

# *Updating the Bottle Bill*

A Public Forum  
Hartford, Connecticut  
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Container Recycling Institute

# Times have changed.

Refillable bottles were  
used many times.

A small  
“refundable  
deposit”  
ensured  
their return.



They were  
washed,  
refilled, and  
resold.

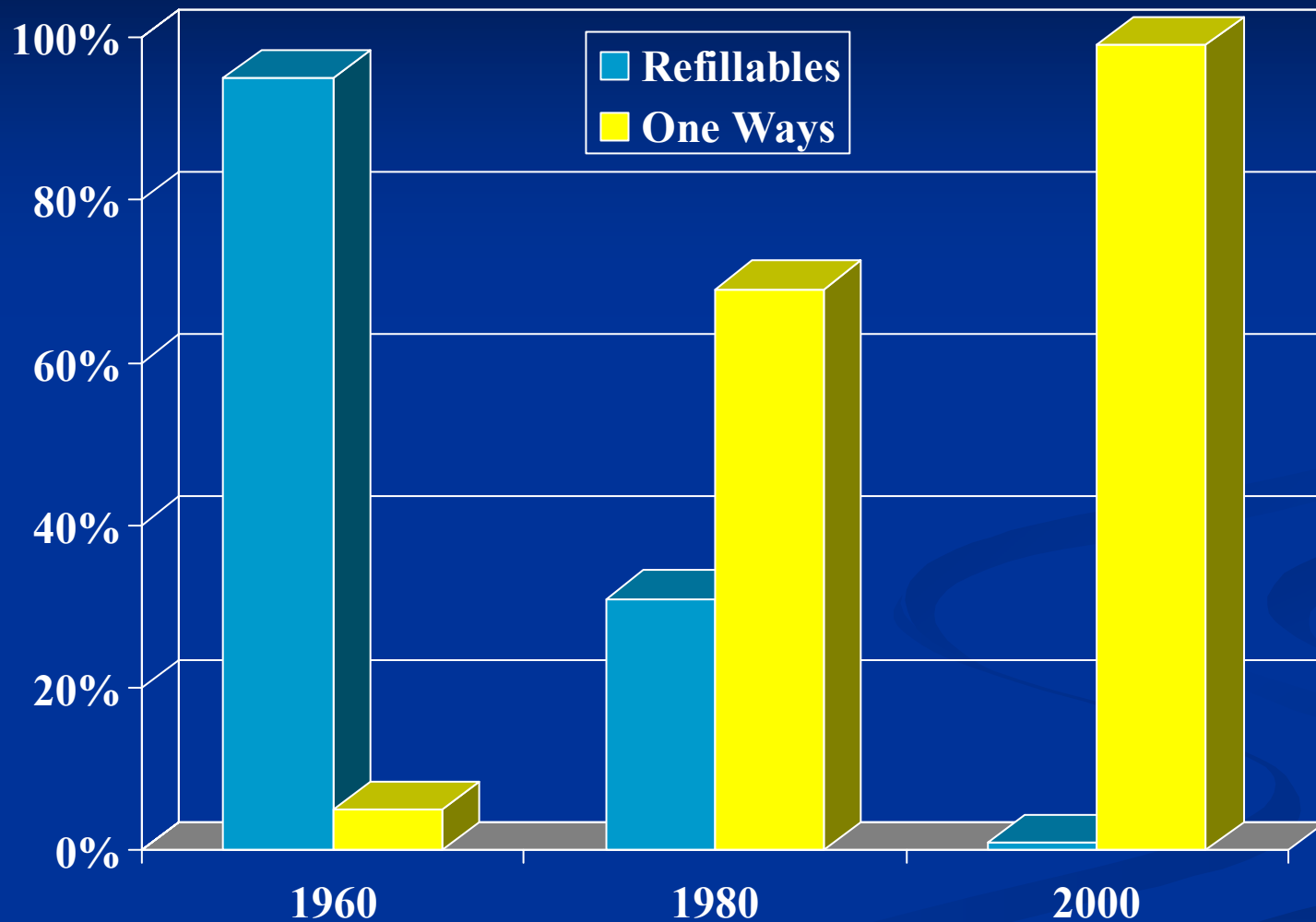
In 1930 the one-way, throwaway can was introduced



**DRINK RIGHT FROM THE CAN:  
NO EMPTIES TO RETURN**

**Source: Can and Bottle Bills - CALPIRG,  
Original Source Unknown**

# Refillable Soda Bottles Vs One Way Containers



Source: Can and Bottle Bills, CalPIRG, 1981; 1986 Statistical Profile, National Soft Drink Association, 1986 and 2002.

Scenes like this (minus the non-carbonated beverage bottles) prompted activists and legislators to pass container deposit laws.



The U.S. beverage  
packaging market  
continues to change.

❑ Today one-way, no-return cans and bottles are the norm in America.

❑ Plastic is increasing as a percent of rigid beverage container market share (35% in 2005.)

❑ The vast majority (about 75%) of non-carbonated rigid beverage containers are plastic.

