2007, were buoyed by the endorsement by the Association of Counties, County Judges Association, Farm Bureau, and the Department of Highways, among others, that lent their names and support to the bill.

At the grassroots level, almost 200 students at the Episcopal Collegiate School held a rally, and students Briana Leniear and Hannah Remmel spoke in support of the bill at Rep. Roebuck's press conference at the State Capitol building. Two other students, Claire Jones, Lauren-Blair O'Brien and Anne Elizabeth Snowden testified before the Rules Committee.

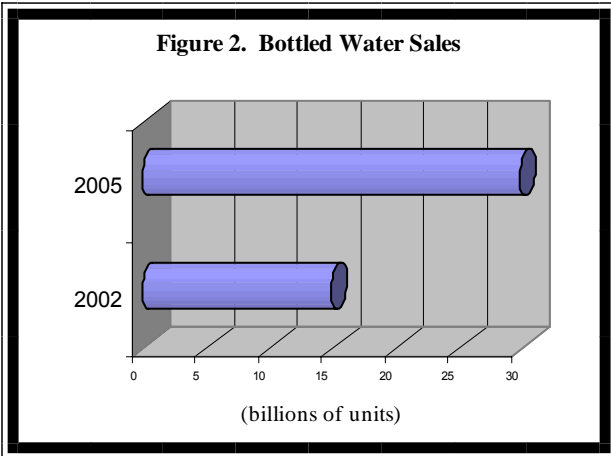
Supporters will be working diligently over the next two years to educate voters, interest groups, and lawmakers on the benefits of this legislation.

*Dr. Suzanne Wilmoth is Science Department Chair at Episcopal Collegiate School,
swilmoth@episcopalcollegiate.org*



Litter, including plastic beverage bottles, is washed down storm drains, flows into streams, into the Baltimore Harbor, and out into the Chesapeake Bay.

Save time! Save paper! Save a stamp!
Donate to CRI by credit card online! Simply go to
www.container-recycling.org or www.bottlebill.org
click on the "Donate Now" button (upper right side) and follow directions!



(NON-CARBS, Continued from page 1)

Much of the increase in beverage dollar sales can be attributed to the move to smaller plastic beverage bottles, particularly in the bottled water segment. These small, single-serve plastic bottles are primarily consumed away from home and are more likely to end up in a trash can than a recycling bin.

Beverage producers, bottlers and distributors are profiting from increased beverage sales, and taxpayers are paying the tab for cleaning up mountains of litter and burying growing numbers of containers in landfills.

The report includes data showing that Americans purchased 214.5 billion beverage containers (excluding milk) in 2005: 20.4 billion more than in 2002. Almost the entire increase, or about 19 billion containers, were in non-fizzy drinks. Overall growth in the non-carbonated categories, however, does not reflect how steep the increase was for bottled water alone. Sales of bottled water 2 liters and less nearly doubled from 2002 to 2005 (see Figure 2), but sales increased eight-fold from 1997 to 2005.

Beer and carbonated soft drinks comprised 84% of the beverage market in 1997, while non-carbonated beverages made up just 14%. By 2005 non-carbonated drinks had grown to 27%, while beer and soda market share dropped to 71% (see Figure 1).

The new data show that at the current growth rate, units of non-carbonated beverage containers will overtake soft drink container sales by 2010 (see Figure

3). Plastic water bottles, at close to 30 billion in 2005, have already surpassed the number of plastic soda bottles sold.

In 2005, manufacturing 134 billion new beverage containers from raw materials—to replace those wasted—consumed the energy equivalent of 53.5 million barrels of crude oil, and produced approximately 4.8 million tons of greenhouse gas emissions: the same amount released

by 3 million typical American cars each year.

Few lawmakers and public officials are aware of the environmental impacts of beverage container wasting.

Nor are they aware of the fact that there are many businesses that profit from using post-consumer glass bottles, plastic bottles and aluminum cans to make new containers or other products and packaging.

