

Oregon's Bottle Bill: A Cooperative Approach

How Oregon's Most Prominent Public-Private-Partnership
Delivers Outstanding Recycling Outcomes

Oregon Beverage Recycling Cooperative

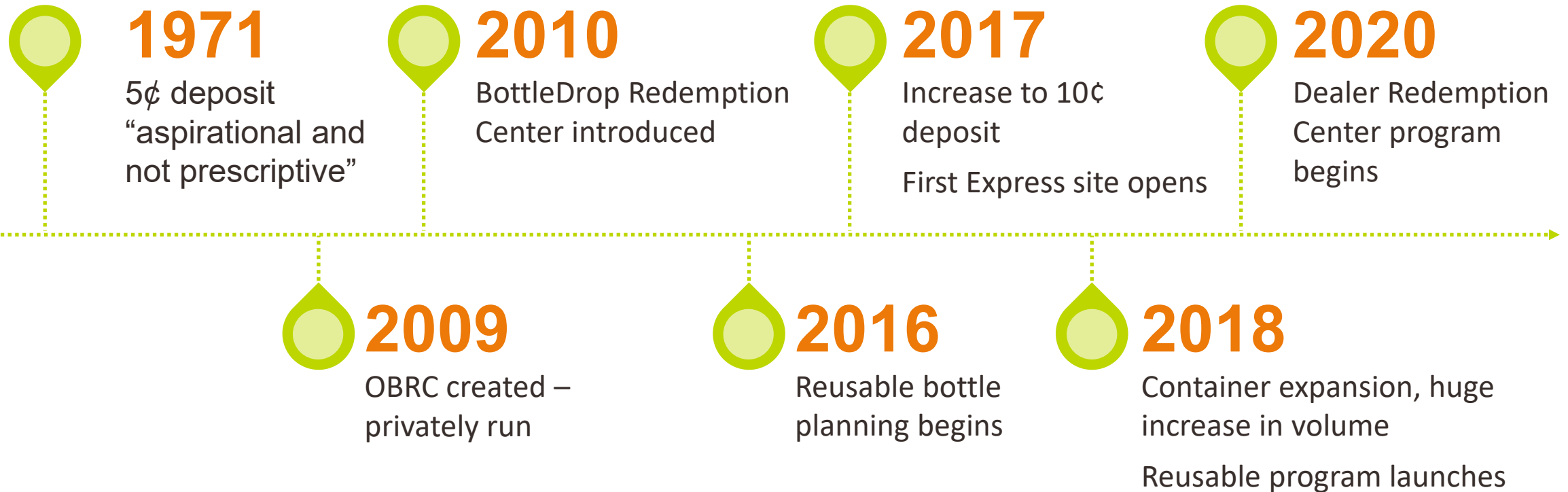


BottleDrop[®]
Oregon Redemption Center

Bottle Bill: A Brief History



Oregon leading the way in beverage industry stewardship



Three "Eras" of Consumer Experience



1971 – 1995: Hand Count Era



1996 – 2010: RVM Era



2010 – Present: BottleDrop Era



Green Bags



The easy self-serve account program

- **Gear up.** Customers enroll, get card and tags at kiosk, and buy bags at store
- **Tag & fill it.** Place coded BottleDrop tag on bags and fill with redeemable containers
- **Drop it.** Place bag through secure drop door
- **Track it.** Check account balance and bag history online or with our mobile app

