BottleDrop®
Oregon Redemption Center

# Oregon's Bottle Bill: A Cooperative Approach

## How the private sector made redemption and recycling a success

OREGON BEVERAGE RECYCLING COOPERATIVE
OBRC

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# Brief History of the Bottle Bill

- 1971 - Bottle Bill signed into law
- 2009 - Bottled water added
- 2011 - BottleDrop Redemption Center pilot begins
- 2017 - Increase to 10 cent deposit
- 2018 – Expansion, expected 40% increase in container volume

# Oregon Beverage Recycling Cooperative

- Operating budget: $34 million
- Processes 1.3 billion containers/year
- 108 Members and Participants (any distributor of beverages)
- Over 400 Oregon Employees
- Tractor-trailers collecting empties from 2,600+/- Oregon grocery/c-store locations
- Five processing plants
- ZERO tax payer dollars

# Recent changes:
# 10 cents sparked huge demand

Redemption rate went from 64% to over 82%

# Recent Changes: Expansion & Keeping pace with the industry

- 1971 – far fewer beverage types and container types in stores
- 2018 Expansion – Applies bottle bill to reality of beverage market

# Expansion: New containers in 2018

## Oregon's 2018 Bottle Bill Expansion

### NEWLY INCLUDED:

- Energy & Sports Drinks
- Coffee & Tea Drinks
- Ready-to-Drink Cocktail Mixers
- Kombucha
- Hard Cider
- Juice (fruit & vegetable)
- Protein & Marijuana Drinks

*Beer, Soda & Water containers are still included.*

## Oregon's 2018 Bottle Bill Expansion

### NOT INCLUDED:

- Wine/Distilled Spirit
- Milk (dairy & plant based)
- Infant Formula
- Meal-Replacement Drinks
- Concentrated Cocktail Mixers

# OBRC and BottleDrop

# Redemption Centers

- Clean, fast, & easy
- Single-purpose, indoor redemption centers
- 32 Locations
  - 22 redemption centers
  - 10 Express locations
- ZERO taxpayer dollars

# Three ways to redeem: Account

- ✓ **Bag it** – Fill BottleDrop green bags at home
- ✓ **Tag it** – Place BottleDrop tag on bag
- ✓ **Drop it** – Leave bag at any BottleDrop location (5am – 11pm)
- ✓ **Track it** – Check your account balance online or with our mobile app

# Three ways to redeem: Self serve

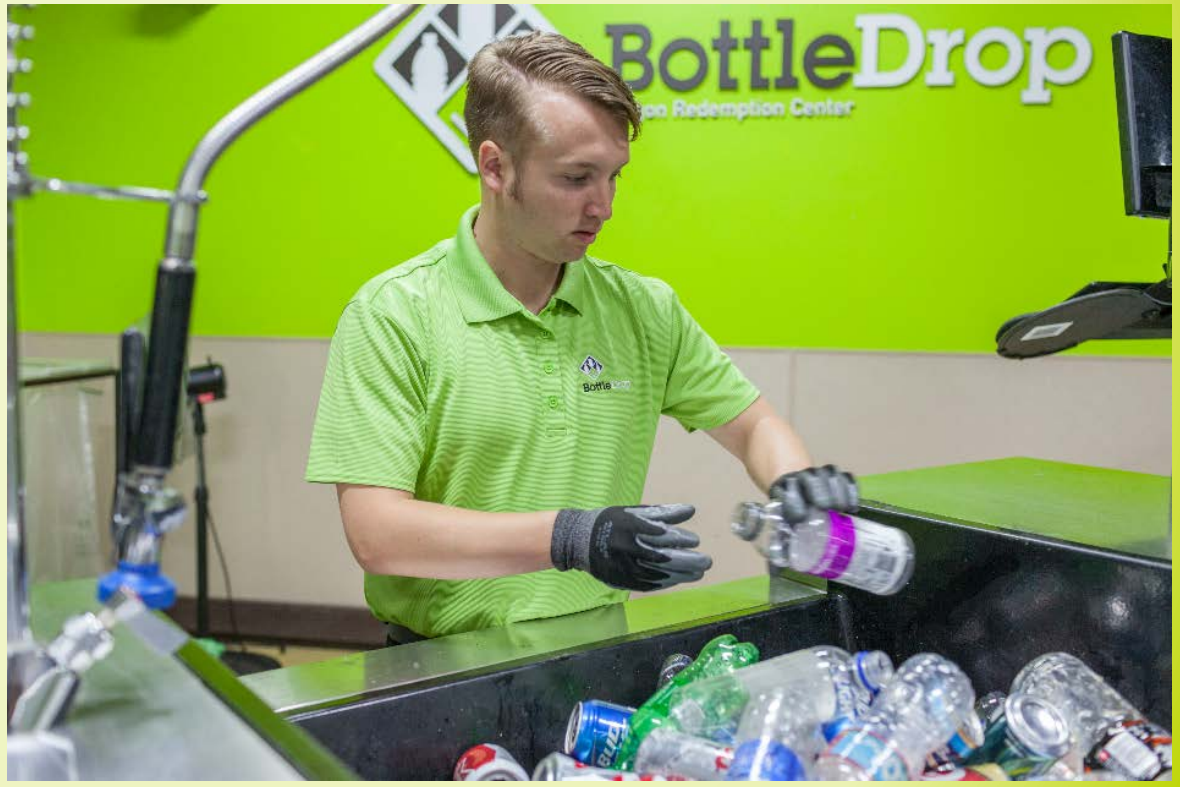
Bring empties to a redemption center and use one of our state-of the-art reverse vending machines

