



October 31, 2011

Selectman Mayhew
P.O. Box 119
401 Middle Road, Beetlebung Corners
Chilmark, MA 02535-0119

Dear Selectman,

At a time when families are struggling to make ends meet and saving and growing jobs is a priority for our legislative leaders at the national and local level, expanding mandatory deposits on waters, teas, juices and sports drinks just doesn't make sense. We are writing you today to ask you to join Real Recycling for Massachusetts, a coalition made up of concerned citizens, businesses and community organizations actively supporting comprehensive recycling programs, while opposing the additional costs on grocery items in the form of an expansion to the Massachusetts Bottle Bill.

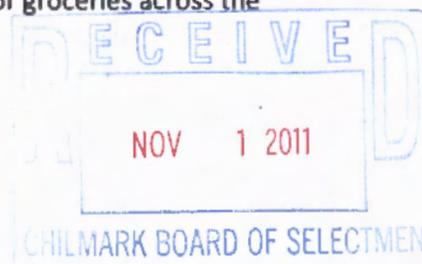
Your support against the expanded Bottle Bill will help keep families from spending additional revenue on groceries and relieve Massachusetts businesses and consumers from huge expenses and hassle.

Real Recycling already includes 37 of the most influential business representatives in Massachusetts, including the Retailers Association of Massachusetts, New England Convenience Store Association, Pepsi-Cola Bottling, Polar Beverages, Seacoast Coca-Cola, Lowell Coca-Cola, Poland Spring Bottling Company and the Worcester Regional Chamber of Commerce. These companies, along with 40,840 other retail employees in Massachusetts, will suffer the consequence of job loss and experience increased operating costs if this legislation passes.

We have provided the following facts for your consideration:

Increased Costs to Consumers

- In addition to paying a deposit on more items, consumers would also bear the brunt of increased costs for retailers and beverage distributors. Between \$58 million in higher operating costs and \$60 million in deposits, the expanded bottle bill would cost consumers almost \$120 million per year at the grocery store.
- The expanded bottle bill would add \$116 million per year for groceries across the Commonwealth.



Impact on Jobs

- The production, distribution and sales of beverages in Massachusetts' grocery stores and restaurants support 40,000 jobs in the Commonwealth and nearly \$4 billion in economic activity.
- A more limited expansion of New York's bottle bill led to plant closures and job losses in 2009.

Strain on Local Businesses

- Massachusetts' local grocers would bear the brunt of a more complicated bottle bill, which could lead to higher grocer prices for consumers. Different container sizes, shapes, and materials means longer waits for consumers and more staff required to handle those bottles and cans by hand in the stores.
- The current bottle bill is already expensive to operate. Recycling containers through a deposit/redemption system is the most costly approach for consumers, retailers and beverage distributors.

Recycling

- OVER 90% OF Massachusetts households have access to Recycling, primarily curbside – more cost effective, efficient, and environmentally friendly.

We have included additional research in this letter about the significant drawbacks the expanded Bottle Bill would add to our already struggling economy. By voting against an expanded Bottle Bill you will save consumers, businesses, and jobs across Massachusetts.

As a representative of a town that will be greatly impacted by an expanded Bottle Bill, we hope that you will consider joining our coalition that will save consumers, businesses, and cities and towns across the Commonwealth. Please visit Real Recycling's website at www.realrecyclingmass.com to learn more about our coalition and sign our petition. You can also fax your membership form to (617) 742-6880.

If you have any additional questions, please do not hesitate to contact us. Thank you again for your consideration.

Sincerely,

Christopher Flynn
President
Massachusetts Food Association

Vincent Shanley
Executive Director
Massachusetts Beverage Association



Curbside Recycling - A Better Choice

Why is curbside recycling a better choice for Massachusetts?

Expanding the current law would change the Massachusetts Bottle Bill for the worse, making it more costly, but providing almost no benefit. Putting deposits on additional containers will require establishment of a new, separate system for collecting empty bottles and cans from retailers and restaurants all over the state – because most beverages covered by expansion are sold through a different distribution system than beer and soda. This redundant system will be more expensive, more prone to fraud, and put more trucks on the road to collect containers.

Instead of an expanded, costly, and regressive bottle bill expansion, we support a plan that calls for more and better curbside recycling programs; better incentives to encourage recycling by residents and businesses; promotion of recycling; and access to recycling outside the home – at work, at play, and on the go. If we focus on maximizing the amount of recycling and getting the biggest bang for our recycling buck, we'll have a better environmental outcome at a much lower cost.

