

FALL 2023

INFORMATION WEBINARS



Informational webinars are being held December 6 and 7, 2023. Go to encorpatl.ca/epr to register for a session – Encorp staff will be there to answer any questions you may have on the transition to extended producer responsibility (EPR) for the Beverage Containers Program in New Brunswick.

REGISTERING WITH RECYCLE NEW BRUNSWICK

The New Brunswick *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.

If you have not yet done so, please register as a brand owner with Recycle NB through their *Brand Owner Registration Form*. Select “Beverage Containers Program” from the drop-down menu. We also encourage you to list “Encorp Atlantic” as your Agent on this form.

More information is available on the Recycle NB website - recyclenb.com.

BRAND OWNER INFORMATION PACKAGE

Starting April 1, 2024, the New Brunswick Beverage Containers Program will shift to an extended producer responsibility (EPR) model, falling under the jurisdiction of the New Brunswick *Designated Materials Regulation (Clean Environment Act)*.

The Regulation, dating back to 2008, establishes product stewardship recycling programs for various products in the Province. In March 2023, it was amended to include beverage containers, initiating the transition from the existing system for used beverage container (UBC) collection/recycling in New Brunswick to an EPR approach.

According to the Regulation, as of April 1, 2024, before selling any “ready-to-drink” sealed beverages in New Brunswick, beverage product brand owners must submit a stewardship plan outlining how their UBCs will be recovered and recycled in New Brunswick. Brand owners can appoint us - *Encorp Atlantic/Atlantique (“Encorp”)*, to handle this responsibility on their behalf. On August 1, 2023, we met our obligation of submitting a 5-year stewardship plan for the new EPR Beverage Containers Program to Recycle NB. The stewardship plan is currently in its final stages of approval by Recycle NB, and we will inform all stakeholders once it is approved and available to be consulted.

In the meantime, we invite you to read through our *Brand Owner Information Package* that was recently sent out and is available on our website at encorpatl.ca/epr. As per the information provided in this package, obligated brand owners must complete and sign our *Brand Owner Agreement* to officially appoint us as their Agent for the new EPR Beverage Containers Program.

More details as well as steps to compliance to follow in anticipation of April 1, 2024, are included in the *Brand Owner Information Package*. We encourage obligated brand owners to complete and send to us all necessary documents before January 31, 2024, to ensure the smoothest transition as we get closer to the start of the new EPR Beverage Containers Program.



▶ **NEW BRAND OWNER PORTAL TO COME – WINTER 2024!**



Communications will increase this coming winter as we near the April 1, 2024, start of the new extended producer responsibility (EPR) Beverage Containers Program in New Brunswick.

Beverage product brand owners represented by Encorp as their Agent for the new EPR Beverage Containers Program will need to report sales and remit to us deposits and container recycling fees (CRFs) for the deposit-bearing beverage containers they sell in New Brunswick.

To make this process much easier and faster, we will launch a *Brand Owner Portal* that will be live as of April 1, 2024. A few weeks before April 1, we will contact all our registered brand owners, offering username and login details as well as training on accessing this online reporting system.

For now, all companies currently reporting sales and remitting beverage container deposits to Encorp under the current Beverage Containers Program must continue doing so using the same [Beverage Container Deposit Remittance Forms](#) available on our website for deposits owed up to and including March 31, 2024. Our new online reporting system (*Brand Owner Portal*) will only be used to report deposits and CRFs that will be in effect starting April 1, 2024, and thus collected on or after that date.

▶ **NEW DEPOSIT VALUES AND CRF RATES IN EFFECT STARTING APRIL 1, 2024**

Encorp recently sent a *Brand Owner Information Package* that includes the most up-to-date information regarding the planned deposit values and container recycling fee (CRF) rates that will be coming into effect on April 1, 2024.

You can access the complete package, including fillable PDF versions of all the required documents to complete and sign, as well as stay up to date on important information regarding the new EPR Beverage Containers Program, via our new webpage for brand owners available at encorpatl.ca/epr.

The planned deposit values and CRF rates are as follows.



CONTAINER TYPE*	DEPOSIT (Effective April 1, 2024)
All container types except non-refillable glass alcohol containers over 500 ml	10 cents
Non-refillable glass alcohol containers over 500 ml	20 cents
Refillable glass (beer bottles)	10 cents
<i>Consumers will receive a full refund on deposits paid for beverage containers upon returning empty containers to official used beverage container return locations, known in New Brunswick as "redemption centres".</i>	

CONTAINER TYPE *	CRF (Effective April 1, 2024)
Aluminum non-alcohol	1 cent
Aluminum alcohol	2 cents
PET/HDPE non-alcohol	3 cents
All other plastics (including alcohol PET/HDPE)	1 cent
All steel	8 cents
All cartons	0 cent
All non-refillable glass	11 cents

* Will apply to all beverage containers up to a maximum of 5 L for products that fit the Regulation's definition of "beverage."

