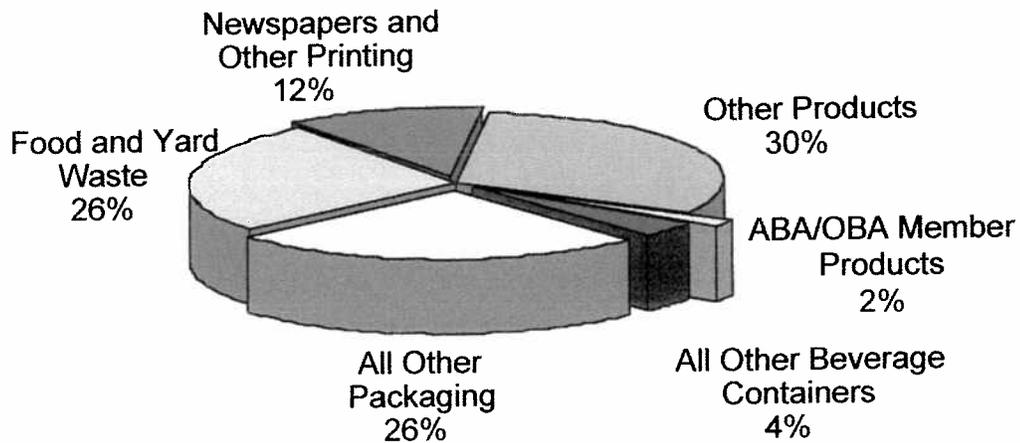


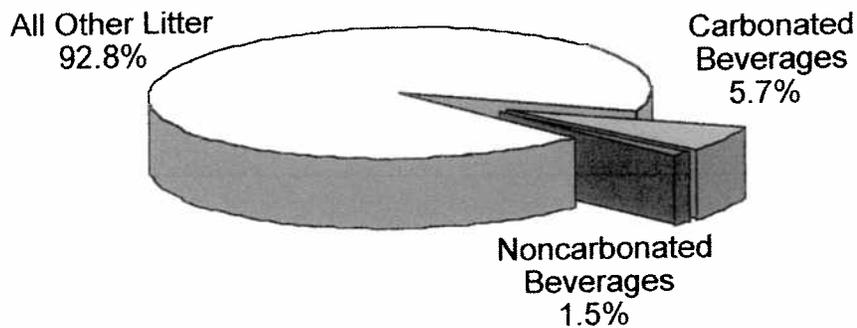
**Presentation by Kevin Dietly to the
House Agriculture, Wildlife, and Environment Committee on
Beverage Container Recycling**

MSW Composition - 2008 EPA Data



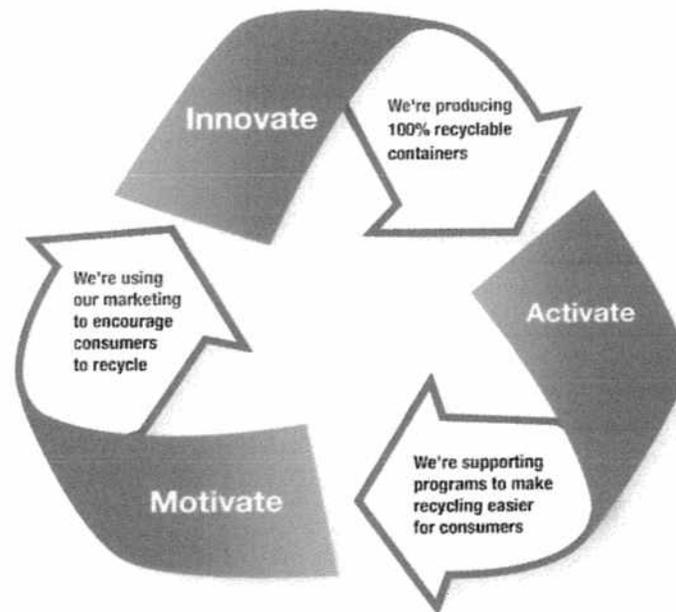
- Beverage containers for nonalcoholic, nondairy beverages represent 1.6% of MSW generated
- EPA reports that 34% of MSW is recovered – that is, it is not thrown away or burned
- 40% of beverage industry aluminum, glass, and PET plastic packages are recovered

Beverage Containers in Litter



- Beverage containers of all types represent an average of about 7 percent of all littered items based on research conducted across 20 US states and Canadian provinces since 1989.

The Beverage Industry and Recycling Policy



- Full Circle Plan outlines the range of recycling and recovery issues in which the industry is involved
 - *Innovate*: Use of recycled content, light-weighting, and replacing petroleum-based plastics with plant-based or renewable material; research and analysis
 - *Motivate*: Support efforts to motivate consumers to recycle through combinations of media campaigns, social media, rewards, and other promotional efforts
 - *Activate*: Best practices research and findings: www.RecycleTogether.com
 - Model Cities: Putting best practices into place – Knoxville, Hartford
 - Policies and Legislation: support for financial incentive programs to promote recycling; diverse funding strategies to help support recycling efforts

Beverage Container Deposits

- *Economic Impacts of Deposits*: high cost systems, much more than comprehensive programs; adverse impacts on existing recyclers and on retailers, especially on borders
- *Unintended Consequences*: extensive incremental consumer travel to redeem containers; lost sales; fraud
- *Current Drivers*: hoped-for revenue from unclaimed deposits and advocacy by redemption and glass industries