



October 14, 2003

## Memorandum

TO: CMI Members

FROM: Geoff Cullen, Director of Government Relations

RE: Container Labeling Change in California

Before leaving office, California Governor Gray Davis signed AB 28, a bill amending the state's beverage container law. Effective January 1, 2004, the CRV (CA container refund value) will change, resulting in revised container labeling requirements for the industry. The new provisions add "CA CRV" to the statutorily approved list of can-end redemption messages. CMI was successful in obtaining both the flexible language for the CA CRV labeling option and deferring the compliance date for labeling to July 1, 2004, thus allowing current plant inventories of California can-ends to be exhausted. The redeemable fee consumers pay on recyclable containers will increase from 2.5 to 4 cents for beverages of less than 24 ounces and from 5 cents to 8 cents on larger ones. If the state's overall recycling rate does not return to 75 percent by 2006, the fee would increase again -- to 5 cents for containers up to 20 ounces and 10 cents for larger containers.

Attached is an updated *State Deposit Labeling—CMI Quick Guide* for your reference. Please contact me at 202-232-4677 or [gcullen@cancentral.com](mailto:gcullen@cancentral.com) with any questions.

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# STATE DEPOSIT LABELING – CMI QUICK GUIDE

October 2003

STATE	BEVERAGE TYPE	REFUND VALUE	MINIMUM CAN LABEL SIZE REQUIREMENT	LAST AMENDED/ EFFECTIVE DATE
California	Carbonated & noncarbonated	<i>"CA CRV" added to list of can-end redemption messages**</i>	3/16"	The refund value changes on Jan. 1, 2004. The label requirement is postponed until July 1, 2004
Connecticut	Carbonated	5 cents	Not specified*	1997
Delaware	Carbonated; <i>Non-aluminum containers only</i>	5 cents	NA	1997
Hawaii	Carbonated & noncarbonated	5 cents	1/8"	Jan. 2005 - rules pending
Iowa	Carbonated	5 cents	1/8"	2002
Massachusetts	Carbonated	5 cents	1/8"	1998
Maine	Carbonated & noncarbonated	5 cents	1/8"	New regulation pending specifying type size & incising requirements
Michigan	Carbonated	10 cents	Not specified*	1989
New York	Carbonated	5 cents	1/8"	2003 (guidance)
Oregon	Carbonated	5 cents	Not specified*	1972
Vermont	Carbonated	5 cents	1/8"	1989

\* *Not specified* -- Though no specific type size requirements mandated, 1/8" is generally most common size used in these states.

\*\* *"CA CRV" (CA container refund value)* -- Effective January 2004, the redeemable fee consumers pay on recyclable containers in California would increase from 2.5 to 4 cents for beverages of less than 24 ounces and from 5 cents to 8 cents on larger ones. If the state's overall recycling rate does not reach 75 percent by 2006, the fee would increase again -- to 5 cents for containers up to 20 ounces and 10 cents for larger containers. The label requirement is postponed until July 1, 2004.