

Modernizing Maine's Bottle Bill



When Maine passed a bottle bill in 1978, it was one of the first in the country. Over the past four decades, Mainers have consistently voted to update their bottle bill, leading to a reported 84% redemption rate for the state's beverage containers. Today, Maine has an opportunity to address severe environmental challenges even more effectively by implementing ten high-performance principles for modernizing its deposit return system (DRS).

BENEFITS DELIVERED BY MODERNIZED DRS

-  ENVIRONMENTAL
 -  ECONOMIC
 -  SOCIAL
- + SAVES MILLIONS FOR ME TAXPAYERS & CITIES/TOWNS**

NEW RESEARCH ON MAINE SHOWS THE IMPACT:

6,900 METRIC TONS OF CO₂  **reduced annually in greenhouse gas emissions**—the equivalent of taking 1,500 cars off Maine roads each year¹

128+ MILLION  **additional beverage containers recycled each year**, yielding nearly 4,000 tons of high-value material annually

\$900K+ IN SAVINGS  **for Maine cities and towns** by redirecting recyclables away from costly curbside collection systems

\$100+ MILLION  **added to Maine's economy annually** in Gross Value Added (GVA)³

85% LITTER REDUCTION  **of beverage containers²**, creating far more livable communities

HOW SHOULD A MODERN DEPOSIT RETURN SYSTEM WORK?

 **Accessible & Accountable**

 **Increases access for consumers**
with 920 projected locations to return containers so redemption can become an easy part of a Mainer's daily routine

 **Includes more beverages containers**
among the most littered items in the state – and of note, includes “nips,” enabling Maine to remove 100 tons of nips from roadsides and landfill streams.

 **84% to 90% jump**
in redemption rate for containers included in Maine's deposit return system

 **Industry Financed**

 **Funded by producers**
so Maine consumers or their cities and towns do not pay for the management of these materials

 **Creates efficiencies**
by establishing clear standards, oversight, and enforcement that optimize performance and reduce fraud

 **Producers will pay**
\$43.43 million annually - not Maine municipalities and consumers, as they do now

 **Well Managed & Regulated**

 **Government plays an oversight and enforcement role**
to ensure performance standards are met by producers and retailers and enforce a 90% collection target in Maine

¹ Calculated at: <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>
² “National Litter Study”, Keep America Beautiful. 2021 <https://kab.org/litter-study/>.
³ Gross value added (GVA) is an economic productivity metric that measures the contribution of the DRS to the state.