



# **The Producer Responsibility Approach to Beverage Container Recycling**

## **A new kind of bottle bill**

The **National Beverage Producer Responsibility Act of 2003**, introduced by Senator James Jeffords (I-VT), takes a new approach by setting a performance standard which industry must meet and then allowing industry the freedom to design the most efficient deposit-return program to reach the standard. By providing beverage companies the flexibility to structure and operate their own container recovery programs, this legislation simply extends the beverage company's 'supply chain' to include the management of empty containers after consumption. This approach reduces administrative burdens on government and takes full advantage of the business skills of industry.

### **Puts the industry in the driver's seat**

- system will be designed by beverage producers, not imposed on them.
- lets industry do what industry does best: design a cost-effective system that gets the job done.
- will be an extension of their marketing plan.
- will create new private-sector jobs and economic opportunities providing collection, processing, recycling, advertising, management and administration.
- will make American beverage industry more competitive in a global market where 'extended producer responsibility' is the catchword.

### **Avoids government bureaucracy**

- simple system, simple to administer.
- government does what government does best: set standards in public interest, monitor progress, ensure compliance.

### **National in scope**

- provides same high level of service to consumers across America.
- eliminates current problem of 'fraudulent' cross-border redemptions, which cost both bottlers and the public millions of dollars each year.
- economies of scale.
- recognizes that beverages are traded in a national marketplace.

### **Proven effective approach**

- similar programs operate at much lower cost than traditional bottle bills.
- similar programs achieve high recycling rates within a short time.