

Subject: Upcoming Transition to Extended Producer Responsibility (EPR) for Beverage Containers in Prince Edward Island

Notice to beverage product brand owners/producers,

The Government of Prince Edward Island (PEI) is transitioning the province's Beverage Container Program to an **EPR model, effective April 1, 2026**. You can view the newly revised [Environmental Protection Act Materials Stewardship and Recycling Regulations](#) that govern all PEI EPR programs via the [PEI Government's website](#). (Division 9 of the posted PDF document – which starts on page 48 – outlines how the regulations will apply to beverage containers.)

Encorp Atlantic/Encorp Atlantique ("Encorp") has been collaborating closely with the PEI Department of Environment, Energy and Climate Action, along with other stakeholders, to prepare for this transition. Having successfully led the move to EPR for beverage containers in New Brunswick on April 1, 2024, Encorp has been recommended as the producer responsibility organization (PRO) to oversee the new EPR program in PEI. Encorp is well-positioned to guide the beverage industry through this upcoming change, utilizing its established systems, oversight, and proven experience.

What This Means for Industry

- **Agreements:** Beverage producers selling products in PEI will be able to appoint Encorp as their agent/PRO for the new EPR program. Producers already familiar with Encorp will note that the registration process will be very similar to the one they completed in New Brunswick. It will involve signing an official agreement that assigns Encorp responsibility for fulfilling certain EPR obligations on their behalf.
- **Implementation Date:** The official start date for the new EPR program in PEI will be April 1, 2026, allowing sufficient time for beverage producers and retailers to prepare.
- **Deposits and Refunds:** The program will transition to a full deposit-refund model on April 1, 2026. Any changes to the current deposit amounts will be determined and communicated by Encorp to producers and retailers no later than October 31, 2025.
- **Container Recycling Fee (CRF):** A CRF model to support program costs will be developed. Final CRF rates for PEI will be announced by Encorp no later than October 31, 2025. Further clarifications and guidance on CRFs will be communicated to producers and retailers this fall.

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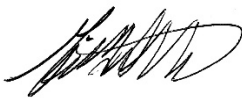
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Next Steps

- Encorp will submit a stewardship plan to the PEI Department of Environment, Energy and Climate Action by the end of September 2025. Once approved, it will be shared with all stakeholders and published on Encorp's website.
- Producers can anticipate more detailed guidance this fall regarding agreements and registration with Encorp. Reporting and remitting of deposits and CRFs will be similar to the process in New Brunswick and will be done via the same portal on Encorp's website. Reporting and remitting to Encorp for beverage containers sold in PEI will commence on April 1, 2026.
- Encorp will launch a coordinated communications campaign ahead of April 2026 to ensure that producers, retailers, depots, and consumers in PEI are well informed.
- Webinars will be held on November 20, 2025, and February 26, 2026, both at 1:00 p.m. Atlantic Time. Invitations will be sent in advance.

We encourage all beverage industry members to follow Encorp's communications over the coming months closely. A preliminary FAQ has been included at the end of this document for your reference. For any other immediate questions or concerns, please get in touch with our team at **1-877-389-7320** or epr-rep@encorpatl.ca.

A handwritten signature in black ink, appearing to read "Gilles Doucette".

Gilles Doucette

Encorp Atlantic President & CEO

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Frequently Asked Questions (FAQ) – PEI Transition to EPR for Beverage Containers

What is changing in Prince Edward Island?

PEI is transitioning its Beverage Container Program to an Extended Producer Responsibility (EPR) model, effective April 1, 2026. Under this system, beverage producers will be responsible for funding and managing the collection and recycling of their post-consumer beverage containers.

Why is Encorp involved?

Encorp was established in 2023 to support producers in meeting EPR obligations in New Brunswick. Encorp successfully led New Brunswick's transition to EPR for beverage containers on April 1, 2024, and is now working with the PEI Department of Environment, Energy and Climate Action and other stakeholders to do the same in PEI.

Do I need an agreement with Encorp for PEI?

Beverage producers will be able to appoint Encorp as their agent/producer responsibility organization (PRO) by signing an official agreement that assigns Encorp the responsibility for fulfilling certain EPR obligations on their behalf. Further details will be provided this fall.

When does the new program start?

The new program will launch on April 1, 2026, as confirmed in PEI's recently revised [Environmental Protection Act Materials Stewardship and Recycling Regulations](#).

What will program fees look like?

The program will transition to a full deposit-refund structure, as stated in PEI's [Environmental Protection Act Materials Stewardship and Recycling Regulations](#). A container recycling fee (CRF) will be introduced by material type and charged by Encorp to producers to cover collection, transportation, and processing costs. Encorp will announce the deposit/refund structure and the CRF rates for PEI that will come into effect April 1, 2026, no later than October 31, 2025.

What are the next steps?

- Encorp will submit a stewardship plan to the PEI Department of Environment, Energy and Climate Action in September 2025.
- Webinars will be held on November 20, 2025 and February 26, 2026, both at 1:00 p.m. Atlantic Time. Invitations will be sent in advance.
- Producers will receive instructions regarding registration and signing agreements with Encorp this fall.
- A communications campaign will launch ahead of April 2026 to inform producers, retailers, depots, and consumers.

Where can I get more information?

Encorp will provide regular updates throughout fall 2025 and early 2026. In the meantime, you may contact us at **1-877-389-7320** or epr-rep@encorpatl.ca.

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