Both processors and end users of these scrap containers would benefit from having a steady supply of high-quality post-consumer beverage containers to use as feedstocks to make new containers and other products.

Public officials in states with container deposit laws are aware of the unprecedented growth in non-carbonated segment of the beverage market, which has increased nationally from nearly zero 25 years ago to 27% today and growing.

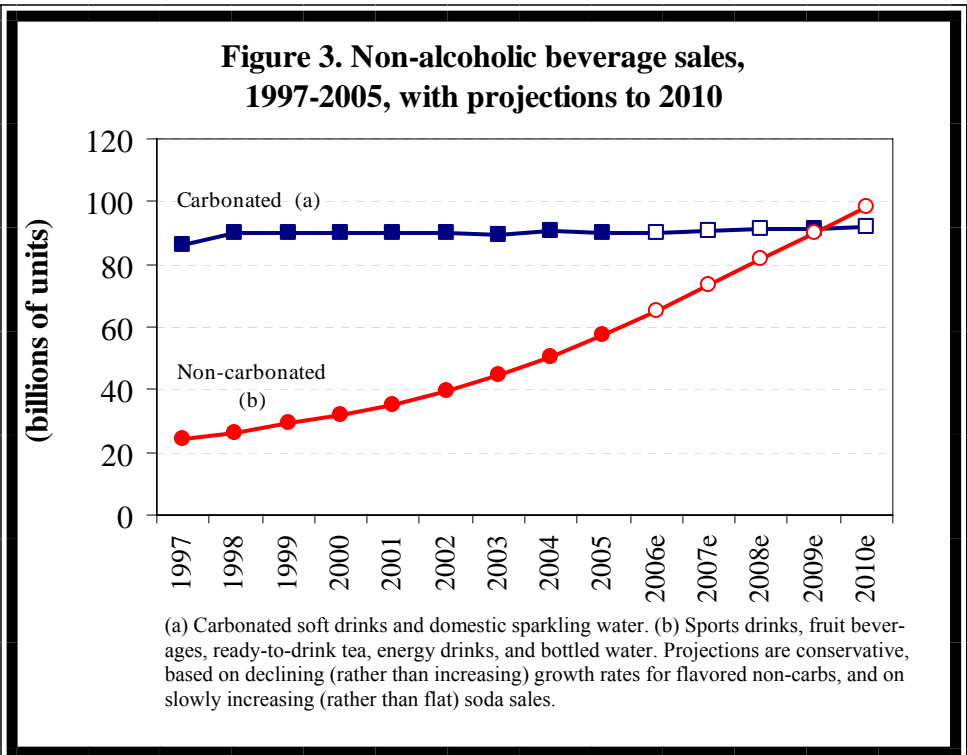
Officials involved with solid waste disposal, recycling and litter cleanup are

(Continued on page 9, "Non-Carbs")

Table 1. Packaged and fountain beverage sales, 2002 and 2005*

			Increase	
	2002	2005	#	%
Gallons sold (million)	34,019	35,969	1,950	6%
Dollars spent (million)	\$ 210,078	\$ 270,731	\$ 60,653	29%
Cost per gallon	\$ 6.18	\$ 7.53	\$ 1.35	22%

* Source: Beverage World, May 2006.



Increase in container waste overshadows modest gains in recycling

by Jenny Gitlitz

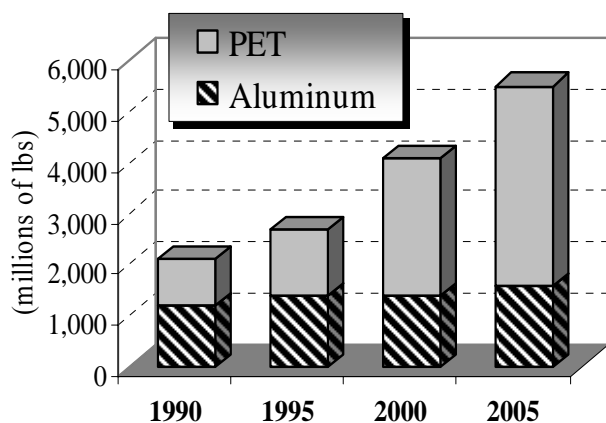
Aluminum cans and PET plastic beverage bottles are still being wasted in record numbers, while recycling rates for the two packages have remained at a plateau for several years.