BottleDrop[®]
Plus

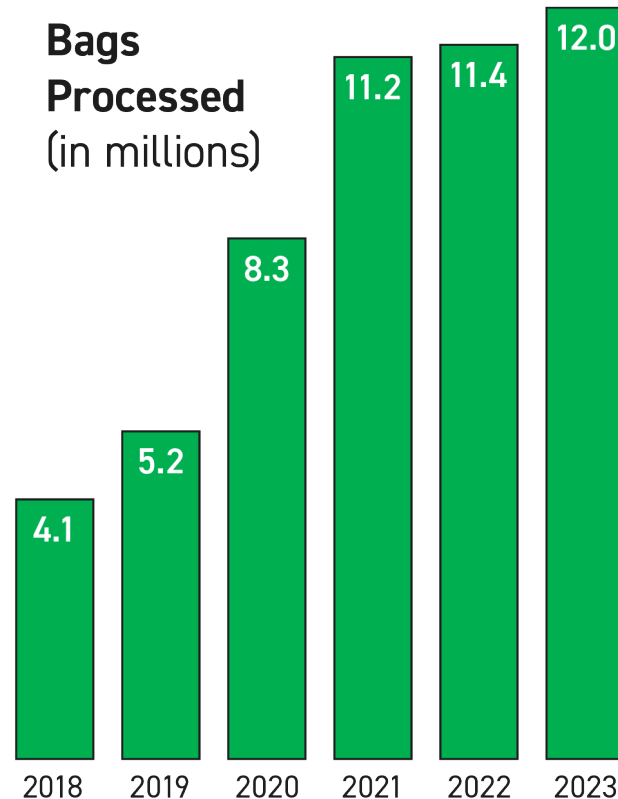


Bag Volume



Increasing convenience and access for Oregonians

- 1.1 million+ BottleDrop Account Holders
- Bag volume has nearly tripled since 2018



Blue Bags



Redeem yourself, support your cause

- Non-profits:
 - **Enroll** as fundraisers
 - **Distribute** Blue Bags
 - **Drop** full bags at a BottleDrop
 - **Collect** a check
- More than 6,500 nonprofits raise over **\$5 million** each year to support community efforts across Oregon.
- Over **\$33 million** raised to date.

2024 participation  **BottleDrop®
Give**



\$5.56m

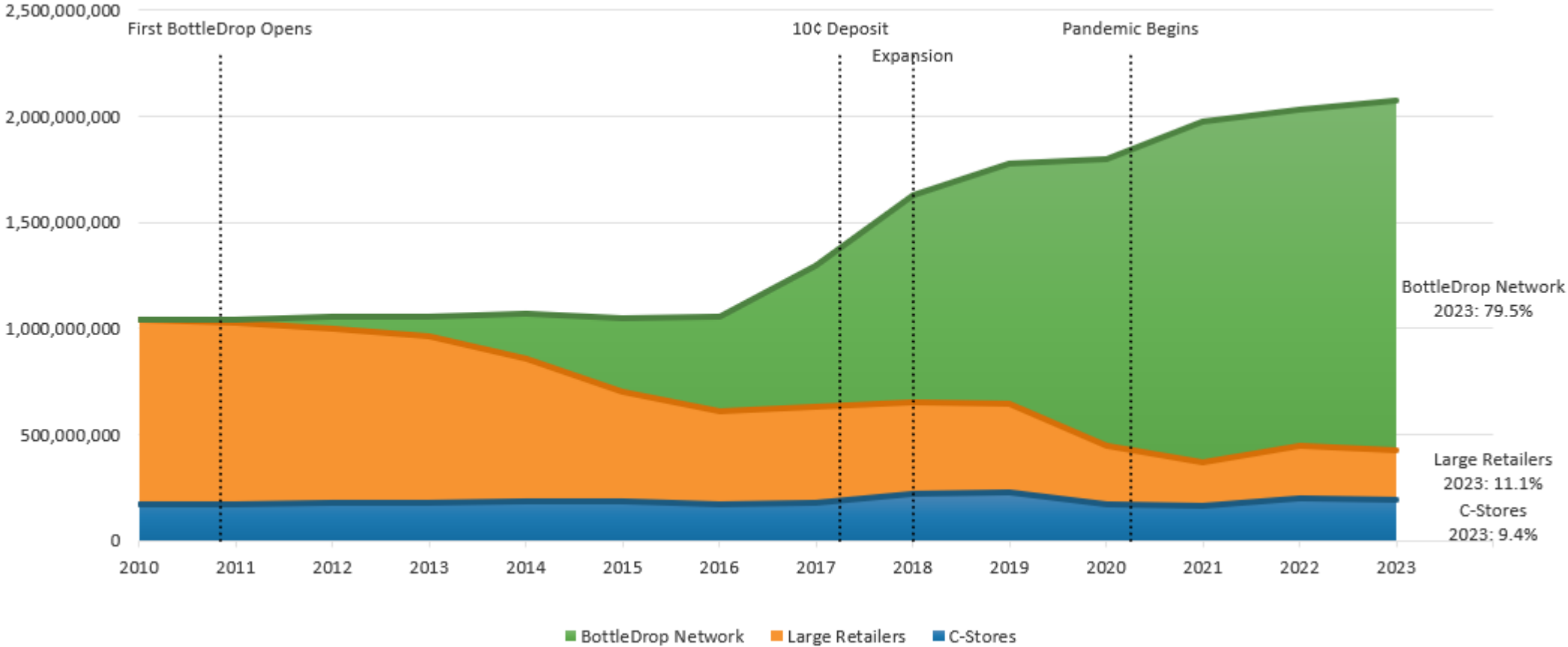
raised for nonprofits
(2024)

