

DISTRIBUTOR'S Journal



SUMMER 2023

DISTRIBUTORS MUST REGISTER AS "BRAND OWNERS" FOR THE NEW EPR BEVERAGE CONTAINERS PROGRAM

This past July, we informed distributors of the requirement to register with Recycle NB as a brand owner in anticipation of the new EPR Beverage Containers Program.

On April 1, 2024, the New Brunswick Beverage Containers Program will migrate to an extended producer responsibility (EPR) program, which will be governed by New Brunswick's *Designated Materials Regulation (Clean Environment Act)* and fall under the oversight of Recycle NB.

The *Designated Materials Regulation* states that no brand owner shall sell, offer for sale or distribute a beverage container to a person in the Province of New Brunswick on or after April 1, 2024, unless the brand owner is registered with Recycle NB.

From our understanding of the "brand owner" definition, all beverage product distributors that Encorp Atlantic currently represents qualify and are thus required to register.

While the registration deadline was August 1, 2023, distributors who have not yet registered can still do so. The process only takes a few minutes. Go to Recycle NB's Brand Owner Registration Form: <https://www.recyclenb.com/register>. Select "Beverage Containers Program" from the drop-down menu. More information on the definition of "brand owner" can be found here: <https://www.recyclenb.com/industry-beverage-containers>.

We encourage all distributors to list Encorp Atlantic as their agent on the Brand Owner Registration Form. Still, even if you forget to do this, we will contact all our current distributors for a follow-up later in the fall once we have more detailed information in anticipation of the new EPR Program as well as Agreements to sign so that Encorp can officially act as your agent.

PLANNING IS WELL UNDERWAY FOR THE NEW EPR BEVERAGE CONTAINERS PROGRAM COMING APRIL 1, 2024

This summer has been far from uneventful at Encorp Atlantic! With the many changes on the horizon regarding the April 1, 2024, migration of the Beverage Containers Program (BCP) to an extended producer responsibility (EPR) model comes much planning.

As the official not-for-profit producer responsibility organization that will operate this EPR recycling program, the first step in the planning process for Encorp was submitting our 5-year Stewardship Plan for this new EPR program to Recycle NB, as required by legislation, on August 1, 2023.

The Stewardship Plan for the new EPR BCP that we submitted to Recycle NB outlines the exciting transformative process that will change the nature of UBC recycling in New Brunswick. The long-awaited move towards full refunds for consumers on deposits paid for beverage products required by the newly amended *Designated Materials Regulation* and planned for April 1, 2024, means we can expect UBC recovery volume increases and a renewed public interest in the program. Our plan calls for providing tools and technologies to redemption centre operators to improve access and convenience to UBC recycling for beverage product consumers, increasing communication and outreach initiatives, and launching deposit-bearing UBC recycling programs targeted at schools and community groups across the province. The new EPR BCP will prioritize environmental performance, expand UBC return/collection options across the province, enhance the UBC return/redemption experience, and reduce littering in public outdoor spaces.

We expect feedback from Recycle NB and some revisions to this plan in the coming weeks, after which we will make it available on our website. We are excited and looking forward to be able to share our plan and vision for the new EPR Beverage Containers Program with all stakeholders.



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▶ REMITTING BEVERAGE CONTAINER DEPOSITS TO ENCORP – IMPORTANT NOTE ABOUT HST

A reminder to all our new distributors that Encorp does not make HST payments on taxable beverage container deposits to the Canada Revenue Agency on your behalf.



Our Deposit Remittance Forms (<https://encorpatl.ca/distributors/deposit-remittances/>) for Alcohol and for Non-Alcohol Beverage Containers are set up to calculate the HST portion in deposits and to exclude this amount from the total amount you must pay to Encorp.

It is each distributor's responsibility to pay the HST portion on deposits shown on our forms directly to the Canada Revenue Agency.

▶ ENCORP TO LAUNCH NEW RECYCLING HEROES IN SCHOOL PROGRAM

Encorp is preparing to launch a new school recycling program this fall. Our Recycling Heroes in School program will aim to increase used beverage container (UBC) recycling across the province by providing schools in New Brunswick with the supplies required to recycle UBCs and the connections to make this process convenient. To further benefit the schools in the program and encourage them to recycle as many UBCs as possible, we will provide the schools with additional incentives, such as a full deposit refund on their returned beverage containers until March 31, 2024, and various UBC recycling contests and prizes throughout the school year.

Prizes will be given out as both participation and competition rewards, ensuring that every school in the program has a chance to win something extra for participating in the program. Every school that joins the program will receive plenty of fun promotional items for its students, such as pencils, pins, stickers, hats, reusable lunch bags and more.

While the school recycling program is launching this fall, it is planned to be a yearly program that will grow as the years progress and more schools join it. We are eagerly looking forward to the launch and growth of this program. We are excited to see the positive educational impact it will have on children and youth in the province and our overall UBC recovery rate.



▶ ENCORP'S COMMUNITY CLEANUP GRANTS ARE A SUCCESS FOR THE THIRD YEAR IN A ROW

Encorp launched the applications for its Community Cleanup Grants this past spring for the third year in a row and once again received an overwhelmingly positive reception. Just a couple of weeks after launching the applications, we announced our twenty 2023 grant recipients.

Since then, we have regularly received thanks from our grant recipients, along with photos and summaries of their cleanup events. Nearly every cleanup event has already occurred, with only three remaining events planned for the early fall.

All over the province, schools and community organizations have been cleaning up litter and ensuring any empty beverage containers they find while doing so are dropped off to be recycled at redemption centres (RCs). As part of their cleanup event, one of the schools even brought their students to Billy's Bottle Exchange in Dalhousie, New Brunswick, to learn about the beverage container recycling process, for which the staff at that redemption centre did a fantastic job of teaching the kids. Bravo!

Overall, our Community Cleanup Grants Program has done a phenomenal job of getting a whole new generation of New Brunswickers excited about cleaning up the environment and realizing the importance of not littering – especially when it comes to beverage containers – which should always end up in recycling bins! We plan to continue giving out these grants every year.