According to data derived from the Aluminum Association and the U.S. Bureau of the Census, 98.9 billion cans were sold in the United States in 2005, down from the 100.5 billion sold in 2004. This modest decline in sales may be partly to blame for the 800 million fewer domestic cans recycled in 2005 (44.3 billion) than in 2004 (45.2 billion). In percentage terms, the recycling rate for cans remained virtually unchanged: 45.1% in 2004 versus 45.0% in 2005. This is 20 percentage points below the high of 65% recycling achieved in 1992.

Despite recent efforts by the aluminum and beverage industries to promote curbside recycling, event recycling, and recycling for charitable programs, there is no evidence that aluminum can recycling is on the road to recovery.

CRI estimates that in 2005, 798,000 tons of cans—an amount equivalent to the annual output of 2-3 large primary aluminum smelters—were wasted in the United States. Replacing this many wasted cans with new cans made from 100% virgin aluminum requires the energy equivalent of 28.6 million barrels of crude oil—an amount that could meet all the residential energy needs of 1.7 million American homes.

Figure 4. Wasted Aluminum Cans and PET Bottles: 1990-2005



Slight increases in the percentage of PET plastic recycled have been overshadowed by rapid increases in the amount of plastic wasted. Sales of PET bottle resin rose from 4,637 million lbs in 2004 to 5,075 million lbs in 2005: an increase of 438 million lbs. Recycling increased by only 167 million lbs during that period: from 1,003 million lbs recycled in 2004 to 1,170 million lbs in 2005.

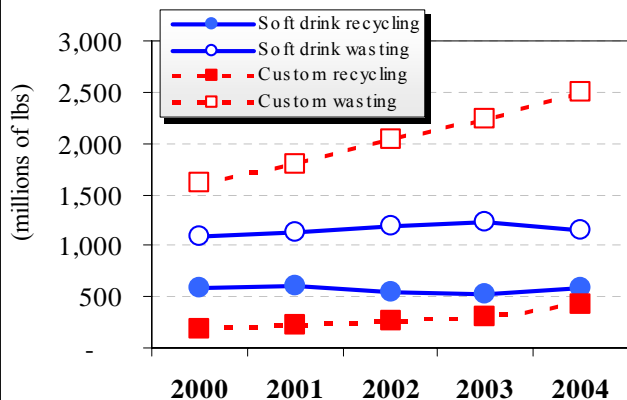
In percentage terms, the PET recycling rate increased less than 2 percentage points, from 21.6% in 2004 to 23.1% in 2005. At the same time, the amount of resin **not** recycled grew by 271 million lbs: from 3,634 million lbs wasted in 2004 to 3,905 million lbs wasted in 2005. In other words, Americans landfilled, littered or incinerated almost 2 million tons of PET plastic bottles in 2005.

The overall PET recycling rate of 23.1%, however, masks important differences in the recycling rates for PET soft drink bottles and other (“custom”) PET bottles, including non-carbonated beverages such as water and juice, and non-beverage bottles such as ketchup or shampoo. From 1990 until 2005, the American Plastics Council (now the American Chemistry Council) reported sales and recycling for soft drink bottles and custom PET bottles separately. Last year was the first year that the industry did not report these two recycling rates separately. In 2004, the recycling rate for carbonated soft drink bottles was 33.6%, more than

twice the rate for custom bottles (14.5%).

