

DISTRIBUTOR'S Journal



SUMMER 2020

ENCORP PREPARING MODERNIZATION/RESTRUCTURING PLAN FOR NEW BRUNSWICK BEVERAGE CONTAINERS PROGRAM

Encorp Atlantic has been working on a Modernization/Restructuring Plan for the New Brunswick Beverage Containers Program (BCP) that its Board of Directors will soon present as a proposal to the New Brunswick Department of Environment and Local Government (DELG).

Our goals with the plan included in this proposal are to minimize the financial risks of the BCP, ensure long-term funding and to strive for excellence in how we represent the interests of our distributors and consumers.

The plan is built on Extended Producer Responsibility (EPR) principles, where the beverage product industry assumes full responsibility for the management of all post-consumer deposit-bearing containers.

We estimate that the changes we propose in this plan will increase the used beverage container recovery rate in the province – currently at 69% - to 75% in 5 years, and 80% within 10 years.

We are ready to invest in the modernization of the BCP – including working with redemption centres owners to make improvements to their operations - provided government agrees with the changes proposed in our plan.



INFORMATION FOR DISTRIBUTORS ON ENCORP'S WEBSITE

Encorp has a very handy section on its website with information pertinent for distributors.

Go to encorpatl.ca and consult the pages under the *Distributors* menu to find:

- Information on the registration process for new distributors with links to all applicable forms that must be filled and sent to the Department of Environment and Local Government (DELG).
- A convenient link to the DELG Beverage Container Registration Form. All deposit-bearing beverage products sold in New Brunswick must be registered with DELG, and this includes beverage products which were not deposit-bearing in the past but now are due to changes to the Beverage Containers Program's Exclusion Policy which came into effect on April 1, 2020.
- Information on how taxes apply to beverage products and their deposits. Under the provincially legislated "half-back" system in New Brunswick, a tax-inclusive deposit of 10¢ is imposed on containers for non-alcoholic beverages but only half this amount, or 5¢, is given back to a consumer on the return of the container. Only the refundable 5¢ portion of the deposit is excluded from the tax base while the other 5¢ that is not refunded to the consumer is subject to tax on the same basis as the beverage.
- A Deposit-Remittance Form – with options to fill electronically or to download, print and submit a PDF – which distributors can use to report sales and submit deposits for non-alcoholic beverage containers directly to Encorp Atlantic.

We post and archive all emailed communications to distributors, as well as blog posts from our seasonal *Journal*, on the *News & Updates for Distributors* page and recommend bookmarking this page for quick reference.



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Communications

▶ “BE A RECYCLING HERO!” CAMPAIGN IN FULL SWING!

Electronic billboards, buses & bus shelters, social media, and community newspapers across our province are a buzz with Encorp’s “Be a Recycling Hero!” campaign since the first week of June. The campaign encourages New Brunswickers to step up for the province and its beautiful outdoor spaces by always choosing to recycle instead of discarding or littering with used beverage containers. It will continue all summer and into early fall.

For this first-ever large-scale public outreach communications campaign led by Encorp, reactions and comments on social media have been very positive, with many likes and shares.

We also recently announced a partnership with Festival Inspire to create environmental education murals in four communities across the province later this summer/fall, which will tie in with our campaign and its anti-litter message.



RE-CENTRE CELEBRATES 6TH ANNIVERSARY – MERGES WITH RE-EXPRESS

Since 2014, Encorp Atlantic’s innovative recycling pilot projects, which are part of the “(re)” (i.e. “research”) initiative, have been exploring and testing new methods of redeeming used beverage containers. Goals include improving recycling rates in New Brunswick and consumer convenience, as well as increasing redemption centre productivity levels.

Our Re-Centre pilot project – which consists of automated bag-drop depots – was the first pilot project to be launched and has been our most successful. The Re-Centre depots in the Greater Moncton region have been able to serve customers with at least three bags (150 containers) in 30 seconds or less over 95% of the time and have proved that customers prefer better hours of operation for redemption centres (50% of Re-Centre visits occur when neighbouring redemption centres are closed). Furthermore, the improvements that the Re-Centre model offers have convinced consumers who do not regularly redeem their used beverage containers to start

recycling again. This represents a whole new volume for redemption centres. Participant feedback has also been very positive, showing a clear need for faster, more efficient ways to recycle and redeem used beverage containers.

From June 2018-June 2020, we led a similar pilot project to Re-Centre, which was called Re-Express. Re-Express allowed us to test the concept of an automated bag drop depot with fixed-value bags and retail connectivity. The Re-Express depot was set up in the Sobeys Vaughan Harvey store parking lot in Moncton thanks to a partnership with this retailer. The Re-Express pilot project also helped us launch and test an in-store cash out option – the Re-Station – for customers to access their refund.

This past June, we merged best practices from our Re-Express and Re-Centre pilot projects under a

▶ REMINDER: REFERENCE TOOLS TO NAVIGATE RECENT CHANGES TO THE BEVERAGE CONTAINERS PROGRAM

As communicated by the New Brunswick Department of Environment and Local Government (DELG), since April 1, 2020, many beverage containers that were excluded from the New Brunswick Beverage Containers Program (BCP) are now deposit-bearing.

Distributors must pay particular attention to the following beverages:

- Milk shakes, milk protein shakes, drinkable yogurt, drinkable kefir, egg nog, iced coffee/tea drinks and other beverages made with dairy are now subject to a deposit. Real milk (cow/goat) – even if flavoured – look for ultra-filtered, skim, partly skimmed 1% / 2% or whole/homogenized 3.25% on the label – continues to be excluded – no deposit charged for consumers
- Plant-based beverages – most of these now have a deposit. The plant-based beverage is subject to a deposit if its label either:
 - has no mention of being fortified (which means the beverage is unfortified); or
 - mentions being fortified, but also has a warning about not being a source of protein.
 Plant-based beverages which are fortified and considered a source of protein (no warning on label about lack of protein) are excluded – no deposit charged for consumers. Most often then not, these are soy beverages.
- Sports drinks like protein drinks and electrolyte beverages are now subject to a deposit. Other popular diet type drinks, specifically meal replacements and formulated liquid diets (check the label) continue to be excluded – no deposit charged for consumers.

Encorp has handy reference tools available on its website which distributors may want to consult to navigate these changes. (You will find these on our website’s Important *Information for Distributors* page – under the *Distributors* menu.)

ALL beverages which are now subject to a deposit MUST be registered via DELG. A link to the Beverage Container Registration Form is provided on our website.



revised Re-Centre model – converting all three of our test depots into newly improved Re-Centre depots. Thanks to the success of our Re-Centre pilot project and what we have learned from our other pilot projects, we are ready to look at offering and adapting such technology to the needs of individual New Brunswick redemption centres in order to help them improve customer access and convenience.