Limit: 350 containers per person per day

# Three ways to redeem: Hand Count

Bring empties to a redemption center and one of our staff members will count them for you

Limit: 50 containers per person per day



# Get your cash

- ✓ **At a BottleDrop**
- ✓ **Store Kiosk**
- ✓ **Get 20% more with rewards!**

# BottleDrop Express

# The fastest, easiest, BottleDrop

- Provide access to BottleDrop in smaller volume markets
- Expand access to green bag accounts
- 10 locations operating
- 18 more in 2018

# BottleDrop Give

# Redeem yourself, support your cause

Non-profits

- Enroll as fundraisers
- Distribute Blue Bags
- Drop full bags at a BottleDrop
- Collect a check

Green Bag account holders

- Drop your bag
- Transfer your credit to any enrolled non-profit

BottleDrop
Oregon Redemption Center

BottleDrop®
GIVE

OREGON BEVERAGE RECYCLING COOPERATIVE
OBRC

Holiday Give
Statewide incentive program
(10% -40% match)

Dallas high school raised over $7000 in 4 weeks

Local letter to the editor

# Give Partnerships & Events

Collaboration with Saving Grace Pet Adoption Center in Roseburg

Together, we raised $2,200 in 4 hours

News Review Article

# What's Next for Give

Medford family raises funds for kidney transplant with bottle deposits

BottleDrop Give, Tomra, and the National Foundation for Transplants are hosting a can drive and providing matching funds on March 4th to benefit Ashley Mayer

Mail Tribune Article

# BottleDrop Refill

# Upping the game: Refillables

- 2017 Pilot: over 3,000 refillable bottles collected and returned for reuse
- 2018 – Introduce BottleDrop refillable bottle
- Lower cost for Oregon craft brewers
- Fraction of the carbon footprint of even recycled glass