Figure 5 shows how PET soda bottle recycling has far exceeded recycling for “Custom PET” bottles (all beverage and non-beverage PET plastic bottles that are not soda bottles.) This disparity can be attributed to the fact that in 2004, 10 states had refundable deposits on soft drink bottles (Hawaii’s deposit law was implemented in 2005), while only three

Figure 5. PET Bottle Recycling and Wasting: “Soft Drink” Bottles Vs. “Custom” Bottles



states had deposits on non-carbonated beverage containers.

Changes in the rate of custom PET recycling can be directly observed through policy changes. The inclusion of non-carbonated beverages in California’s deposit system in 2000, and the increase in the deposit value in 2002, are in part responsible for modest increases in the national PET bottle recycling rate.

Reporting the soft drink bottle and custom bottle recycling rate as one rate helps hide the dismal recycling rate for water bottles and other PET bottles.

Unfortunately, adequate data do not exist for glass bottle recycling. The Glass Packaging Institute stopped reporting recycling data in 1998, and the most recent U.S. EPA estimate for glass recycling was approximately 28% in 2003.

Taken as a whole, CRI estimates that the overall beverage container recycling rate in the United States has fallen from a high of 48% in 1997 to only 33% in 2005. This decline is in marked distinction to recycling trends in other in-

(Continued on page 9, “Container Waste”)

(CONTAINER WASTE, Continued from page 8)
 dustries. For example, the American Forest and Paper Association reports that the recycling rate for paper and paperboard has increased steadily—from 38.7% in 1993 to 51.5% in 2005. The paper industry has set a goal of 55% recycling.

It is worth noting that the national average recycling rates are themselves pulled up by the high container recycling rates (ranging from 65% to 95%) in the 11 states that require refundable deposits on beverage containers.

CRI estimates that the national aluminum can recycling rate would be around 35% were it not for the access to deposit systems that is enjoyed by almost a third of the American public. The PET recycling rate would be at or below the last reported custom PET recycling rate, or 10-15%.

Despite a thirty-year record of recycling success in bottle bill states, and despite the depressed state of the can and bottle recycling rates at the national level for over a decade, the beverage and grocery industries continue to oppose new deposit laws, and to oppose updating existing deposit laws in 8 states to include non-carbonated beverages--spending large sums to stymie proposals from coast to coast.

As this political stalemate drags on, hundreds of billions of energy-intensive aluminum cans and plastic bottles continue to be wasted.

(NON-CARBS, Continued from page 7)

putting pressure on state legislators to update container deposit laws to include these popular drinks that deposit advocates say would have been included if they been on the market at the time the laws were enacted.

With consumers spending more on packaged beverages and getting less for their money, it would seem that adding a small, refundable deposit of a nickel or a dime to the price of bottled water and other non-carbonated drinks would not pose a hardship on consumers.

The report can be found at www.container-recycling.org/assets/pdfs/reports/2007-waterwater.pdf

“National Bottle Bill would increase recycling” say recycling stakeholders interviewed by GAO

A report released in December 2006 by the Government Accountability Office, titled “*Recycling: Additional Efforts Could Increase Municipal Recycling*” (GAO-07-37, December 29, 2006) found that although recycling has environmental and economic benefits, the national recycling rate has increased only slightly since 2000.

The report was requested last year by former Senator James Jeffords (I-VT), presidential hopeful Sen. Barack Obama (D-IL), and several other members of the Senate Environment and Public Works Committee. GAO was asked to identify key practices cities are using to increase recycling, describe what the EPA and the Dept. of Commerce are doing to encourage recycling, and identify Federal policy options that could help increase recycling.

Recycling coordinators interviewed for the report in 11 selected cities across the country, identified several key practices they are using to increase recycling in their cities. The three practices cited most frequently were 1) making recycling convenient and easy for residents, 2) offering financial incentives for recycling, and 3) conducting public education and outreach.