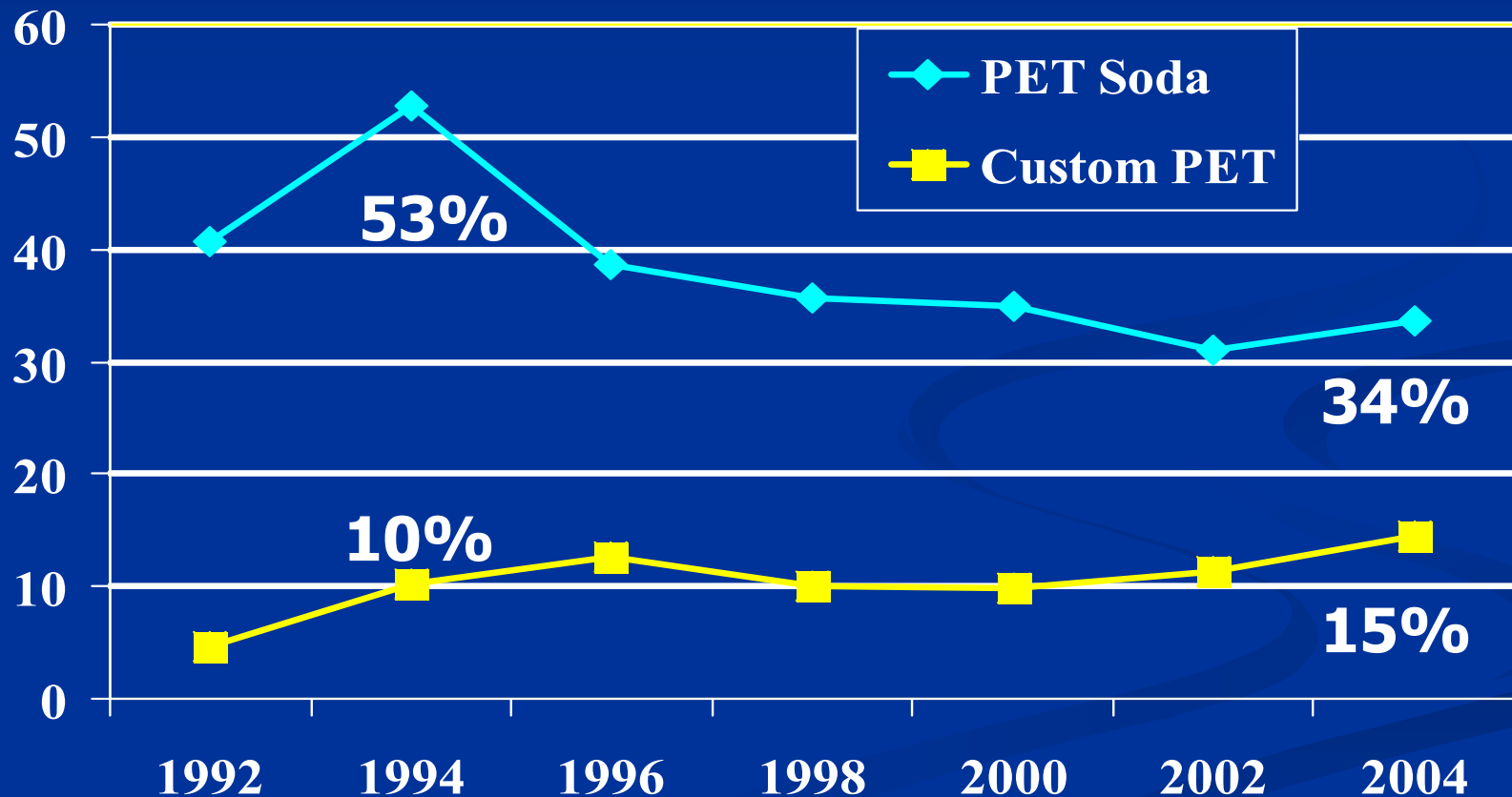
❑ Fewer than 1 in 5 non-carbonated plastic beverage bottles are recycled.



# What a difference a deposit makes!

Recycling Rates: PET Soda and PET Non-Carb & Food Bottles

Percent



Source: "2002 National Post-Consumer Plastics Recycling Report." R.W. Beck, Inc. for the American Plastics Council. 1994 – 2004.

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The beverage market has changed in other ways. Non-carbonated beverages, that did not exist in the 1970's and early 1980's when most bottle bills were enacted, are growing in both volume and units sold.

