

Journal



SINCE 1992, ENCORP ATLANTIC HAS RECYCLED OVER 4 BILLION CONTAINERS IN NEW BRUNSWICK!

SPRING 2020

▶ **ACCURACY** 99.8%

For the period of April 1, 2019, to March 31, 2020, accuracy and quality control with redemption centres (RCs) has resulted in an overall accuracy rate of 99.8% for the year. As of April 1st, there are 7 RCs in the accelerated mode. Our sampling model also includes assessments of out-of-province containers and volume fluctuations to detect irregularities.

▶ **RETURN RATE** 69%
(As of March 31, 2020)

▶ **ONE-ON-ONE**
Encorp continues to invite redemption centre (RC) owners and staff to a one-on-one meeting and learning session to help us develop necessary tools for growing your RC business and to provide us with feedback on a go-forward strategy for many operational tools and procedures, such as a point-of-sale (POS) system, inventory management and bag-drop options. In light of the recent COVID-19 pandemic and all the disruptions to business it has caused, the feedback we want to collect can be given over the phone instead of in person for the foreseeable future. We will hopefully resume one-on-one meetings this summer or fall. If not already done so, please contact us at 1-877-389-7320 so that we can identify some potential dates that could work for you in order to schedule your meeting with us.



▶ RC STANDARDS MANUAL

Encorp is currently working on drafting and reviewing a Redemption Centre Licensing Standards and Best Practices Manual in collaboration with the Department of Environment and Local Government (DELG) and industry stakeholders. The manual will be a practical reference to assist all redemption centres in meeting a series of new and revised requirements set by DELG for obtaining and maintaining a Redemption Centre operating licence. The manual will present all these required standards in an easy-to-understand manner and include best practices, tips, strategies, printable checklists and other tools for redemption centre owners and managers to enhance their business and provide the public with a consistent and reliable level of service.



NEW DEPOSIT-BEARING BEVERAGE CONTAINERS

YOU CAN NOW RETURN THESE CONTAINERS AT YOUR LOCAL REDEMPTION CENTRE FOR A REFUND

✔ **Deposit paid = Refundable**

BEVERAGES WITH DAIRY

ON THE LABEL:

- Beverage contains dairy. Milk is listed among the ingredients.
- BUT the beverage is NOT LABELLED as MILK.



FORTIFIED PLANT-BASED BEVERAGES NOT A SOURCE OF PROTEIN & UNFORTIFIED PLANT-BASED BEVERAGES

ON THE LABEL:

- FORTIFIED plant-based beverages - ONLY IF ALSO LABELLED as "NOT A SOURCE OF PROTEIN".
- All plant-based beverages which are NOT FORTIFIED.



Fortified Plant-based Beverages with "Not a source of protein" on label & Unfortified Plant-based Beverages

SPORT DRINKS

ON THE LABEL:

- Protein drinks, electrolyte beverages and other similar beverages NOT LABELLED as a "MEAL REPLACEMENT" or a "FORMULATED LIQUID DIET".



Since April 1, 2020, many beverage containers which used to be excluded from the Beverage Containers Program (BCP) are now deposit-bearing and must be accepted for a refund at redemption centres.

- Milk shakes, milk protein shakes, drinkable yogurt, drinkable kefir, egg nog and other beverages which contain dairy. (However, real milk – look for ultra-filtered, skim, partly skimmed 1% / 2% or whole/homogenized 3.25% on the label – will continue to be excluded – no deposit charged for consumers and thus no refund.)
- Plant-based beverages (soy, almond, oat, cashew, rice, pea, etc.) – most of these will now be eligible for a refund. Plant-based beverages which are NOT FORTIFIED automatically have a deposit. Also look out for plant-based beverages which are FORTIFIED but have NOT A SOURCE OF PROTEIN on the label – they also have a deposit.
- Sports drinks like protein drinks and electrolyte beverages.

To help redemption centres – as well as their customers - understand these new changes, we have prepared handy visuals in the form of a poster and customer brochure. We encourage you to have these readily available in your redemption centre. We have also prepared a reference tool containing examples of beverage products affected by these changes which can be used to look up various products by name (using the search function in any PDF viewer/reader). Redemption centres can access this tool and further information via the *Container Lists* page of our website – www.encorpatl.ca (look under the *RC Operators* menu).

We understand that it will take time to get used to these new changes, and that differentiation between products may be confusing. When in doubt, we recommend simply giving a refund on the container instead of turning away the customer. At Encorp, we strongly believe that all beverage containers should be recycled – regardless of the nutritional value of the beverage they contain. While these changes are a step in the right direction towards the inclusion of more beverage products in the BCP, we will continue to work with stakeholders to push towards a level playing field for all distributors.

ANTI-LITTER CAMPAIGN

The climate crisis and recent COVID-19 pandemic have impacted our collective psyche for the past few months – and people all over the world are rethinking their way of life and how they have been treating the environment. The time is right for industry to show true environmental and societal leadership by encouraging proactive actions by one and all.

"Be a Recycling Hero" - empowers consumers to take responsibility for their actions and gives them an outlet for making a positive impact in the face of today's environmental crisis by associating the simple act of not littering by recycling – which is so easy and simple – to that of heroism. The goals of the campaign are to increase brand awareness for Encorp as an environmental leader and show that the beverage industry is doing its part by recycling its containers – New Brunswick consumers must also do their part by returning their containers to redemption centres and using recycling bins in public spaces.

BE A RECYCLING HERO!

Encorp will thus soon launch an advertising campaign to help increase recycling rates throughout the province and reduce litter. The campaign will get New Brunswickers to stop and think twice before littering with used beverage containers and to start recycling containers more at home and while out-and-about. The campaign's powerful slogan –

Watch for ads to appear on buses, bus shelters, electronic billboards, in weeklies and on websites and social media. We also encourage you to post our celebratory *Recycling Hero - 4 Billion Containers Recycled Since 1992* poster in your redemption centre to showcase your pride in helping your customers recycle and have a positive impact on the environment via the Beverage Containers Program.

YEAR TO YEAR REFUNDED UNITS

	Aluminum	Glass	PET	Other	Total
April 1- March 31, 2019	66,270,047	2,064,605	94,233,311	9,244,501	171,812,464
April 1- March 31, 2020	69,368,044	2,150,104	91,689,672	8,630,178	171,837,998
Yr to Yr Qty	3,097,997	85,499	-2,543,639	-614,323	25,534
Yr to Yr %	4.67%	4.14%	-2.70%	-6.65%	0.01%
% of Total	40.37%	1.25%	53.36%	5.02%	100%

For information or to report any incident, please contact:

- **Environment & Local Government - 506-453-7945** - For product registration, sorting questions and general inquiries
- **Rioux Transport - 1-877-999-1764** - For scheduling, bulk bags and pallets
- **Encorp - 1-877-389-7320** - For payment inquiries and incident reports

TO CONTACT US:
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