GAO also interviewed 13 recycling stakeholders who identified various federal policy options that they maintain could help municipalities increase their recycling rates. The three federal policy options cited most frequently were to 1) establish a nationwide campaign to educate the public about recycling, 2) enact a national “bottle bill” in which beverage containers are returned for deposit refund, and 3) require manufacturers to establish systems that consumers can use to recycle their products.

The report can be found at www.gao.gov/new.items/d0737.pdf

(BMDA, Continued from page 1)

tool for state agencies, public and elected officials, non-profit organizations, businesses, and individuals researching beverage consumption and container recycling.

A comparison of CRI’s 2002 and 2005 BMDAs shows that in just three years, annual U.S. packaged beverage sales grew by 20.4 billion units: from 194.1 billion in 2002 to 214.5 billion in 2005. Two thirds of this growth was attributable to skyrocketing bottled water sales. Sales of other non-carbonated beverages--energy drinks, sports drinks, fruit beverages, and iced teas--are all growing as well--albeit more slowly, while sales

State	Aluminum Can	Steel Can	Total	Carbonated	Non-Carbonated	Traditional	Other	Other
TTD								
Soft Drink (CSD) (all)	33%	0%	13%	13%	0%	46%	0%	0%
Soft Drink (CSD) (all) (deposit)	17%	0%	0%	0%	0%	31%	0%	0%
Sparkling Water (all)	0%	0%	0%	0%	13%	1%	0%	0%
Weighted average (all) (deposit)	49%	0%	13%	0%	13%	15%	77%	0%
Non-carbonated (deposit)								
Water (all)	0%	0%	0%	0%	0%	0%	9%	0%
Water (deposit)	0%	0%	0%	0%	0%	0%	2%	0%
Energy Drink (all)	0%	0%	0%	0%	0%	0%	4%	1%
Energy Drink (deposit)	0%	0%	0%	0%	0%	0%	2%	0%
Sports Drink (all)	0%	0%	0%	0%	0%	0%	1%	0%
Sports Drink (deposit)	0%	0%	0%	0%	0%	0%	0%	0%
Other (all)	0%	0%	0%	0%	0%	0%	0%	0%
Other (deposit)	0%	0%	0%	0%	0%	0%	0%	0%
Total	49%	0%	13%	0%	13%	15%	16%	2%

of beer and soft drinks remain steady.

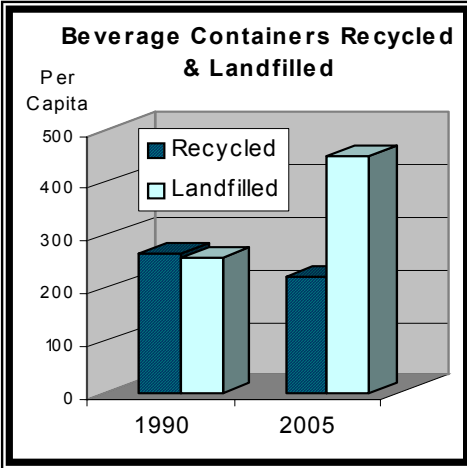
A “basic BMDA” module for one state is available for \$75. A “recycling BMDA” (\$100) contains additional spreadsheets on recycling rates, using estimates derived from national data for non-deposit states, and known redemption rate data for most of the states with container deposit laws that have reporting requirements (California, Hawaii, Massachusetts, Michigan, and New York). Data are presented in millions of units and tons. Estimates of potential unclaimed deposit revenue are also presented.

The “deluxe BMDA” (\$125) contains the foregoing, plus information about energy savings and greenhouse gas avoidance at various recycling rates in a given state. Regional and national data modules, and accompanying written analyses, are also available.