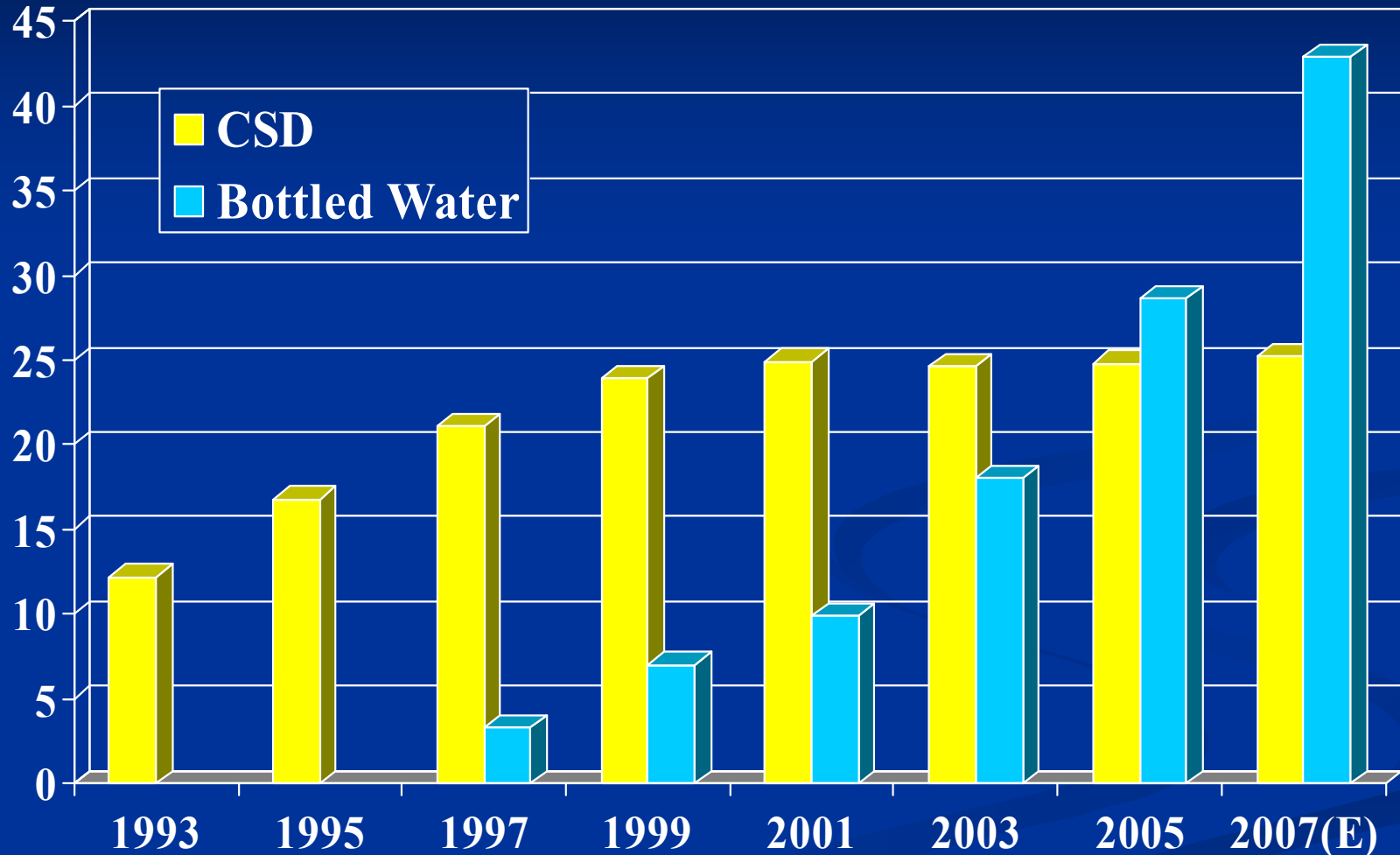


**Water  
Water  
Everywhere**

2006/04/23

# The Changing Beverage Market

Billions of Units



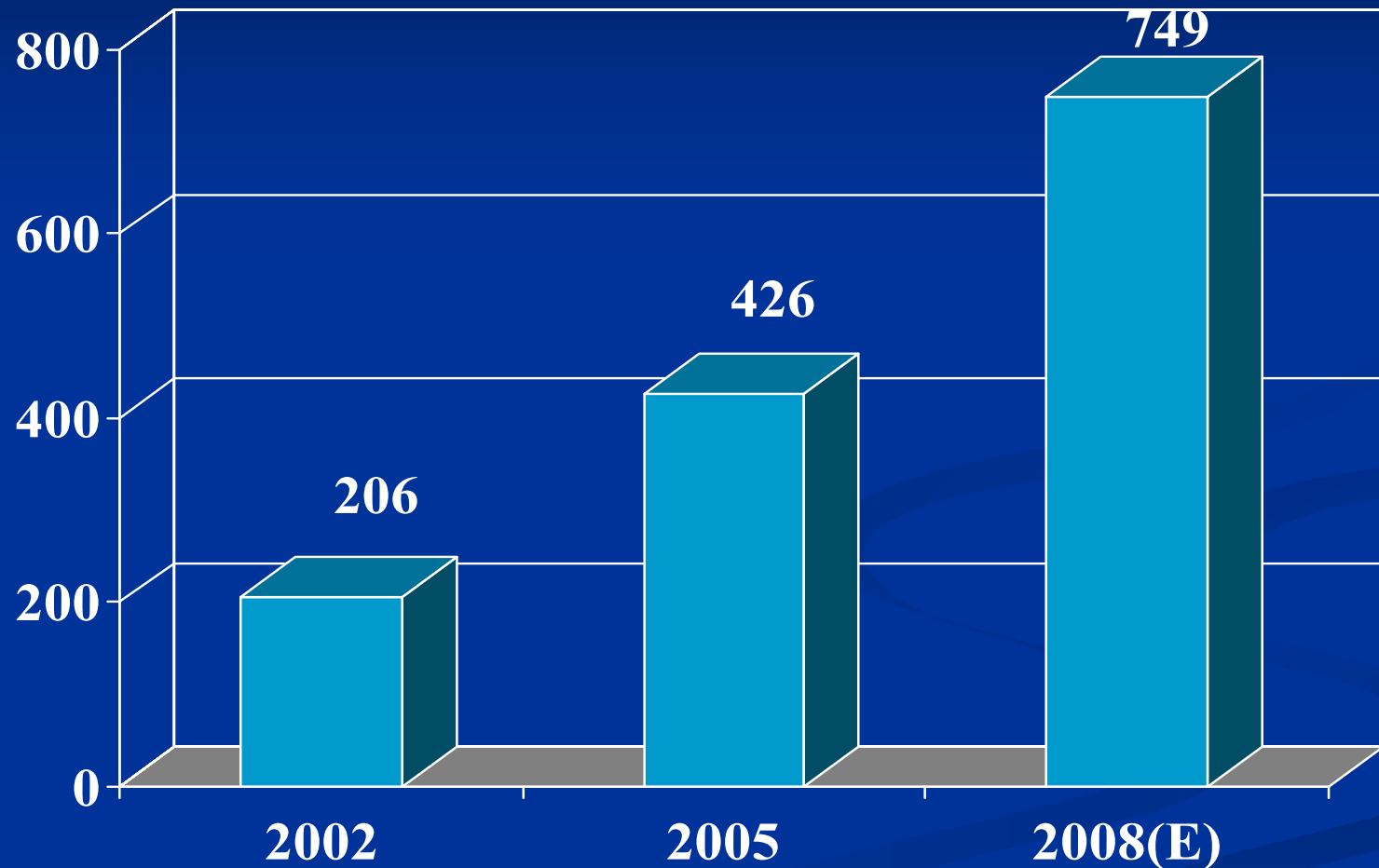
Source: "Beverage Packaging in the US," Beverage Marketing Corporation, 2006.