Why Expanded Curbside Recycling Programs Make Sense for Massachusetts:

- It's the most convenient – less time and hassle for consumers, less energy and emissions wasted driving to redemption centers to take back empties.
- It's the most efficient – recycling a ton of material at the curb costs about ¼ to 1/3 as much as redeeming it through the current bottle bill.
- It's the most effective – curbside and other multi-material programs like dropoff recycling focus on a wide range of paper, metal, plastic, and glass products and packaging. Handling a lot of material at one time means we keep more out of landfills and recover more of the valuable resources and energy in the waste stream. Expanding the bottle bill promises to increase our recycling rate statewide by a paltry 1/8 of 1%.

CITIZENS Membership form

YES! You may list me as a member of a coalition of citizens, businesses, and community organizations opposed to expanding the Massachusetts bottle bill. Raising the price on hundreds of beverages like juices, teas, and bottled water will cost consumers an estimated \$58 million. And it won't create any new jobs. Citizens of Massachusetts don't need to be nicked and dimed by hidden taxes in this economy.

By signing this form, you may use my name in association with public materials such as a website, letterhead, and fact sheets.

Name (Please print.)

Signature

City State Zip

Contact Email Contact Phone

Please fill in, sign, and then get your family and friends to do the same.
Mail, email or fax the form back to us at:

Madalyn Tomaszewski
Dewey Square Group
100 Cambridge Street, Suite 1301
Boston, MA 02114
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Fax: 617-742-6880





Frequently Asked Questions about the Expanded Bottle Bill

What products would the expanded bottle bill affect?

Massachusetts consumers already pay deposit on cans and bottles of soda and beer. The expanded bottle bill would mandate a deposit on an even wider range of products like juice, fruit drinks, iced tea, bottled water, sports drinks, and flavoured waters.

How would the expanded bottle bill affect consumers?

In addition to paying a deposit on more items, consumers would also bear the brunt of increased costs for retailers and beverage distributors. Between \$58 million in higher operating costs and \$60 million in deposits, the expanded bottle bill would cost consumers almost \$120 million per year at the grocery store.

Don't consumers get their deposits back?

Some do, but because of the hassle and time involved, many give away their empties or simply recycle them in their curbside bins. Because the State keeps any unclaimed deposits, some tout expansion as a back-door way to generate more revenue for State coffers. The expanded bottle bill is estimated to bring in \$20 million a year in new revenue. That's \$20 million out of our pockets for bottles that we may very well be recycling anyway.

How would the expanded bottle bill affect retailers?

The current bottle bill is expensive for retailers to operate. Grocers have to dedicate precious space in their stores for reverse vending machines to handle empties in addition to storage space and labor to accommodate the returns. The expanded bottle bill would add many types of containers that don't fit in current machines, so consumers would have to wait in line to redeem them at a customer service counter. For the rest of the containers, retailers would have to spend more on equipment and staff or increase capacity in their reverse vending machines.

Could the expanded bottle bill really cost Massachusetts jobs?

Yes, the expanded bottle bill would impact the 3,700 people who work for the beverage industry. Unions including Local 513 RWDSU/UFCW — representing drivers and plant workers — and Local 1271 IAM/AW — representing beverage container machinists — oppose the expanded bottle bill. A more limited expansion of New York's bottle bill in 2009 led to plant closures in the industry and resulting job losses and dislocations. It's a scheme that could have far reaching effects on our economy.

What kind of impact would the expanded bottle bill have on recycling?

Negligible. The expanded bottle bill is only expected to increase recycling by 1/8th of one percent or 0.12%. That works out to about three pounds of additional recycled material per person per year.

Doesn't Massachusetts already have recycling programs for these containers?

Yes, 83% of people who recycle in Massachusetts take advantage of curbside pickup. In addition, there are drop-off centers that accept all recyclables (not just beverage containers). These programs handle many materials and are much more efficient than a bottle bill. There are ways to improve those recycling programs and extend programs to more places (parks and offices, for example) — that's where we should be directing our energies, not counting bottles and cans.

Which is more cost effective — curbside or bottle bill recycling?

When it comes to cost, curbside recycling is the big winner. The existing bottle bill costs three to four times more to recycle a ton of material than in a curbside program. When it comes to expansion, the bottle bill would cost about 10 times more per ton than curbside. And if you factor in driving to redeem containers, the cost and carbon footprint of the bottle bill go up even more.