To inquire about purchasing CRI’s BMDA, please contact Jenny Gitlitz at jgitlitz@container-recycling.org

20/20 Vision: Setting our Sights on Zero Beverage Container Waste by 2020

Millions of consumers who recycle every day think because they recycle their bottles and cans, everyone else is recycling, too. In fact, CRI estimates that Americans waste more than 450 bottles and cans per capita per year: twice as many as we recycle.



Upstream environmental impacts of this wasting include: energy consumption equivalent to 54 million barrels of crude oil per year, annual generation of about 4.5 million tons of greenhouse gasses, emission of a host of toxics to the air and water, and damage to wildlife habitat. Downstream impacts include landfilling and littering more than 135 billion beverage cans and bottles each year.

In an effort to reverse this wasting trend and make beverage consumption more sustainable, CRI is sponsoring a campaign we are calling **2020 Vision: Setting our Sights on Zero Beverage Container Waste**. We can't get to Zero Waste overnight, so we are setting an interim goal of cutting beverage container waste by 25% by 2008.

We invite consumers, state and local government agencies, recycling businesses, public and elected officials, socially responsible investors, beverage producers, and retailers to join us in bringing national attention to the global environmental impacts of making more than 135 billion new beverage containers each year from virgin materials.

More information on CRI's Zero Beverage Container Waste Campaign can be found at www.container-recycling.org/zbcwaste

SAMPLE RESOLUTION

In support of cutting beverage container waste by 25% by 2008 and attaining Zero Waste for beverage containers by 2020

★ WHEREAS, the number of beverage containers "wasted" (not recycled) annually in the United States grew from 72 billion units in 1993 to 127 billion in 2003 (a 76% increase); and

★ WHEREAS, the tonnage of aluminum beverage cans wasted (landfilled, littered or incinerated) in the U.S. increased from 641,000 tons in 1993 to 820,000 tons in 2003 and the aluminum can recycling rate declined from an all-time high of 65% in 1994 to 44% in 2003; and

★ WHEREAS, PET plastic beverage bottle waste increased from about 460,000 tons in 1993 to 1.4 million tons in 2003—a trend which shows no signs of slowing; and

★ WHEREAS, more than 6 million tons of glass bottles and jars are landfilled annually, and thus not used for beneficial purposes such as making new bottles or fiberglass; and

★ WHEREAS, the local environmental effects of this beverage container wasting include increased burdens on county landfills and possible future threats to groundwater; toxic emissions from combusting containers in municipal solid waste incinerators; and bottle and can litter which is an aesthetic nuisance as well as a threat to public safety and to domestic and wild animals; and

★ WHEREAS, the global environmental impacts of beverage container wasting include the unnecessary energy consumption of more than 35 million barrels of crude oil equivalent and a host of natural resources which are used to make new containers from virgin materials to replace those wasted, thereby contributing to habitat loss, air and water pollution, and greenhouse gas emissions; and

★ WHEREAS, the economic effects of this beverage container wasting include an increased burden on the local taxpayer who must pay to landfill, incinerate, or otherwise pick up these wasted or littered containers, with no benefit accruing therefrom; and

★ WHEREAS, economic effects of this beverage container wasting also include a shortage of available, high quality feedstock for various recycling companies, particularly in the plastic reclamation industry, but also in the glass and aluminum recycling industries; and

★ WHEREAS, if the business infrastructure is damaged and market opportunities are reduced, the burden of managing discarded consumer goods will be much heavier for municipalities; and

★ WHEREAS, it is technically and economically feasible to achieve recycling rates in excess of 80% with various policy measures; now, therefore, be it

★ RESOLVED, That [] does hereby endorse a goal of reducing beverage container waste by 25% by 2008, and of achieving zero beverage container waste by 2020; and be it further

★ RESOLVED, That the [Clerk, Secretary/Other] of [] is hereby directed to forward copies of this resolution by mail to:

Zero Beverage Container Waste Campaign
c/o The Container Recycling Institute
1776 Massachusetts Avenue, NW, Suite 800, Washington, DC 20036
or by email to cri@container-recycling.org

Rio Grande Valley students know their three R's: Reduce, Reuse, Recycle

by Valerie Hoy

An essay contest sponsored by Watermill Express was held in the fall of 2006. Fourth graders from Rio Grande Valley were encouraged to share their ideas on Reducing, Reusing, and Recycling, and how these practices relate to the Rio Grande Valley ecosystem and the future of our earth.