# Plastic Bottled Water Sales in Connecticut

(Bottles under 1 gallon)

Millions of Units



Source: Data compiled by CRI using "Beverage Packaging in the US," Beverage Marketing Corporation, 2006; Beverage World, June 2003 and May 2006; and U.S. Census Bureau.

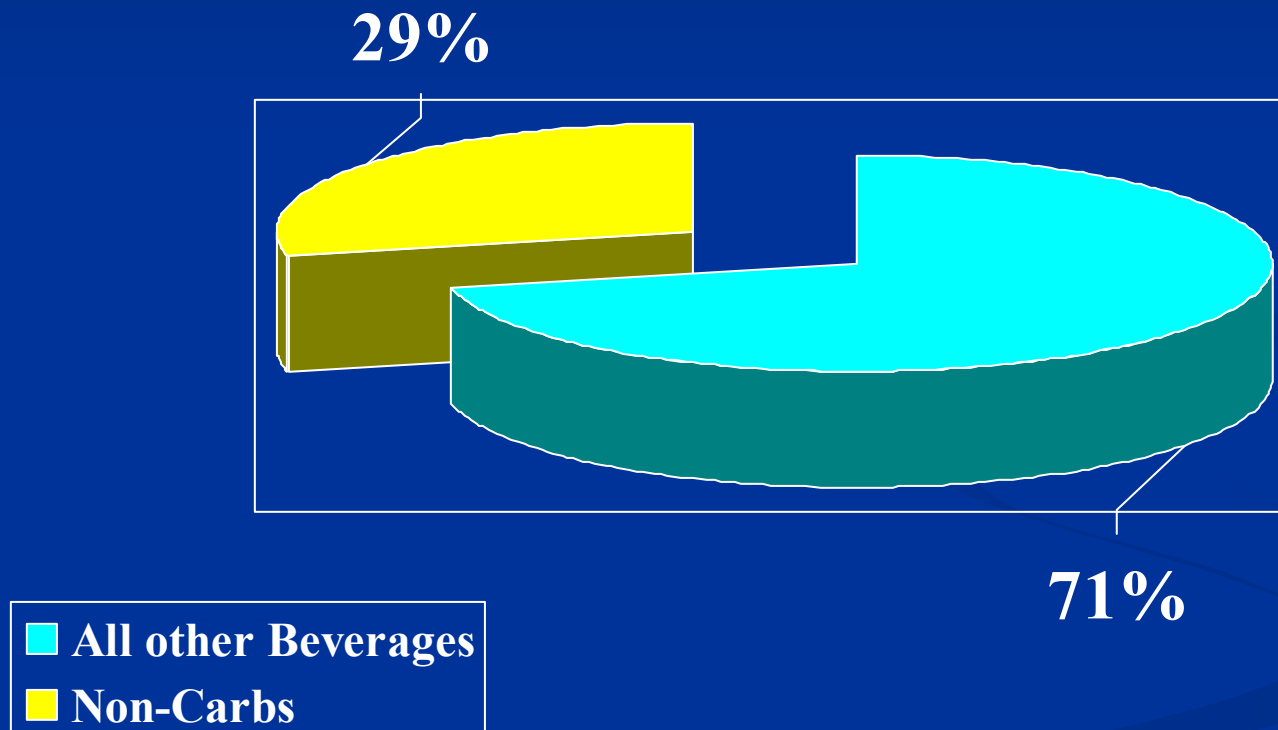
# Non-Carbonated Beverage Sales in CT, 2005

(Containers 1 gallon and under)

Bottled Water	447
Sports Drinks	39
Fruit Beverages	136
Ready to Drink Tea	56
Energy Drinks	19
<b>Total Non-Carbs</b>	<b>697</b>

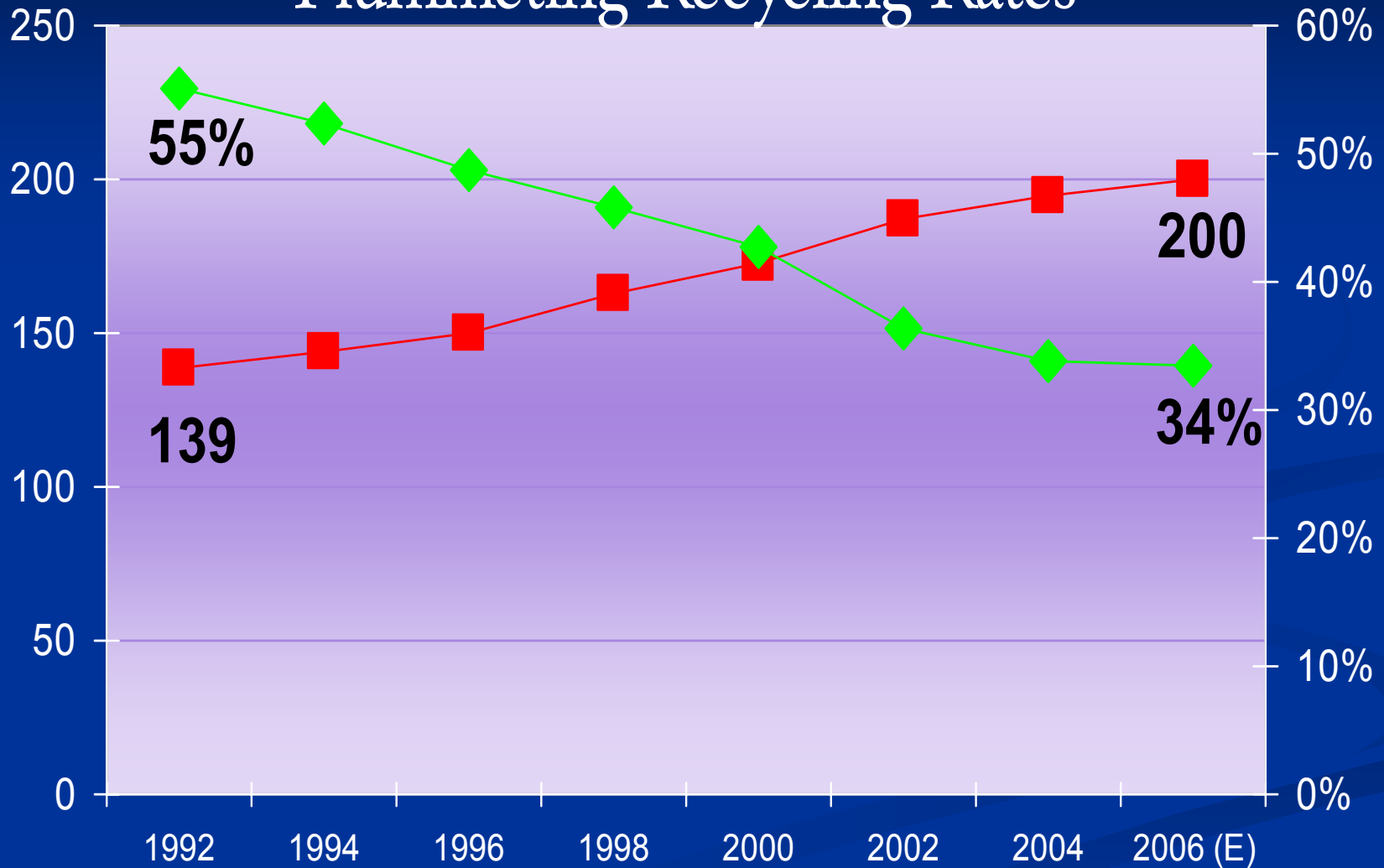
Source: Data compiled by CRI using “Beverage Packaging in the US,” Beverage Marketing Corporation, 2006; Beverage World, June 2003 and May 2006; and U.S. Census Bureau.