# BottleDrop Plastic

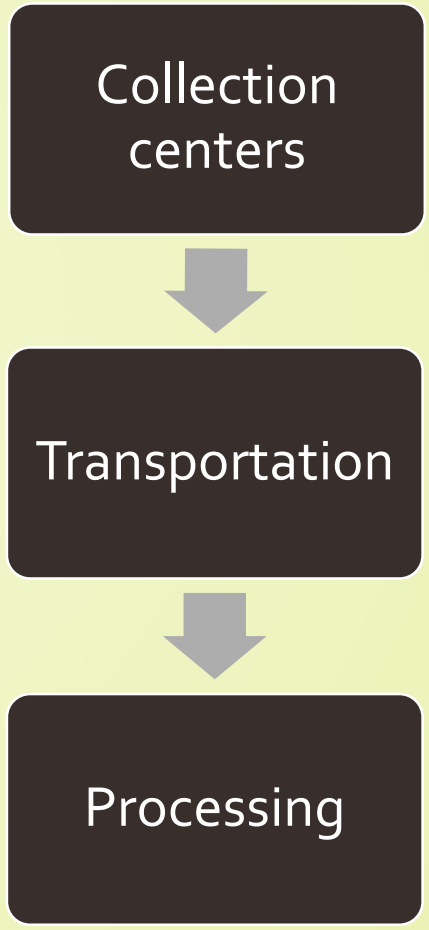
# Recycled in Oregon, by Oregonians

- 100% of all plastic containers collected by OBRC
- ORPET facility located in St. Helens
- 17 million pounds of plastic last year
  - 236 Grey Whales!

# Measuring Success

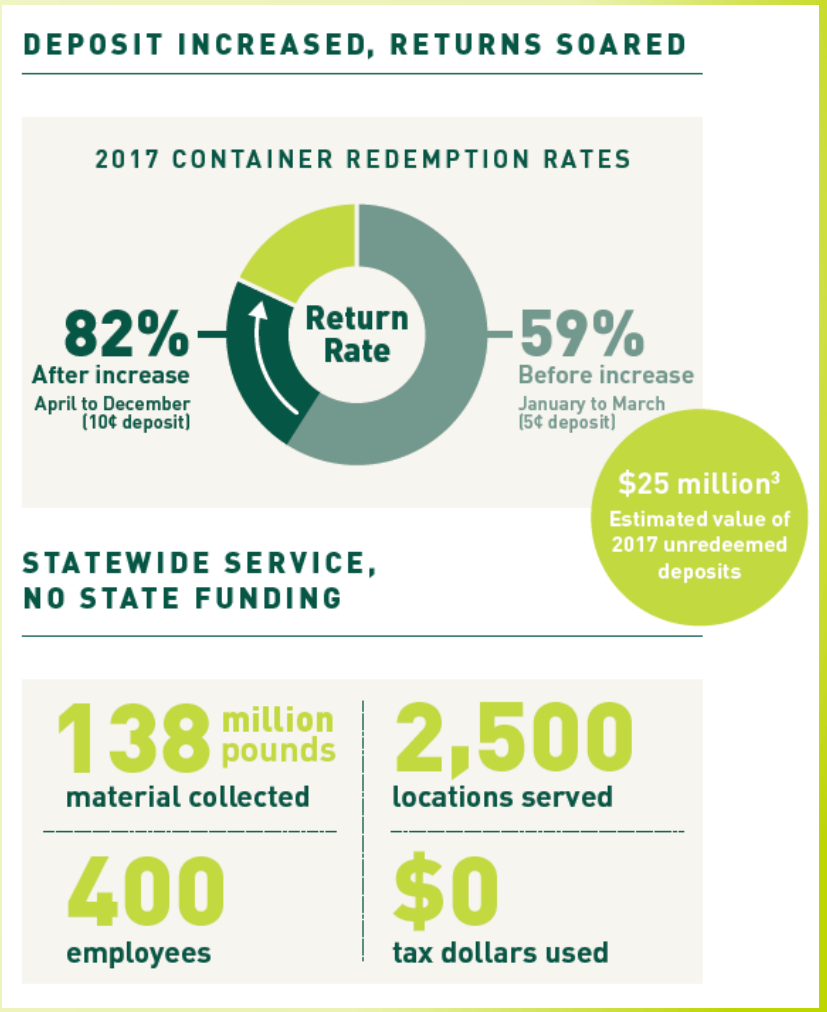
# Private Sector Efficiency

- "Vertical Integration"
  - We own or control every step in the process
- "Clean Stream"
  - We deal only in plastic, glass, and aluminum
  - Better than "co-mingled"
- In-state
  - All glass and plastic is processed in Oregon, most of it in the Portland metro area.