613k

Blue Bags processed

6,732 participating
nonprofits across Oregon*

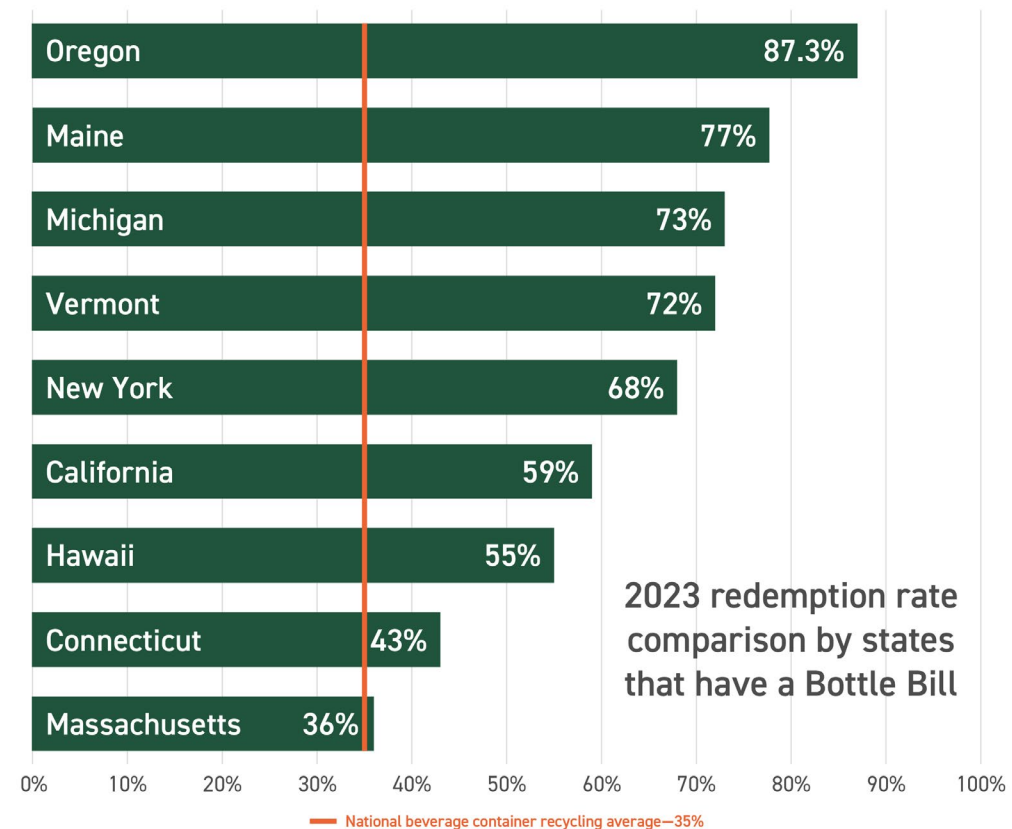
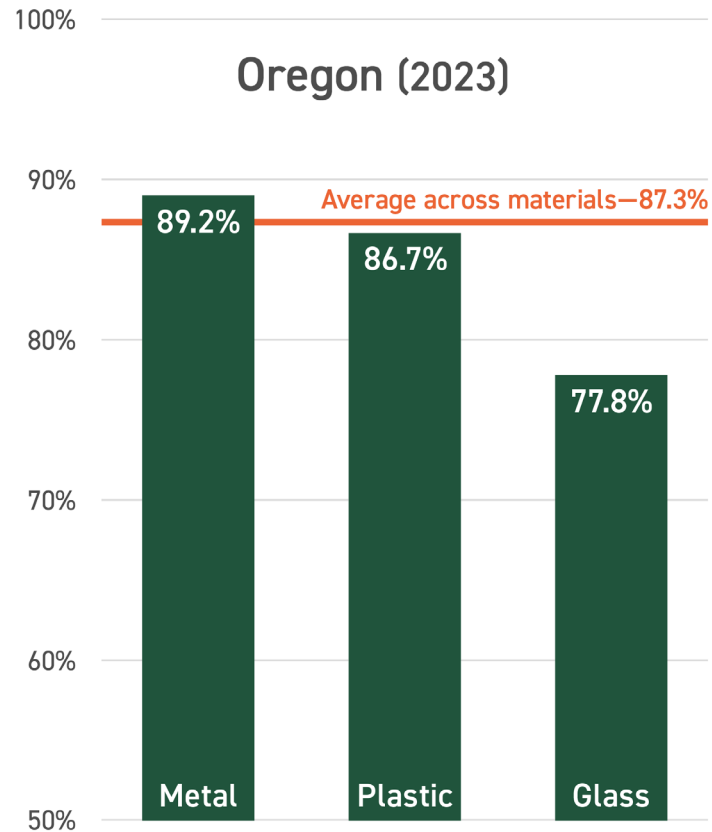
Container Returns by Location



