



CBCRA ANNOUNCES NEW LAUNCH DATE FOR BEVERAGE CONTAINER RECYCLING PROGRAM IN ONTARIO

TORONTO – March 7, 2023 – The Canadian Beverage Container Recycling Association (CBCRA), in consultation with Retail Council of Canada, today announced that the launch of its Recycle Everywhere program is moving from April 1, 2023 to June 1, 2023.

“This decision allows more time for producers, retailers, and Ontarians to prepare for the implementation and learn about the many benefits the province will see from it,” said Ken Friesen, Executive Director, CBCRA. “We will continue to work with stakeholders, as well as provincial and municipal governments, to ensure the smooth implementation of a beverage container recycling program that puts Ontario on track to achieve provincial recycling targets.”

The Recycle Everywhere program will support municipalities as well as the industrial, commercial and institutional sectors in making away-from-home beverage container recycling convenient and accessible for everyone. In addition, more than 250,000+ new recycling bins will be placed along with province-wide promotion and education campaigns and a host of other services. Convenient away-from-home bins – in municipal facilities like pools and arenas, as well as places like malls, stadiums, and offices – are crucial for increased recovery. CBCRA will work closely with partners to ensure bin infrastructure is widely available wherever beverages are consumed.

The Recycle Everywhere program is funded through a Container Recycling Fee (CRF), which will be charged by CBCRA to participating non-alcoholic beverage producers. The CRF is the primary funding mechanism to achieve the recycling targets established by Ontario’s Blue Box Regulation.

“Our members fully support CBCRA’s decision to move the program launch date to June 1, 2023,” said Diane J. Brisebois, President & CEO of Retail Council of Canada. “The added time allows CBCRA to better connect with our members and the broader business community to align on and rollout communications to retail staff and consumers. This will help Ontarians better understand the importance of the Recycle Everywhere program and the corresponding Container Recycling Fee as participating beverage producers and manufacturers look to meet their recycling goals.”

Since 2010, CBCRA has managed a similar program in Manitoba, where it has increased recovery rates – the percentage of beverage containers collected for recycling – from 42% to 72% in Manitoba. CBCRA now intends to leverage its knowledge and expertise of program implementation, as well as its understanding of the Ontario market, to deliver an expansive away-from-home program in Ontario.

About CBCRA

The Canadian Beverage Container Recycling Association (CBCRA) is a not-for-profit, industry-funded organization whose membership includes beverage brand owners and distributors. CBCRA implemented and operates the Recycle Everywhere program. Recycle Everywhere strives to educate the public on beverage container recycling and ensure that it is convenient to recycle empty beverage containers no matter where citizens live, work or play. Learn more at cbcra-acrcb.org and recycleeverywhere.ca.

For more information:

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