WHAT DOES POP COVER?

- Beer, soda, all waters, energy drinks, juices, iced teas/coffees, malt coolers and most other drinks except milk, wine & liquor
- Glass, plastic and aluminum/bimetal containers up to 2 liters

HOW DOES POP WORK?

STEP 1. The beverage distributor pays the intitial 5¢ deposit into the bottle-bill fund, along with a "container-recovery fee" of 1/8¢. This fee replaces the distributors' existing "litter tax" and will be used for comprehensive litter control.

STEP 2. The beverage distributor gets back his 5¢ deposit when he sells the beverage to a retailer (grocer, market, etc.).

STEP 3. The retailer gets back his 5¢ deposit when he sells the beverage to a customer.

STEP 4. The customer gets back his 5¢ deposit when he redeems the empty container at a certified redemption center.

STEP 5. The redemption-center owner gets back his 5¢ deposit —plus a "handling fee" of 1¢—when he sells the redeemed containers to a certified scrap processor.

STEP 6. The processor is reimbursed for his 5¢ deposit—plus the 1¢ handling fee—when he submits a transaction log to the bottle-bill fund. He also receives an "administrative fee" of 1/10¢ per container to cover record-keeping costs.

WHO PAYS FOR POP?

- All POP expenses, including the handling fees paid to redemption centers, will come out of the accrued unclaimed deposits, interest and fines. The 1/8¢ fee collected from the beverage distributors will be used strictly to continue to fund the state's existing litter program (the "county litter grants"), which the distributors have been supporting since 1981.

WHO OVERSEES POP?

- POP will be overseen by the solid-waste division of Tennessee's Department of Environment and Conservation (TDEC). The Department of Revenue will perform accounting functions.

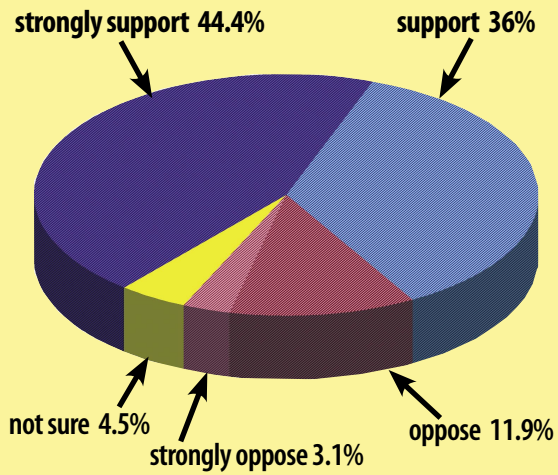
WHO RUNS THE REDEMPTION CENTERS?

- Redemption centers are independent operations. They must be certified by TDEC, but they will be owned and operated by:
  - Individuals
  - Stores and other businesses
  - Scrap yards, end-users and other processors
  - Local governments, including existing convenience centers
  - Nonprofit agencies

POP BY THE NUMBERS

4.5 BILLION	The number of beverage containers Tennesseans consume each year (2005 data)
$80 MILLION	The annual scrap value of these beverage containers (averaged over 5 years)
10 PERCENT	Tennessee's current recycling rate for beverage containers
85 PERCENT	Tennessee's projected recycling rate for beverage containers, with a 5¢ deposit
1.5 MILLION	Barrels of crude oil represented by Tennessee's wasted beverage containers, annually
150,000	Metric tonnes of greenhouse gases represented by these wasted containers
80 PERCENT	The proportion of household containers that are beverage containers
$4.99	The everyday price of a Coca-Cola 12-pack (cans) at a Kroger supermarket in Tennessee
$3.34	The everyday price of a Coca-Cola 12-pack (cans) at a Hannaford supermarket in Maine
$3.94	The price of a 12-pack of Cokes at Hannaford, even if you include Maine's 5¢ deposit!

80.4 percent of Tennesseeans support a 5¢ deposit!



Source: *2008 Recycling Poll*, conducted March 2-20, 2008, by the University of Tennessee Social Science Research Institute among 777 registered TN voters. Margin of error +/- 3.5 % points.