# Investing in Success

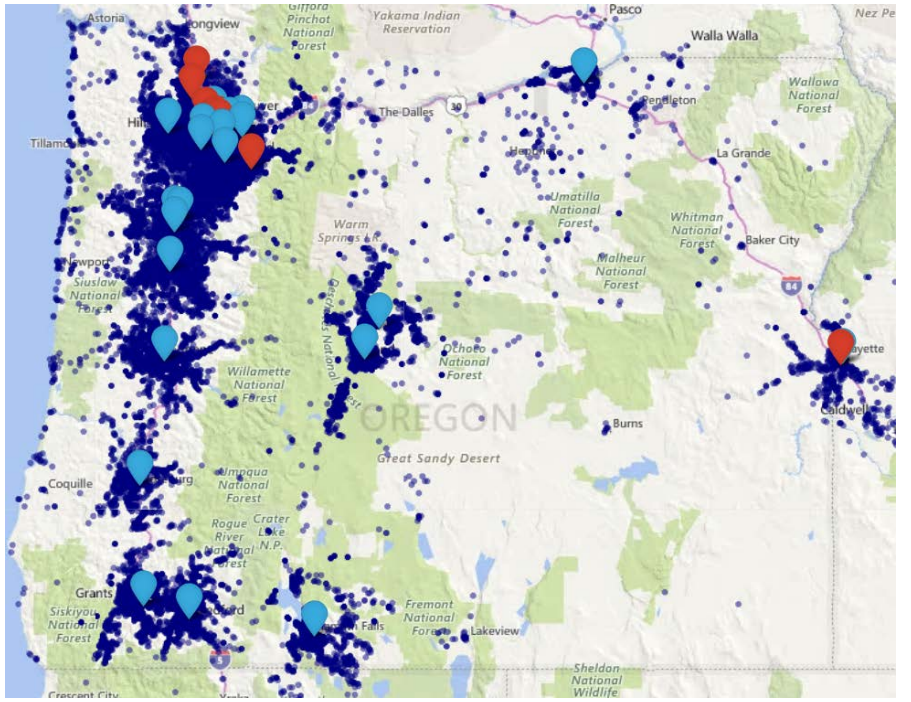
- To prepare for 2018 expansion:
  - $3 million in new machinery and redemption center improvements
    - 45 new reverse vending machines
  - 54 additional truckloads per week
  - 23 additional full time jobs (including ORPET)
  - 4 new or remodeled redemption centers
  - 11 new Express locations
- **82% redemption rate for 2017**

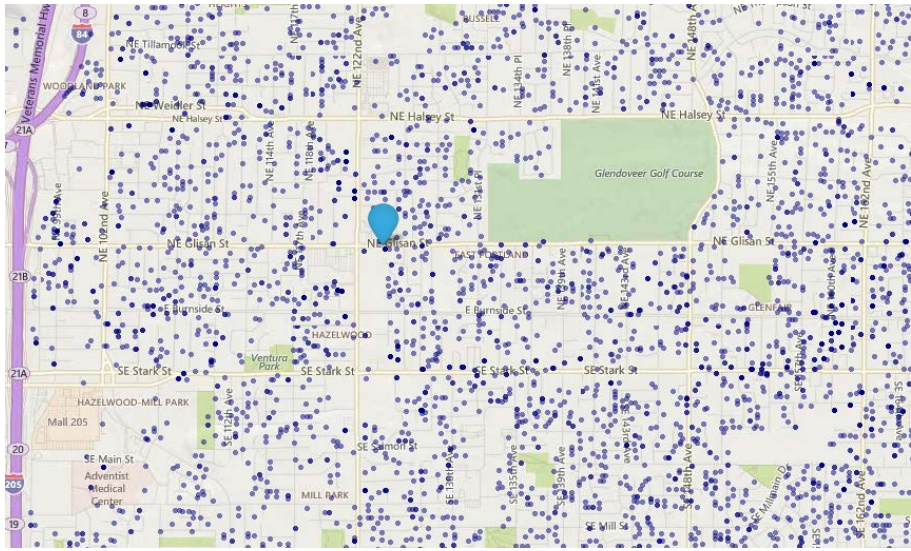



3. Estimated for 2017. Value of unredeemed deposits is the net value including impact of conversion from $.05 to $.10 per container.

# Measuring Success

- Over 200,000 account holders
  - 90,000 new accounts in 2017
- 60% of redemptions coming to BottleDrop
  - 4 More centers and 18 more express locations coming in 2018
- $350,000 donated to Oregon non-profits
- Still: Zero tax dollars



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## For more information:
www.obrc.com
www.bottledropcenters.com

Thank You!

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