



The Honorable Marc Korman  
Chairman, Environment and Transportation Committee  
250 Taylor House Office Building Annapolis, Maryland 21401

February 11, 2025

**Re: Oppose House Bill 69- Environment – Plastics Products – Postconsumer Recycled Content Program**

Dear Chairman Korman and Members of the Committee,

We are requesting an unfavorable report for House Bill 69.

The MD-DE-DC Beverage Association is the trade association representing the local soft drink industry. Our members have a strong presence across the State of Maryland. Increasing the recycled content in our packages is a top priority for the beverage industry. We, the industry, have endeavored to reduce plastic waste in the environment. You might even be familiar with our “Every Bottle Back Campaign” and/or the “Made to Be Remade” work we are doing. These industry-wide initiatives are educating our consumers on the progress we have made around designing and using bottles and cans so that they are 100% recyclable. We are investing locally to upgrade recycling carts, distribute recycling carts and create equity in access to recycling. We are actively doing the work to prevent our plastics from ending up as litter.

Considering current events and supply chain issues, we must also consider the realities of the marketplace, and how these issues can slow the progress of achieving standards for an individual state. We raise this point because without this legislation, the marketplace is spurring innovation and competition that are netting the result of decreased use of virgin plastics and increased use of recycled materials. House Bill 69 will undoubtedly slow or potentially impede innovation.

Thank you for your consideration. We hope that you will visit our website at [www.everybottleback.com](http://www.everybottleback.com) to read in full our commitments and partnerships around our containers and packaging.