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THE MANY BENEFITS OF PRIDE OF PLACE

The comprehensive litter & recycling solution made possible by a Tennessee bottle bill

a project of Scenic Tennessee, Inc.

www.tnbottlebill.org

MORE JOBS & SMALL BUSINESSES

Four Winds Redemption Center
Livermore, Maine

Under POP, we won't take our empties back to the store. Instead, we'll take them to small, independent businesses known as "redemption centers." There will be hundreds of these across the state, supported by the value of the scrap plus a share of the unclaimed deposits. In addition, some redemption centers may, if they choose, serve as dropoff sites for other recyclables such as newspaper, cardboard and non-deposit containers.

LESS LITTER & MORE GREEN TOURISM

Third Creek, Knoxville

Bottles and cans account for roughly half of Tennessee's litter volume. By eliminating most of this portion of the litter stream, POP will give us dramatically cleaner roadsides and waterways as well as a more vibrant tourism economy. As for the remaining litter, POP ensures the uninterrupted funding of Tennessee's existing comprehensive litter program known as the "county litter grants." These annual allocations pay for inmate litter crews, litter education and Keep Tennessee Beautiful.

MORE CONTAINER RECYCLING

Ron's Redemption
Standish, Maine

POP will not only recover an extremely high *quantity* of beverage containers (85 % vs our current 10 %). It will recover them in the extremely high *quality* required by end-users—that is, properly sorted by color and type, and without the foreign objects and other contaminants that can damage processing machinery and degrade scrap value and marketability.

MORE SUSTAINABLE MANUFACTURING

In addition to generating the high-volume, high-quality scrap needed by manufacturers such as Mohawk (plastic), Alcoa (aluminum) and Owens-Illinois (glass), POP will enable these companies to use less energy, operate more efficiently and generate fewer emissions. This is why the Aluminum Association, the Glass Packaging Institute and the Association of Postconsumer Plastic Recyclers all regard bottle bills as an effective and legitimate way to help their members meet recycling and sustainability goals.

MORE SUCCESSFUL SOLID WASTE PROGRAMS

POP will not only instill a strong recycling "ethic"; it will enhance other solid-waste programs as well. For instance, POP will (1) reduce landfill disposal fees; (2) avoid collection and handling costs for low-value glass and plastic; (3) free up space in curbside bins for high-value newsprint, cardboard and paper; (4) increase the value of all recycled commodities by minimizing cross-contamination with glass and other container materials; and (5) ensure that even the most rural areas have access to recycling, at no cost to local government.

MORE SUPPORT FOR SOCIAL SERVICES

Horizons Unlimited,
Emmetsburg, Iowa

POP will work with sheltered workshops, youth programs, homeless agencies and other nonprofits that wish to open their own redemption centers. Such centers provide jobs and job training for clients while generating a reliable source of income for their programs.

MORE MONEY FOR SCHOOLS & COMMUNITIES

Onekama Elementary School
Manistee, Michigan

POP will generate millions of dollars each year for schools, Scout troops, soccer teams and other community groups and causes, via "bottle drives," dropoff bins and similar fundraising tools. It isn't unusual for a single day's bottle drive to raise $2,000, while an ongoing collection bin might yield $300 or more per month.

MORE CONVENIENCE

CLYNK drop-&-go kiosk
Scarborough, Maine

POP will introduce Tennesseans to the full range of modern redemption technologies, from digital scales and reverse vending machines, to portable microsites and 24-hour "drop-and-go" kiosks, complete with high-speed processing and electronic ATMs. For the ultimate in convenience, mobile redemption centers can visit your home, business or special event.

HOW YOU CAN HELP

1. Call, write or e-mail your state senator and representative (listed in the blue pages of your phone book) and urge them to support the "Tennessee Beverage Container Recycling Act."

"Cycling for Recycling"
POP 2007 cross-state bike tour

2. Go to www.tnbottlebill.org to become a POP advocate, or contact:

Marge Davis, coordinator
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45 Burris Court
Mount Juliet, TN 37122
(615) 758-8647
(615) 294-2651 (cell)
margedavis@comcast.net