



To: House Environment and Transportation Committee
House Economic Matters Committee

From: Ellen Valentino

Date: February 9, 2021

Re: HB 36 Environment – Packaging, Containers, and Paper Products – Producer Responsibility - Informational

The MD-DE-DC Beverage Assn. is committed to working with policy makers in Maryland to find sustainable solutions that improve recycling, in a smart and efficient way.

The beverage industry makes bottles that are 100% recyclable. We certainly want to optimize their collection and recycling so we can turn them into new bottles and cans, and so they do not end up as waste in the environment.

We have a comprehensive new initiative in place to help advance this goal. See more on the attached presentation, which was made to the Environment Recycling Workgroup, on September 9, 2020.

Early this session we supported HB 164 Department of Environment – Office of Recycling - Recycling Market Development. That Legislation has moved favorably out of this committee and the Senate companion bill is also heading favorably to the Senate floor.

Efficient and effective recycling policies start with recycling studies and without a comprehensive market development study (HB 164) any new laws will fall short.

MARYLAND • DELAWARE • DISTRICT OF COLUMBIA BEVERAGE ASSOCIATION
P.O. Box 711 • Annapolis, MD 21404
410-990-9502



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MD-DE-D.C.
BEVERAGE

ASSOCIATION

Ellen Valentino

evalentino@ellenvalentino.com

Who We Are.

MARYLAND

ANNUAL ECONOMIC CONTRIBUTION
OF THE BEVERAGE INDUSTRY



The Beverage Industry is a Major Contributor to Maryland's Economy

Maryland's beverage companies manufacture and distribute some of the most popular non-alcoholic beverages in the world. From products in your neighborhood store to our support of local community initiatives, our presence is felt in **every community** across the state. We play an **important role in the state's economy** by providing good-paying jobs, paying significant tax dollars to the state and federal government and making generous charitable contributions to organizations across the state.

2,748 JOBS

PROVIDED BY
MARYLAND'S
BEVERAGE INDUSTRY



1,101
soft drink jobs



350
bottled water jobs



224
100 percent
juice/juice drinks jobs



302
other beverages jobs



771
distribution jobs



BENEFITING LOCAL BUSINESSES

More than 23,882 workers in restaurants, grocery stores, convenience stores, movie theaters and more depend, in part, on beverage sales for their livelihoods. Additionally, 7,794 workers whose companies supply ingredients and materials among other things to the beverage industry depend partly on beverage sales for their paychecks.



MAKING AN ECONOMIC IMPACT

- \$1.9 billion direct economic impact
- \$222.1 million in wages and benefits
- \$204.8 million contributed in state taxes
- \$297.7 million contributed in federal taxes



SUPPORTING LOCAL CHARITIES

Maryland's beverage companies and their employees also generously contribute \$26.9 million to charitable causes across the state.

MORE CHOICES. SMALLER PORTIONS. LESS SUGAR.



● NO ADDED SUGAR

● NO ADDED SWEETENER

0 CALORIES
PER CONTAINER

5-40 CALORIES
PER CONTAINER

45-100 CALORIES
PER CONTAINER



INNOVATING AND INVESTING IN OUR ENVIRONMENT

Beverage companies are working with local leaders and environmental groups nationally to reduce plastic, cut our carbon footprint, conserve vital resources and keep the places we live and work litter-free. Industry and government can work together on the environment.

It helps two bottom lines: the Earth's, and our own.



WATER

We've **REDUCED**
our water use by

14%

PER UNIT
OVER FIVE YEARS.



ENERGY

We've **VOLUNTARILY PHASED
OUT HFCs** equal to taking

15M

CARS OFF THE ROAD.



FLEETS

We've **IMPROVED** average
fleet **MILES PER GALLON** by

13%

SINCE 2010.



PACKAGING

Through lightweighting and packaging
reduction we've **SAVED**

100s

of **MILLIONS OF POUNDS**
of raw materials industry-wide.

RECYCLING



We're producing aluminum, plastic
and glass containers that are

100%

RECYCLABLE—

even the caps can be recycled.

Every Bottle Back

**OUR 100% RECYCLABLE BOTTLES ARE MADE TO BE REMADE.
AND WE WANT EVERY BOTTLE BACK.**

America's leading beverage companies are working together to reduce our industry's plastic footprint through our new **Every Bottle Back** initiative. We're using less new plastic and investing in efforts to get our bottles back so we can remake them into new ones.

The Coca-Cola Company

 Keurig
Dr Pepper

 PEPSICO

 AMERICAN
BEVERAGE
ASSOCIATION

▶ [EveryBottleBack.org](https://www.EveryBottleBack.org)

OUR COMMITMENT

We're working together to help ensure our plastic bottles become new bottles, and they don't end up in our oceans, rivers and beaches.

MAKING 100% RECYCLABLE BOTTLES

We're carefully designing our plastic bottles to be 100% recyclable—even the caps.

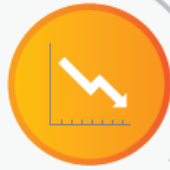
Our unique plastic bottles are made from PET because it's strong, light, valuable, and most importantly, easy to recycle and make into new products, including new bottles.



RAISING AWARENESS & INSPIRING ACTION

We're investing in awareness campaigns to reinforce and promote the value of our 100% recyclable plastic bottles with consumers and stakeholders, inspiring audiences to recycle them.

EVERY BOTTLE BACK



MEASURING OUR PLASTIC FOOTPRINT

World Wildlife Fund is providing strategic, scientific advice to help measure our industry's efforts to reduce our plastic footprint.



ADDING MESSAGE ON PACKAGING

Our companies are coming together to voluntarily introduce a new on-pack message to promote the recyclability of our plastic bottles and caps.



IMPROVING RECYCLING INFRASTRUCTURE

We're working to improve the quality and availability of recycled plastic in key regions of the country by directing the equivalent of \$400 million to **The Recycling Partnership** and **Closed Loop Partners** through a new \$100 million industry fund that will be matched three-to-one by other grants and investors.



WWF



Unprecedented Coalition

Thank you.

Ellen Valentino

evalentino@ellenvaletino.com