

PRINCE EDWARD ISLAND BEVERAGE CONTAINER STEWARDSHIP PROGRAM

Information Webinar for Producers

November 20, 2025



AGENDA



- **Context**
New EPR Program for Beverage Containers in PEI
Who Is Encorp
- **Compliance with Regulation**
Assigning Encorp as your Agent
- **Which Beverage Products Will Be Included in the Program?**
- **Deposit Amounts**
- **Container Recycling Fees**
- **Overview of Assigning Encorp as Your Agent & Online Portal**
- **Accepted Materials & Additional Requirements**
- **Labelling**
- **Deadlines & Next Steps**
- **Q & A Session (Please keep your questions for the Q & A session at the end)**

NEW PROGRAM FOR BEVERAGE CONTAINERS IN PEI

STARTING APRIL 1, 2026:

- The PEI Beverage Container Program will shift to an Extended Producer Responsibility (EPR) model falling under the jurisdiction of the ***PEI Environmental Protection Act's Materials Stewardship and Recycling Regulations***.
- The Regulations mandate the **implementation of recycling programs founded on the principles of product stewardship**.
- In July 2025, regulations were **amended to include beverage containers**.



WHO IS ENCORP?



With its head office located in Moncton, NB, Encorp is a federally incorporated, non-profit producer responsibility organization (PRO) established on January 1, 2023, to help beverage producers meet new EPR requirements introduced in New Brunswick as the province transitioned its long-standing beverage container recycling program to an EPR model.



Since April 1, 2024, Encorp has served as the designated PRO for beverage producers under NB's EPR legislation. Encorp is now preparing to take on a similar role in PEI, in line with the province's legislation. Having recently led NB's successful transition to EPR, Encorp is proud to bring its industry expertise and proven EPR experience in Atlantic Canada to PEI.



On September 16, 2025, Encorp submitted a 5-year stewardship plan to the PEI Minister of Environment, Energy and Climate Action for the new EPR program that starts April 1, 2026. Encorp's stewardship plan was recently approved by the PEI government.

WHO IS ENCORP (CONT.)



The following organizations formed Encorp and are its governing members:

- Beer Canada
- Canadian Beverage Association
- Craft Alcohol NB
- Retail Council of Canada
- Spirits Canada
- Wine Growers Canada

WHAT WILL BE ENCORP'S ROLE IN PEI?

In PEI, Encorp will:

- Be responsible for the management of **all deposit-bearing beverage containers**;
- Assist beverage product producers in meeting their obligation to **establish collection and recycling programs for beverage containers** under relevant provincial legislation; and
- Regularly engage with producers and retailers of regulated products to **promote awareness of their obligations**.



COMPLIANCE WITH REGULATION - ASSIGNING ENCORP AS YOUR AGENT



In PEI, producers can assign Encorp as their agent (PRO) if they fit the following definition of a producer in PEI's Materials Stewardship and Recycling Regulations:

"beverage container producer" means, in respect of a beverage container sold, offered for sale or otherwise distributed in or into the province by:

- (i) a manufacturer of the beverage container*,*
- (ii) a distributor of the beverage container in or into the province,*
- (iii) where the beverage container is imported into the province, the first person to sell the beverage container in or into the province.*

****If a manufacturer has an establishment in Canada***

Questions? Email us at epr-rep@encorpatl.ca.

COMPLIANCE WITH REGULATION - ASSIGNING ENCORP AS YOUR AGENT (CONT.)



*Beverage producers selling products in PEI will be able to appoint Encorp as their agent to operate the Beverage Container Stewardship Program **starting in January 2026**.*

If already registered with Encorp for the NB EPR Program and registering in PEI:

- You must also appoint Encorp as your agent in PEI by completing and signing an amended Producer Agreement with Encorp.
- You will use the same producer number with Encorp for reporting purposes in both provinces.

If registering with Encorp for the 1st time:

- You must appoint Encorp as your agent in PEI by completing and signing a Producer Agreement with Encorp.
- Encorp will:
 - assign you an Encorp producer number for reporting purposes;
 - enter all your company information into its database; and
 - return the executed copy of the *Producer Agreement* for your records.

WHICH BEVERAGE PRODUCTS WILL BE INCLUDED IN THE PROGRAM?

BEVERAGE CONTAINER

The Regulation defines “beverage container” as “a sealed container, including all its component parts, that contains a beverage in a quantity that does not exceed five litres, and includes a box or similar container used to contain, handle, protect, deliver or present refillable glass beer bottles.” *PEI Materials Stewardship and Recycling Regulations, Division 9*

BEVERAGE

The Regulation defines “beverage” as “a ready-to-serve liquid that is intended for human consumption, but does not include milk, plant-based milk product alternatives that are fortified and a source of protein, unprocessed apple cider, concentrated drinks, infant formula, meal replacements or formulated liquid diets.” *PEI Materials Stewardship and Recycling Regulations, Division 9*

Sealed beverage containers for products falling within the “beverage” definition will have a deposit and carry a container recycling fee (CRF).