# Non-Carbonated Beverage Containers as a % of all Beverage Containers Sold in Connecticut in 2005



Source: Data compiled by CRI using "Beverage Packaging in the US," Beverage Marketing Corporation, 2006; Beverage World, June 2003 and May 2006; and U.S. Census Bureau.

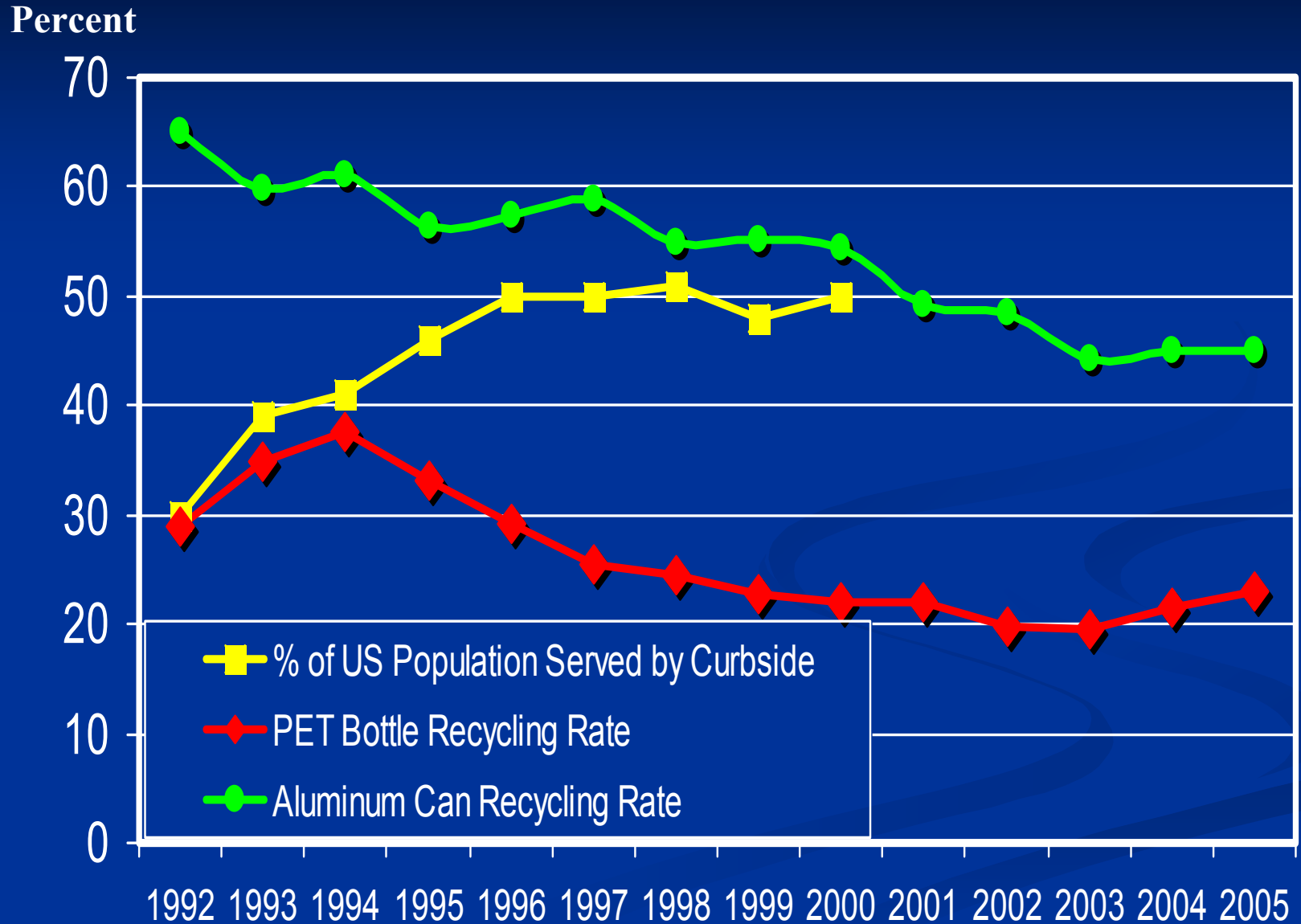
# Booming U.S. Beverage Container Sales Plummeting Recycling Rates



