

FALL 2025

▶ HOW TO SPOT MEAL REPLACEMENTS & FORMULATED LIQUID DIETS

We’ve recently seen an increase in **Meal Replacement** and **Formulated Liquid Diet** containers being included in bulk bags during quality control checks. We understand these products can be tricky to identify, especially when staff are sorting quickly. Here are some tips to help staff with sorting.



What to watch for:

- Containers labeled “Meal Replacement” or “Formulated Liquid Diet” are not eligible for a refund. These labels are typically found near the bottom of the container.
- Products labeled “Nutritional Supplement” are deposit-bearing and eligible for a refund. Always check the label when you receive a container that looks like a Nutritional Supplement. These products often look nearly identical to non-refundable ones, and may even share the same brand and product name. For example, two versions of *Ensure High Protein* exist: one is a Nutritional Supplement (refundable), the other is a Meal Replacement (non-refundable).

What to do when a customer hands you a Meal Replacement or Formulated Liquid Diet:

- Politely explain that it’s not eligible for a refund.
- Refer customers to Encorp’s poster for clarification and/or offer them one of our handouts. **If you’re running low on handouts, let us know and we will send you more.**

JOIN US IN WELCOMING THREE NEW FACES TO THE ENCORP TEAM!

Encorp is growing, and with that growth comes exciting new talent! We’re delighted to welcome three new team members who bring a wealth of experience, fresh perspectives, and valuable skills to our organization. Their contributions will strengthen our mission and help us continue advancing beverage container recycling.

We’re thrilled to welcome Mélissa MacMullin to Encorp as our new Director of Operations! Known for her sharp problem-solving skills and passion for sustainability, she’s already bringing fresh energy and strategic thinking to our operations. Her leadership will help us streamline processes and strengthen support for the redemption centre network.

Joining the team as our new Executive Assistant, Michelle Girouard brings a warm, community-focused approach and a knack for keeping things running smoothly. Whether she’s coordinating meetings or supporting our leadership team, her attention to detail and friendly professionalism make her a fantastic addition to Encorp.

Finally, we’re excited to introduce Sheila Lagacé as our new Director of Marketing and Communications! With a talent for leading high-impact campaigns and building connections, she’s ready to amplify our message and bring fresh energy to how we engage with the public. Her strong leadership and clear communication will be key as we continue to grow our reach. (Nathalie Landry, who previously held the position, is continuing at Encorp in a senior communications role. She chose to step



from left to right:
Michelle Girouard, Mélissa MacMullin, and Sheila Lagacé

back from leadership to focus on her young family and is excited to be able to keep bringing her expertise and creativity to Encorp.)

REPORT ON RECOVERY VOLUMES (IN UNITS)

MATERIAL TYPE	2025 (TO DATE)	2024 (SAME TIME FRAME)
ALUMINUM	167,221,115	144,275,500
STEEL	338,376	383,353
PET/HDPE	90,121,401	85,690,113
ALL OTHER PLASTICS	2,083,405	1,889,243
NON-REFILLABLE GLASS	10,915,989	11,292,522
REFILLABLE GLASS (BEER)	5,550,348	4,141,464
CARTONS	6,367,537	5,713,251

WE’RE BACK IN CLASS! RECYCLING HEROES IN SCHOOL EXPANDS THIS FALL

This fall marks the exciting start of the third year of our *Recycling Heroes in School* program – now with an even stronger focus on beverage container recycling education!

We’re proud to have partnered with The Gaia Project to create engaging, curriculum-aligned lesson plans for elementary students across New Brunswick. [This resource](#), officially released in October, helps teachers incorporate deposit-bearing beverage container recycling into classroom learning in a fun and meaningful way.

To support these lessons, Encorp produced a kid-friendly educational video that explains why returning beverage containers to redemption centres (RCs) matters, and what

happens to those containers after they’re dropped off. You can watch the video anytime on our website ([The Lifecycle of Beverage Containers](#) web page).

We also launched our *Support our Recycling Heroes* campaign again this fall! This initiative encourages New Brunswickers to donate their beverage containers to participating schools by asking RCs to add those containers to the schools’ commercial accounts.

Our website features a full list of participating schools and their partnered RCs ([Support Our Recycling Heroes!](#) web page),

making it easy for family/community members to know where to go. The campaign will run throughout most of the school year, so keep an eye out for those donations!

Finally, if your RC works with schools that aren’t yet part of the program, we encourage you to invite them to apply. Participation is free and provides schools with additional supplies and funding to boost their recycling efforts. Applications are available on our [Recycling Heroes in School](#) web page.