Ten semifinalists were chosen based on their creative suggestions to reduce waste and protect the environment, and each received \$100 in cash and a \$500 college savings bond. CRI's Executive Director, Pat Franklin, visited McAllen, Texas on November 14, to present the awards and honor the Grand Prize Winner, Mary Bernadette Ycu.



In her winning essay, Ycu stated, "We all need to reuse, reduce and recycle to protect our environment...We can use a plastic bottle...over and over again instead of throwing it away... When I reduce, reuse, or recycle things, it really makes me feel good because I know that I am really helping my ecosystem."

Watermill Express reduces beverage container waste by providing a convenient alternative to bottled water. Customers bring their own 1, 3 or 5-gallon containers to a Watermill Express drive-up stations and refill them with pure drinking water. The containers are used again and again.

Visit www.watermillexpress.com

CRI's Web sites getting more than 45,000 unique visits a month

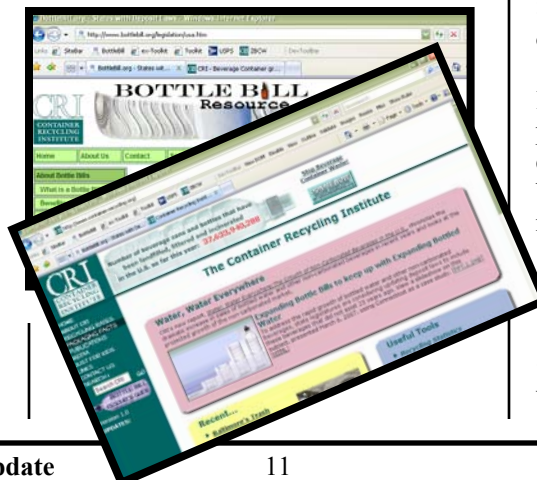
by Valerie Hoy, CRI Webmaster

CRI's Web sites are a valuable resource to policymakers, lawmakers, recycling activists, recycling businesses, students, teachers, reporters and editors. Both of our Web sites contain a wealth of information including resources found within them—graphs, statistics, news articles, slideshows, and more.

Our bottlebill.org site has chronicled the progress of several deposit law campaigns, keeping track of bill numbers, sponsors and publicity events, and collecting news articles across the United States, and around the world.

In recent weeks, the sites have seen the addition of a few new Power-Point presentations on the benefits of bottle bills and bottle bill expansion. Additionally, all of CRI's publications, including our popular *Trashed Cans* and *The 10¢ Incentive to Recycle*, are now available as free downloads on container-recycling.org, making valuable recycling and conservation information more readily available to the public.

CRI's Web sites continue to grow as vital resources on the Internet. Bottlebill.org is now receiving 530 visits per day (a 55% increase over six months ago), and container-recycling.org receives nearly 1100 visits per day, (a 30% increase in the past six months).



Ontario: Deposits required on beer, wine and spirit containers

by Usman Valiante

As of February 5th 2007 all 2.4 billion wine, spirits and beer containers sold in Ontario, Canada bear a deposit that is refunded when returned to The Beer Store for reuse or recycling. Previously only beer containers sold at The Beer Store required deposits. The new program adds approximately 360 million wine and spirits containers sold by the Liquor Control Board of Ontario (LCBO) and private wine retailers into the existing Beer Store return system.

The system includes recovery and recycling of glass bottles, aluminum cans, plastic bottles and aseptic and bag-in-box cartons. Plastic bags, cardboard and boxboard boxes, bottle caps, and can-rings, are also accepted by The Beer Store for recycling.