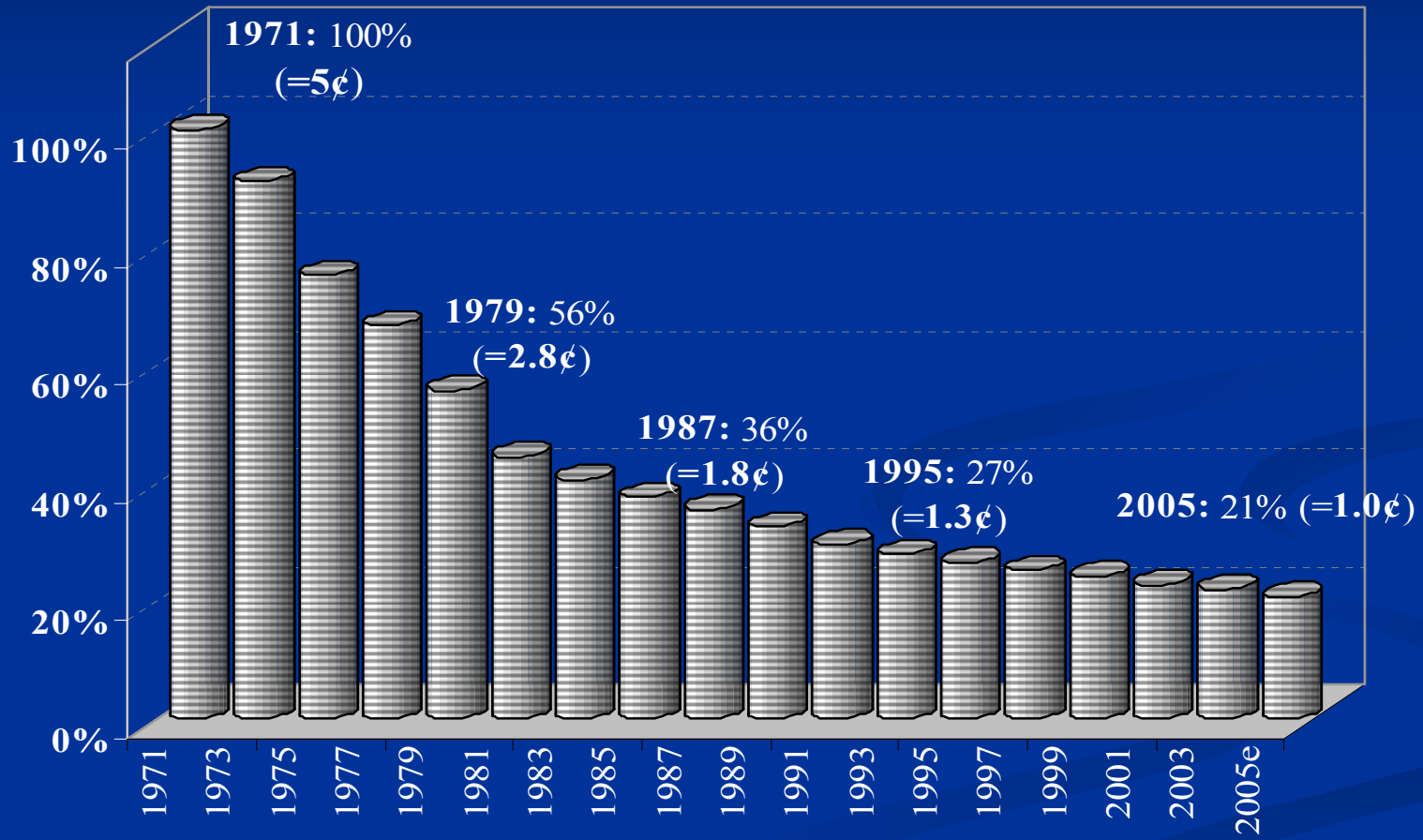


# Voluntary Systems are Inadequate

Source: BioCycle, American Plastics Council,  
Aluminum Association, US Chamber of Commerce