DEPOSIT AMOUNTS



IN EFFECT: APRIL 1, 2026		
CONTAINER TYPE*	DEPOSIT	REFUND
All container types except non-refillable glass alcohol containers over 500 ml	10 cents	10 cents
Non-refillable glass alcohol containers over 500 ml	20 cents	20 cents
Refillable glass (beer bottles)	10 cents	10 cents

- Must be listed as a separate line item on consumer receipts.
- Must be listed separately on business-to-business invoices.
- Will **NOT be subject to PEI's Harmonized Sales Tax (HST).**
- Will be refunded in full to consumers when they return UBCs to depots.

CONTAINER RECYCLING FEE (CRF)



CONTAINER TYPE*	CRF (IN EFFECT: APRIL 1, 2026)
Aluminum	2 cents
PET/HDPE (non alcohol)	4 cents
PET/HDPE (alcohol)	1 cent
All other plastics	1 cent
Non-refillable glass	10 cents
Refillable glass (beer)	0 cents
Steel	3 cents
Cartons (Polycoat containers + wine boxes/bag-in-box)	0 cents

Will apply to all beverage containers 5 L and under for products that fit the [Regulations' definition of "beverage."](#)

REMITTANCE REPORT SCREENSHOT

English

EA

[Brand Owner Portal - Home Page](#) » [Remittance Report](#) » Step 2 of 3 - REPORT UNITS SOLD

Step 2 of 3 - REPORT UNITS SOLD

Reporting period: 2025-11-14 to 2025-11-15

Container type	Size	Container recycling fee (CRF)	Deposit	Containers sold
Aluminum (non-alcohol)	0 - 5 L	0.02	0.10	0
Aluminum (alcohol)	0 - 5 L	0.02	0.10	0
PET 1 / HDPE 2 (non-alcohol)	0 - 1 L	0.04	0.10	0
PET 1 / HDPE 2 (non-alcohol)	1001 ml - 5 L	0.04	0.10	0
PET 1 / HDPE 2 (alcohol)	0 - 5 L	0.01	0.10	0
Other plastics / pouches - PP 5, PS 6, Other 7 & LDPE 4 (non-alcohol & alcohol)	0 - 5 L	0.01	0.10	0
Steel (non-alcohol & alcohol)	0 - 5 L	0.03	0.10	0
Cartons - polycoat containers & wine boxes (non-alcohol & alcohol)	0 - 5 L	0.00	0.10	0
Non-refillable glass (non-alcohol)	0 - 5 L	0.10	0.10	0
Non-refillable glass (alcohol)	0 - 500 ml	0.10	0.10	0
Non-refillable glass (alcohol)	501 ml - 5 L	0.10	0.20	0

Total containers sold:

0

Total amount of CRFs:

\$0.00

Total amount of deposits:

\$0.00

HST (on CRFs only):

\$0.00

Total due to Encorp Atlantic:

\$0.00

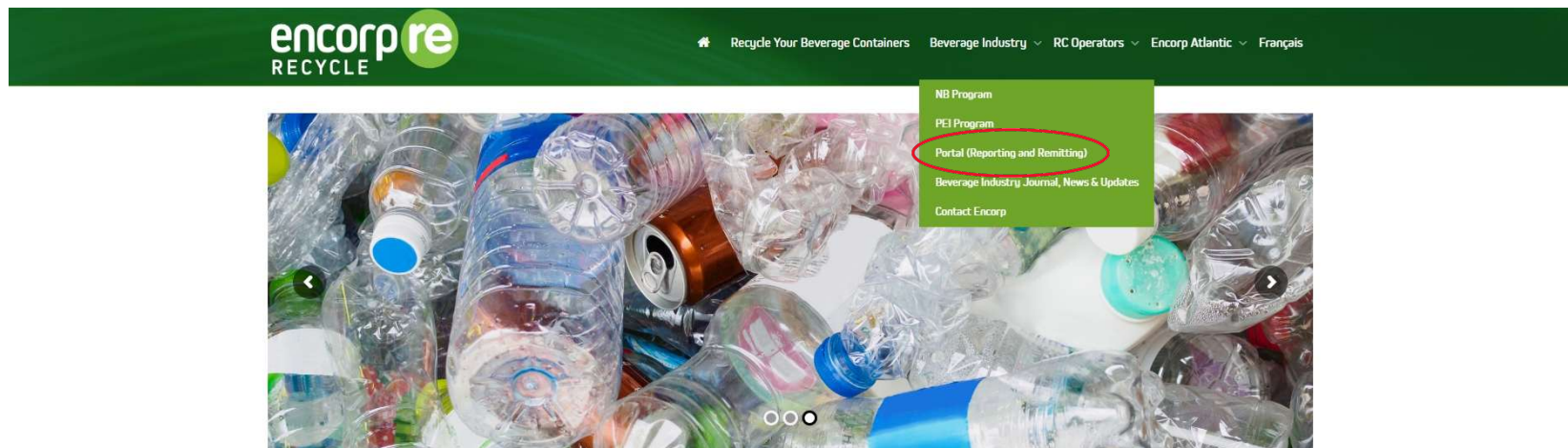
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Review Remittance Report →

