



Support the Modernization of Oregon's Bottle Bill

The Association of Oregon Recyclers (AOR) is one of the first state recycling associations in the nation – officially created in 1977. AOR has nearly 275-member businesses, government agencies, and other non-profit organizations that supporting the modernization of the Bottle Bill.

Adding water bottles in 2007 was a great first step and AOR supports the further modernization of our bottle bill. Container deposit legislation saves energy and natural resources and keeps litter from roadways. Container deposit legislation complements other recycling programs already operating in the state.

What does “modernization of the Bottle Bill” mean?

When Oregon's bottle bill was first enacted in 1971, the types of single-serve beverages available were small in scope, mostly soda and beer. Walk into any convenience store or supermarket today and you'll be met with what seems like an infinite number of drink options including juices, teas, sports drinks, and waters in addition to the expanded array of carbonated and malt beverages. Chances are, if you want to drink it, it comes in a single-serving size.

As the demand for single-serve beverages has expanded, so should Oregon's Bottle Bill. A modernized bottle bill recognizes that the beverage market place has changed significantly over the last four decades and should include those containers not currently covered under the deposit law.

What are AOR's key legislative goals for the 2011 session?

- Reduce consumer confusion and increase Oregon's recycling rates by including sports drinks, juice, and similar non-carbonated drinks under the Bottle Bill;
- Establish an annual beverage container return rate goal of at least 80% beginning in 2015. Oregon's beverage container recycling rate has exceeded 90% in the past, but in recent years has fallen below 80%;
- If the rate is not met, increase the public's incentive to recycle beverage containers by changing the container refund value from 5 to 10 cents.

How Can You Help?

1) Contact your legislators. One of the most beneficial things you can do to support the bottle bill is to contact your legislators. Your legislators want to know what matters to their constituents and the more people who support modernization of the Bottle Bill, the more they'll know this is an issue important to all of Oregon.

Visit www.leg.state.or.us/findlegsltr to find your legislators and let them know how important it is to pass legislation to modernize the Bottle Bill. Encourage others to do so, too!

2) Donate. The successful modernization of the Bottle Bill can't happen without your financial support. Whatever you can contribute - \$500, \$100, \$50, even \$5 - would help support the efforts throughout this coming legislative session. You can make your donation through AOR's website: www.aorr.org.

3) Spread the word. Encourage others to contact their legislators, donate to the cause and follow AOR's efforts by “liking” us on facebook: www.facebook.com/AssociationofOregonRecyclers.



What are the benefits of the Bottle Bill?

There are many environmental benefits that stem from bottle bills. Not only do bottle bills lead to reduced litter, they also conserve energy and resources, increase waste diversion and create jobs. In addition, bottle bills shift the costs of litter cleanup, recycling, and waste disposal from government and taxpayers to producers and consumers of beverage containers.

Prevent Litter

Beverage containers make up a large portion of litter. Government-funded studies conducted pre- and post-bottle bill in seven states showed reductions in beverage container litter ranging from 69% to 84%, and reductions in total litter ranging from 30% to 65%.

Promote Recycling and Reduce Waste

The presence of a bottle bill in a state generally results in much higher material recovery rates. Increased recovery leads to increased recycling, which further supports the recycling industry that depends on a constant stream of recyclable materials. This increased recovery and recycling ultimately reduces resource depletion through manufacturing.

Encourages Producer and Consumer Responsibility

Bottle bills shift the responsibility for cleaning up waste to beverage producers and consumers. Deposits place the cost of managing post-consumer beverage containers where it really belongs--on those who manufacture, sell and buy them. Whether they are landfilled, littered or recycled, there is a cost to managing 'used' beverage containers. Containers that are landfilled, littered, or recycled through municipal recycling programs represent a cost to government and taxpayers. The deposit system shifts those costs to producers and consumers of the containers. This is known as *extended producer responsibility* (EPR).

Produce High-Quality Recyclable Materials

Not everything that is collected curbside for recycling actually gets made into a new product. Breakage and contamination of collected materials often results in them being "downcycled" into something that cannot be recycled again, or sometimes they are even simply discarded. However, beverage containers collected through bottle bills are cleaner, less often broken, and more likely to be made into new containers.

Provide Financial Incentives for Recycling

Deposits on beverage containers were used for many decades by the beverage industry to ensure the return of their refillable bottles. Because of the financial benefit, consumers who would ordinarily trash or litter their empty beverage containers may be inspired to take them to a facility for recycling to get back their money. Others may consider redeeming their bottles and cans for fundraising opportunities or charitable donations to an organization they wish to support.

ASK ABOUT RECYCLING YOUR CANS FOR AOR!