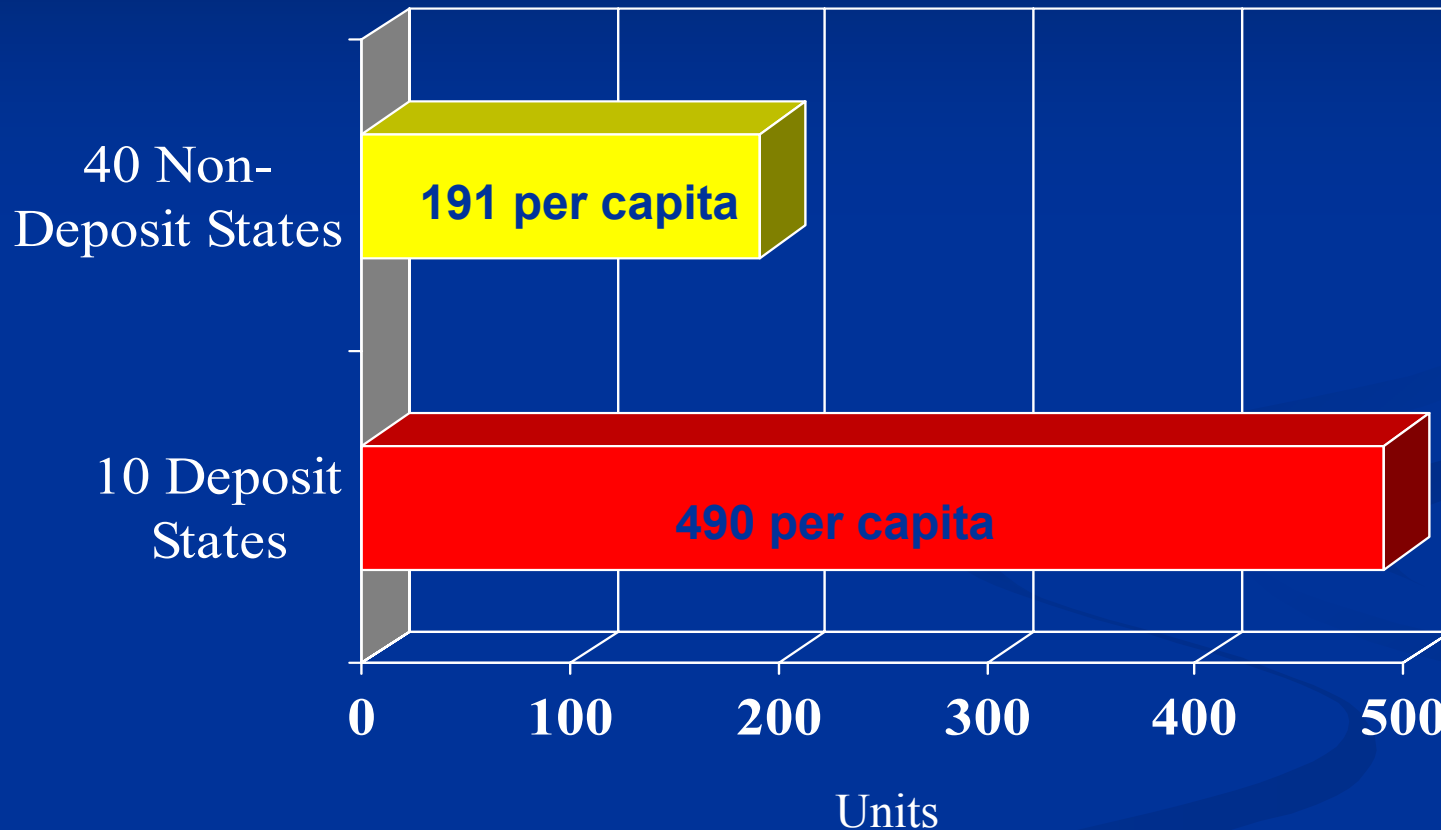


# Declining Value of a Nickel



Source: derived from the Consumer Price Index.

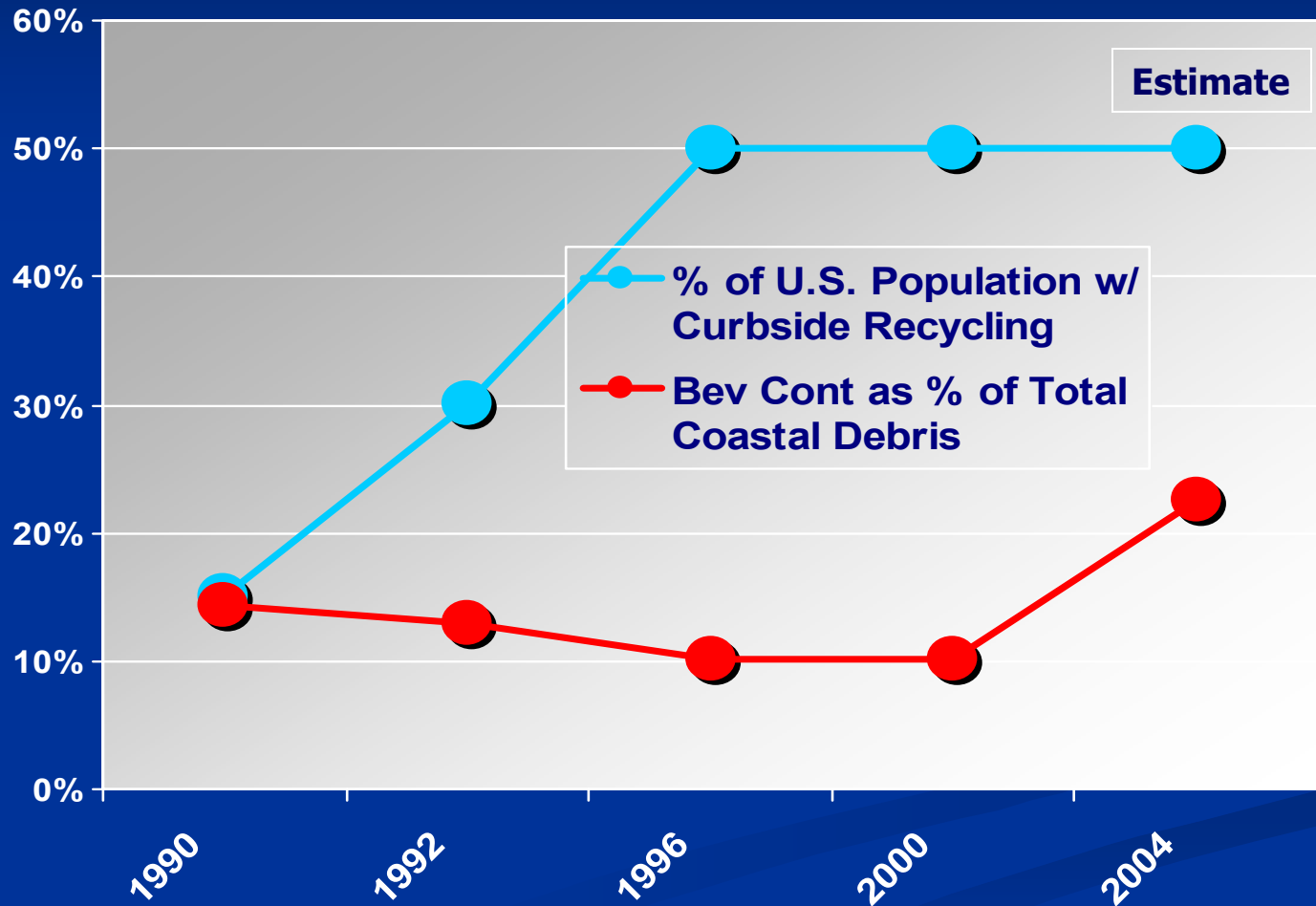
# Beverage Containers Recycled Per Capita in the United States



