



CBCRA Container Recycling Fee Toolkit

A letter from the Executive Director

A letter to all retailers detailing the CRF pricing, our Recycle Everywhere initiative and our mission.

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FAQs Sheet

A list of frequently asked questions to keep you and your staff in-the-know when it comes to the CBCRA, Recycle Everywhere and the Container Recycling Fee.

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CRF Poster

A printable, in depth look into the past and purpose of the Canadian Beverage Container Recycling Association and Container Recycling Fee.

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CRF Card

A quick reference breakdown of the different recycling fees for each recyclable container, plus a who, what and why on CRFs.

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Dear Brand Owners and Retailers,

We are the Canadian Beverage Container Recycling Association (CBCRA), a not-for-profit, industry-funded organization founded in 2010 whose membership includes beverage brand owners and distributors.

Implemented and operated by the CBCRA, the Recycle Everywhere program educates consumers on beverage container recycling. No matter where you live, work or play, Recycle Everywhere makes it simple and convenient to recycle empty beverage containers.

This program ensures beverage producers meet the regulatory targets to collect and manage 75% of beverage containers supplied in Ontario by 2026, and 80% by 2030. To accomplish these mandates, the CBCRA is proud to be launching the Recycle Everywhere program in Ontario this spring which will meet the needs of all beverage producers in collecting and managing containers consumed.

The entire Recycle Everywhere program is funded through a Container Recycling Fee (CRF) applied to every sealed, ready-to-drink beverage container supplied by producers in Ontario. The CRF, already used in 8 provinces, will fund the recycling of beverage containers no matter where they're consumed and disposed. Program elements include:

- Bin infrastructure
- Collection costs
- Promotion and education
- Data collection
- Program administration

The CBCRA's board of directors has determined that the CRF will be \$0.01 per aluminum container, \$0.02 for 500 ml and under PET bottles, and \$0.03 for all other containers. The CRF takes effect for beverage producers in Ontario beginning April 1, 2023. This fee structure mirrors a successful model the CBCRA has implemented in Manitoba where it has greatly increased recovery rates since the program started in 2010.

Although the Ontario legislated Common Collection System (CCS) does not begin until July 1, 2023, the regulated beverage container targets are much higher than other materials and encompasses beverage containers from all sources. This includes recovery from the IC&I (Industrial, Commercial and Institutional) sectors, plus municipal locations like pools, arenas and municipal buildings. For these reasons, the beverage recovery system needs to start in advance of the Common Collection System as it mandates a broader scope.

At the request of producers and retailers, and to prepare for the introduction of the Container Recycling Fee, we are providing a communications toolkit to assist in explaining its purpose and use. The toolkit features key messages, CRF rates by category and size, and communication tools to inform frontline staff and address consumer inquiries.

If there are any questions, please reach out to one of the following.

Producers/Retailers

E: producers@cbcra-acrcb.org
Toll-free: 1-877-922-2724

Consumers

E: info@cbcra-acrcb.org
Toll-free: 1-877-922-2724

Frequently Asked Questions about the CRF

What is the Canadian Beverage Container Recycling Association (CBCRA)?

Founded in 2010, 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 consumers on beverage container recycling and ensures it is convenient to recycle empty beverage containers no matter where you live, work or play.

CBCRA is committed to reaching the Ontario Government mandated beverage container recovery target of 75% recovery by 2026 and 80% by 2030.

What is a Container Recycling Fee (CRF)?

The CRF is the amount beverage producers are charged by CBCRA to cover the cost of recycling each beverage container they supply into Ontario.

The fee funds recycling bin infrastructure, signage, technical support, collection supports, promotion and education as well as program management. The CRF also covers the cost to collect and manage used beverage containers in residential recycling programs.

The CRF represents the cost of collecting and managing the beverage container wherever it is consumed and disposed of. The fee ensures that the public is aware of the direct link between what they are paying along with the costs and environmental benefits associated with recycling their used beverage containers.

Who is responsible for the Container Recycling Fee (CRF)?

The Container Recycling Fee is charged to beverage producers that have a signed Participant Agreement with CBCRA.

Who is charged the CRF?

Beverage producers are charged the CRF by CBCRA. The CBCRA program is being launched by the beverage industry, including beverage manufacturers and brand holders, to collect and recycle beverage containers to meet forthcoming regulatory objectives in Ontario. It is therefore at their full discretion as to how these costs might be passed on to retailers and which results in what consumers pay accordingly.

In fact, this is the common practice in 8 other provinces.

Do CBCRA or beverage producers make a profit from the CRF?

No, neither CBCRA or beverage producers profit from the CRF. The CRF is used to cover the cost of collecting and processing (sorting, densifying, and marketing) beverage containers wherever they are generated including away-from-home and at-home. The fee funds recycling bin infrastructure, signage, technical support, collection supports, promotion and education as well as program management. The CRF also covers the cost to collect and manage used beverage containers in residential recycling programs.

When is the CRF being introduced in Ontario?

The CRF will be in Ontario on April 1, 2023. This timing is necessary to recover as many beverage containers in Ontario within the timeline outlined by the provincial Blue Box Regulation.

Click here for the CRF by container type and size.

