



CBCRA
Canadian Beverage Container
Recycling Association

Partnership
Leadership
Stewardship

May 5, 2011

The Hon Bill Blaikie
Minister's Office
330 Legislative Building
450 Broadway
Winnipeg, MB R3C 0V8

Re: Submission for Approval of CBCRA Program Plan

Dear Minister Blaikie,

Please find attached the CBCRA Program Plan submitted for your approval. Much of the Plan is similar to the Plan that was submitted in 2010. The Plan as written could be approved under the existing Regulation or under the proposed amended Regulation. It has been a pleasure over the last several months to work with your staff and we look forward to drawing this process to a close.

In the meantime we have been busy establishing the Program and improving recycling opportunities for Manitobans. Manitoba will be able to be proud to have the most comprehensive beverage container recovery system in North America. I have listed below some of the accomplishments achieved over the past twelve months.

When the Government of Manitoba set a 75% diversion target for beverage containers through its Packaging and Printed Paper Stewardship Regulation and Guideline, the Canadian beverage industry, knowing that Manitobans consume a significant percentage of its products away from home, immediately recognized that its existing 15-year investment in the province's Blue Box Program would no longer suffice on its own.

To achieve such an aggressive objective, environmental innovation was required on a scale rivaling the extensive residential or Blue Box itself – an initiative created in Manitoba more than 15 years ago by the beverage industry in partnership with the Government of Manitoba.

The Canadian Beverage Container Recycling Corporation (CBCRA), an industry-operated, non-profit organization focused on establishing recycling infrastructure in public spaces, was developed by the beverage industry as a response to its need for an away-from-home

complement to the Blue Box Program and thereby providing the means to reach the 75% recovery target.

The result is the first permanent province-wide comprehensive recycling solution for beverage containers in North America. This comprehensive system includes recovery of beverage containers through residential and away from home collection channels. In addition to this collection infrastructure the program includes extensive public education and regular mass communications around recycling and littering. Becoming known across North America as the Manitoba model, it is also strengthening Manitoba's existing curbside recycling system through additional financial investment and support. Moreover, it is only through the combination of a strong residential collection program and a strong public spaces program, that the 75% objective will be met.

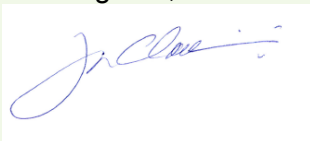
From a standing start in April and over a period of eight months, CBCRA accomplished the following:

- Created over 100 municipal partnerships;
- Signed onto the program 65 non-municipal partners;
- Deployed a total of 2500 bins;
- Participated in 115 event days in 2010;
- Worked cooperatively with Multi-Material Stewardship Manitoba (MMSM) to increase beverage container recovery rates in the Blue Box or residential collection system
- Developed a Northern Strategy in conjunction with MMSM
- Reached out to numerous First Nations and Northern and Remote communities resulting in a positive response
- Initiated participation from the small IC&I (Industrial, Commercial, and Institutional) sector including shopping malls, convenience stores, and Restaurants
- A material tracking system (MTS) was designed to gather information on beverage container recovery province wide.
- Signed a MOU with MMSM

As a by-product of these investments, permanent, part-time and seasonal employment has been created in addition to infrastructure being created in these communities.

Led by our experienced board, who also serve in leadership roles in other industry-led recycling programs across Canada, CBCRA will continue to operate in a transparent manner. Its programs will continue to be cost-efficient and convenient. We believe that cost efficiency benefits everyone: consumers, processors and the beverage industry.

Best regards,



John Challinor II
Chairman
CBCRA