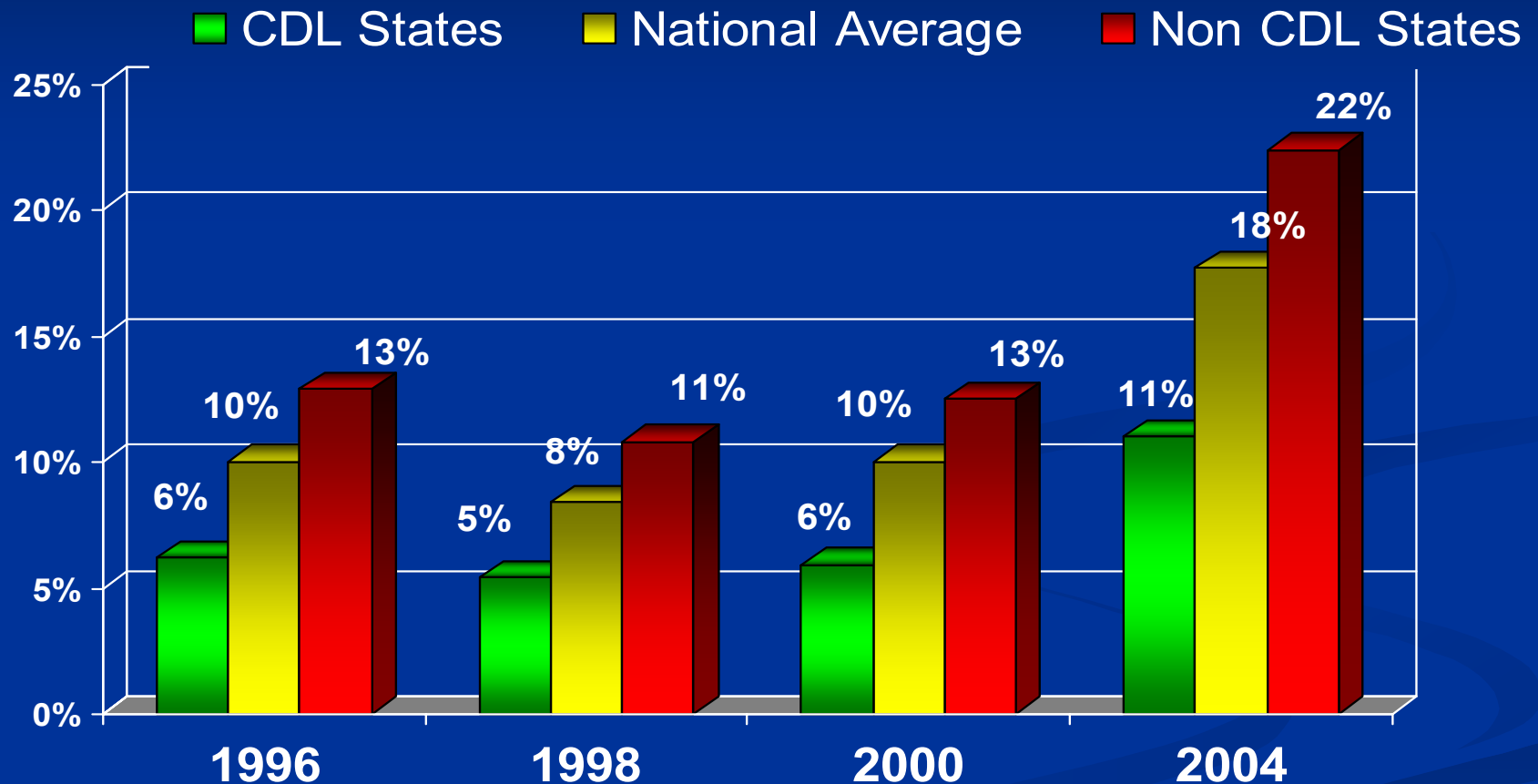
Source: Table ES-1, "Understanding Beverage Container Recycling: A Value Chain Assessment Prepared for the Multi-Stakeholder Recovery Project," Businesses and Environmentalists Allied for Recycling (BEAR), 2002.

# Curbside Recycling has not Curbed Beverage Container Coastal Debris

Sources: Ocean Conservancy, U.S. Bureau of the Census, BioCycle. \* Note: 2000 curbside access rate is an estimate based on prior year.



# Beverage Bottle & Can Debris Collected during Coastal & Waterway Cleanups in U.S.



Source: CRI calculations based on data from the International Coastal Cleanups 1996, 1998, 2000 & 2004.

Note: 2004 data for states that collected more than 5,000 total items CA, CT, FL, GA, HI, IL, IN, LA, ME, MD, MA, MI, MN, MO, NE, NJ, NY, NC, OH, OR, PA, RI, SC, TX, VA, WA, WI, Guam, PR, VI,

**Beverages in throwaway  
bottles and cans provide a  
thirsty, on-the-go society  
a moment of refreshment. . .**

**. . . an eternity of waste!**



without a refund value, more and more non-carbonated  
containers will end up as litter in Connecticut!





# Financial Incentives Boost Recycling & Reduce Litter



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CRI is a nonprofit research and public education organization that studies and promotes alternatives for reducing container and packaging waste.