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Press Release

February 8, 2001 Contact: Sean McBride (202) 463-6772

NSDA Issued the Following Statement in Response to Business and Environmentalists Allied for Recycling's Position on Beverage Container Recycling Costs

(Washington, DC) The Business and Environmentalists Allied for Recycling (BEAR) report, Understanding Beverage Container Recycling, is a flawed report that appears intended to promote forced container deposits.

NSDA stands firmly behind the factual analysis of the report provided by Northbridge Environmental that was released January 16, 2002. Our most significant disagreement with BEAR is over their interpretation of 1999 AB 2020 program costs. BEAR's decision to ignore \$47 million in payments from the massive AB 2020 surplus fund is indefensible. What BEAR did was to cost-out a fictional version of AB 2020, not the system that exists today or that was in place in 1999.

It also should be noted that The Coca-Cola Company withdrew as a Multi-Stakeholder Recovery Project (MSRP) participant because of their disagreement with the AB 2020 numbers BEAR used.

The soft drink industry remains committed to comprehensive curbside and drop-off recycling as the most consumer-friendly and cost-effective methods of capturing used beverage containers and other types of recyclable material.

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The National Soft Drink Association is the trade association representing the broad spectrum of companies that manufacture and distribute non-alcoholic beverages in the United States.