REMITTANCE REPORT LOGIN SCREENSHOT



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Encorp Atlantic

At Encorp, we're all about recycling. We're a non-profit producer responsibility organization that manages the recovery of used beverage containers on behalf of the beverage industry. We collect, process, and send used beverage containers to recycling facilities so that the materials used to package your favourite beverages do not end up in landfills or pollute roadways, waterways, and other outdoor spaces.

Participate in Our Beverage Container Recycling Programs!

[Information for New Brunswick residents](#)






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Program Fees

Deposits & CRFs

ACCEPTED MATERIALS

ACCEPTED CONTAINER MATERIAL TYPES	DEFINITION
Aluminum	All deposit-bearing beverage products that are packaged in aluminum containers.
PET 	All deposit-bearing beverage products packaged in plastic containers displaying the number 1 polyethylene terephthalate (PET or PETE) resin code.
HDPE 	All deposit-bearing beverage products packaged in plastic containers displaying the number 2 high-density polyethylene (HDPE) resin code.
Non-Refillable Glass (Green, Clear and Brown)	All deposit-bearing beverage products packaged in glass containers not intended to be reused. Glass beverage containers are always either green, clear, or brown.
Refillable Glass	All beer products packaged in refillable glass industry standard bottles (ISB) or refillable glass proprietary bottles. The bottles can be either brown, green, or clear in colour. For multi-packs, refillable glass bottles must be packaged in recyclable cardboard cases.
Cartons (Polycoat Containers & Wine Boxes)	All deposit-bearing beverage products packaged in polycoated containers (aseptic or gable top) plus all box (cardboard) packaging used for deposit-bearing boxed wine (wine sold in a bag inside a box).
Steel	All deposit-bearing beverage products packaged in steel containers.
Other Plastics / Pouches 	All deposit-bearing beverage products packaged in plastics displaying the number 5 polypropylene (PP) symbol, number 6 polystyrene (PS) resin symbol, or number 7 (OTHER) resin symbol (meaning "other plastics," such as acrylic, nylon, polycarbonate, and polylactic acid and multilayer combinations of different plastics). This material sort/category also includes all deposit-bearing beverage products packaged in low-density polyethylene plastic pouches (resin symbol 4 - LDPE).

- Containers larger than 5 L are exempt from the Beverage Containers Program and will not fall under Encorp's responsibility.
- Encorp will not accept hybrid containers (with the exception of lids/caps/closures). For example, a container with a body made from PET and a top made from aluminum.
- Encorp does not encourage the use of plastic wraps on aluminum or steel cans. However, these will be accepted in limited quantities from small craft brewers.

LABELLING

- Deposit-bearing beverage containers in PEI must carry a refund notice advising that it carries a refund value and which is located on the container where it is readily visible and remain on the container when empty.
- Examples of appropriate labelling include but are not limited to the following - multiple variations of wording are acceptable provided the concept of a refund is evident:
 - a) *“Return for refund where applicable / Consigné là où prescrit”*
 - b) *“Refund where applicable / Consigné là où prescrit”*
 - c) *“Return for refund where applicable / Retourner pour remboursement là où applicable”*



DEADLINES & NEXT STEPS

- **January 2026:** Registrations open to appoint Encorp as agent/PRO. Producers will have access to a complete information package, including guidelines and consumer education materials for retailers.
- **February 26, 2026, at 1:00 p.m. AST** – Second informational webinar, following the opening of registrations.
- **April 1, 2026:** Official launch of the EPR program in PEI. Producers will begin reporting and remitting deposits and CRFs to Encorp for all applicable beverage containers sold in PEI starting this date. The program will also transition to a full deposit-refund model, with CRFs and the new deposit amounts specified in this document.



THANK YOU!
QUESTIONS? COMMENTS?

FREQUENTLY ASKED QUESTIONS

1. What happens if I sell products in a container that is not on Encorp's list of accepted materials?
2. Is Encorp going to provide retailers with public-facing consumer materials?