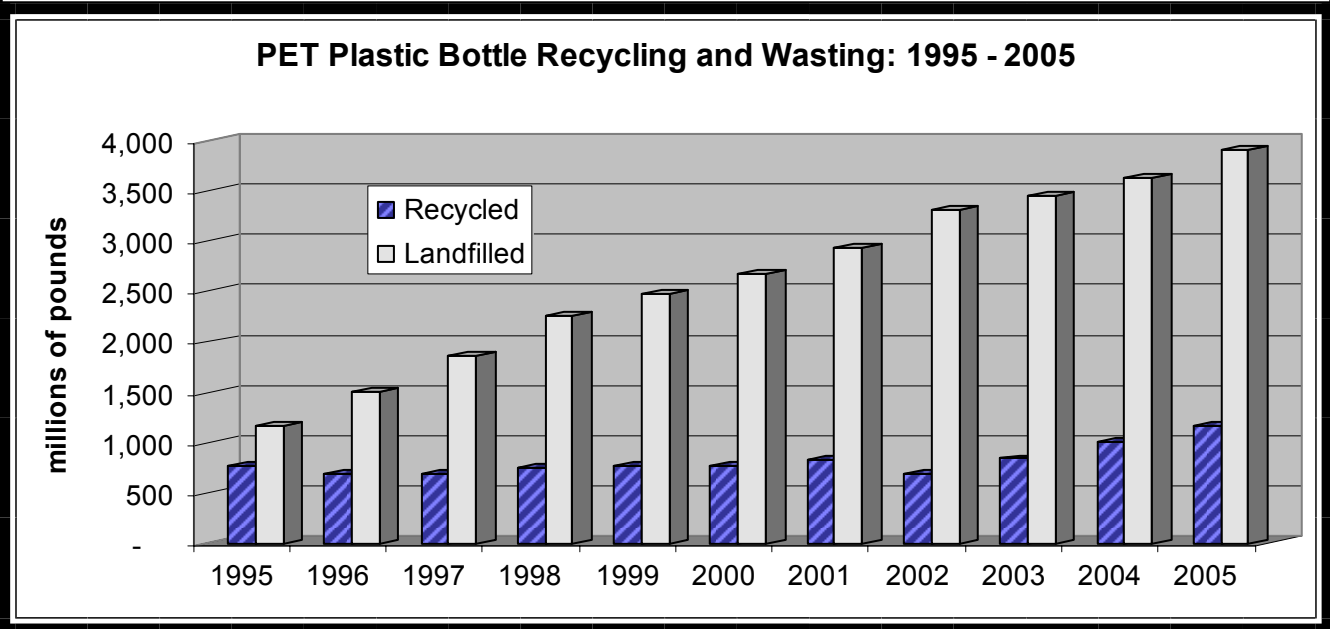
The program has had a highly successful launch with a number of municipalities reporting sharp drops in liquor containers in their curbside recycling programs and The Beer Store reporting a high return of containers. While documented return rate data is not yet available, many areas of Ontario are seeing higher than expected returns.

The program is expected to recover about 85% of the estimated 125,000 metric tonnes of wine and spirits containers and associated packaging generated in Ontario. The objective of the program is to increase the overall recovery rate of LCBO packaging from about 65% to 85% while improving the recycling rate of what is collected from 30% to 85%.

Recycling glass packaging has been less than successful through curbside programs, as much of the glass collected cannot be effectively recycled due to breakage, and contamination. Similarly, recovery and recycling of aseptic cartons is only about 13% through Ontario curbside collection programs.

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Question: What happened to the 38 billion pounds of PET bottles sold from 1995 to 2005?
Answer: 9 billion pounds were recycled—29 billion pounds were landfilled or littered.



Source: "2005 Report on Post Consumer PET Container Recycling Activity." National Association for PET Container Resources, 2006.

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