Why are the new fees different for various container types?

Container Recycling Fees are set for each container type according to an annual calculation of the net costs of collecting and recycling that container. Each type of container costs a different amount to collect and recycle as each container type has a different scrap value. For example, the net cost of recycling a glass bottle will be higher, so the CRF for that container will be higher when compared to an aluminum can.

What if costs go down? Does that mean fees will decrease?

Yes. If the costs associated with recycling a particular container type decrease, then we will decrease the CRF.

As a not-for-profit agency, CBCRA establishes CRFs for the purposes of offsetting the cost of recycling containers. The commodity value only covers part of the cost of

recycling containers. The CRF covers the rest of the cost.

Is tax applied to the CRF?

The CRF is subject to the Harmonized Sales Tax (HST) of 13%.

How does CBCRA communicate these changes?

After the Board of Directors has approved any new CRF rates as recommended by management, these new rates are communicated to producers, stakeholders and the Government at least 90 days before any new CRF rates take effect. The same rates will be communicated to all CBCRA participants at least 90 days in advance of being implemented. Consumers can access all recycling information on the Recycle Everywhere website, <https://recycleeverywhere.ca/on/>

Is this a deposit return system?

No, there is no deposit return component in CBCRA's programs. Deposit return systems in Canada include both a deposit and a CRF; it is only the deposit but not the CRF that is returned to the consumer when they bring the container back.

Is the CRF a tax?

No, the CRF is a fee charged by CBCRA to beverage producers. While it supports beverage producers in reaching the government-mandated collection targets on beverage containers, it is not a tax levied by government on consumers.

Will there be further changes to the CRF in the future?

The current CRF levels will remain in place through 2023. CBCRA evaluates on an annual basis the net cost to manage eligible beverage containers in all collection channels. Then, the differential cost is allocated for the various sizes and types of material. The material-specific CRF rate is a function of the total cost allocated to that material group divided by total expected sales for that material group. Expected sales are based on prior year quantities as reported by CBCRA participants.

Why are producers not absorbing the cost of recycling?

Throughout Canada, the net cost of recycling is paid for through a CRF. In EPR systems around the world the net cost of recycling is either applied in a fee or is added within the price of the product. When that is done, the additional cost is typically marked up and the consumer pays more than when the fee is clearly identified. This also allows the consumer to make conscious choices about the containers they purchase, knowing that the CRF represents the net cost of recycling that container.

What benefits will our customers experience stemming from the CRF?

Consumers benefit by having increased convenient recycling opportunities wherever they work or play, not to mention the ability to affect a better Canada through proper recycling. They also receive enhanced promotion & education opportunities through extensive communication about what new products are made from the recycled materials.

How does the CRF promote better recycling behavior?

The consciousness raised by the CRF, together with the extensive promotion & education helps the consumer relate the cost of recycling that container with the CRF. The resulting increased convenient bins also help to drive better recycling behavior.

Why is the CRF not absorbed into the overall price of a product?

When included in the product price it may be marked up and the consumer pays more than when the fee is clearly identified. Transparency is always a better option.

Where can our customers get more information?

For more information, please visit our website: <https://recycleeverywhere.ca/on/>

**cbcra**Canadian Beverage Container
Recycling Association

THE CBCRA AND CRF

Who are the CBCRA?

Founded in 2010, the Canadian Beverage Container Recycling Association (CBCRA) began the Recycle Everywhere program to educate Canadians on beverage container recycling and ensuring it is convenient to recycle no matter where you live, work or play. As a not-for-profit, industry-funded organization, the CBCRA is committed to reaching the Ontario government mandated beverage container recovery target of 75% recovery by 2026 and 80% by 2030.

What is the CRF?

The CRF or Container Recycling Fee is the amount beverage producers are charged by the CBCRA to cover the cost of recycling the beverage containers they supply into Ontario. These funds also go toward recycling bin infrastructure, signage, technical support, collection supports, promotion and education – all of which bring Ontarians closer to that 80% recovery goal.

Effective April 1st, 2023, the CRF charged to beverage producers will fairly support the cost of recovering and processing empty beverage containers across Ontario.

For more information visit recycleeverywhere.ca/on/
or call 1-877-922-2724



The Canadian Beverage Container Recycling Association is a not-for-profit organization, and together with our beverage brand owners and distributors, we are committed to reaching the Ontario government mandated beverage container recovery target of 75% by 2026 and 80% by 2030.

How does the Container Recycling Fee (CRF) work?



Beverage producers are charged by the CBCRA with a container recycling fee

Covering the cost of collecting, sorting and processing beverage containers

Which helps create new and convenient recycling infrastructure like bins and signage in parks, pools, arenas and many other public spaces.

Effective **April 1, 2023**, the CRF charged to beverage producers will fairly support the cost of recovering and processing empty beverage containers across Ontario.



Material type	April 1, 2023 CRF (\$/unit)
Aluminum	\$0.01
PET Plastic 0-500ml	\$0.02
PET Plastic > 500ml	\$0.03
All other plastic containers	\$0.03
Bi-Metal	\$0.03
Glass	\$0.03
Polycoat (gable tops, drink boxes)	\$0.03
Bag-in-box	\$0.03