

Chapter 3: Beverage Container Recovery and Recycling

The national recycling rate in the U.S. has dropped since 1992 from 55% to 33%, but the average rate of recycling for states with mandatory deposits – bottle bills – is 70%.⁵ Supporting and investing in legislative policies that increase beverage container recovery and recycling or developing nation- and/or company-wide initiatives will dramatically reduce the environmental impact of beverage containers.

U.S. Beverage Container Environmental Scorecard 2008: Recovery and Recycling

Recovery and Recycling	GRADE	Support for industry-wide container recovery goals	Support for company-wide container recovery goals	Direct involvement in voluntary schemes to increase beverage container recycling	Support for public policy to increase recovery and recycling rates	Investments in container recycling programs
Nestle Waters, NA	C+	B-	C+	C-	A-	D+
Coca-Cola	C-	F	B+	C	F	A-
Anheuser Busch	C-	F	B-	C-	F	B
Fiji Water	D+	D	D	F	B	D-
Pepsi Co	D-	F	F	C-	F	C
Red Bull	D-	F	F	C-	F	D
Coors Brewing Company	F	F	F	D-	F	D
Miller Brewing Company	F	F	F	F	F	D
Honest Tea	F	F	F	D-	F	F
Monarch Beverage	F	F	F	F	F	F
Cott	F	F	F	F	F	F
National Beverage	F	F	F	F	F	F
Starbucks	F	F	F	F	F	F
Dr. Pepper/ Snapple	F	F	F	F	F	F
Crystal Geysers	F	F	F	F	F	F
Hansen's	F	F	F	F	F	F

As You Sow's 2006 Beverage Container Recycling Scorecard motivated Nestlé Waters North America to take a leadership position in publicly supporting container deposit legislation that will raise recycling rates nationwide. Fiji Water also supports strong public policy (container redemption) but has not taken as visible of a role in ongoing policy debates. At this time, no other beverage companies have expressed support for nationwide policies or container deposit legislation. This lack of support and, in many cases, continued lobbying against states trying to pass container deposit legislation has had significant negative impacts on the recycling rate in the U.S.