A System that Gets Results



Redemption rates in Oregon and nationally



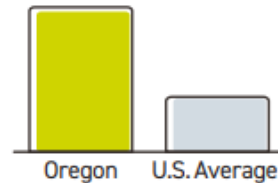
Why Have a Bottle Bill?



Prevent litter, boost recovery rates, improve quality of recyclables

WE GET A LOT MORE BACK

Around **88%** of beverages sold in Oregon are redeemable, and the redemption rate is regularly between **80-90%**. Nationally, the beverage container recycling average is around 35%.



CLEANER MATERIAL MEANS BETTER RECYCLING

Beverage containers have their own recycling pathway in Oregon, making them cleaner and easier to recycle. Unlike curbside, this means they can remain **Grade-A materials** and be recycled into food-grade packaging again.

WE KEEP THINGS CLOSE TO HOME

Not all recycling is the same. While there are plenty of stories about recyclable material being shipped overseas or ending up in a landfill, because of our Bottle Bill and OBRC's system, Oregonians can have confidence that:



Our beverage containers **ARE** being recycled.



Glass and plastic are recycled **right here in Oregon.**



All recycling takes place **in the U.S.**



2025 OBRC Priorities



Oregon beverage industry: producer responsibility in action

- Implementation of our strategic communications and community engagement plans
- Working with industry partners and other stakeholders on carefully tailored modernizations to Oregon's Bottle Bill that help to address the needs of today and protect Oregon's Bottle Bill for the long term
- Continue with strategic expansion and efficiency gains across the state with a focus on access to bag drop locations and installation of state-of-the-art technology



Thank you.

Learn more at obrc.com and bottledrop.com.

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