



Anticipated revenues from unclaimed deposits

There are two main data points to consider regarding the unclaimed Bottle Bill deposit language in S.285. One is the estimated redemption rate. The other is about the number of containers sold each year covered by the Bottle Bill.

1. **Redemption Rate.** A report done for ANR in 2013 by DSM Environmental contains the estimate that nearly everyone uses at this point. DSM estimated a **75% redemption rate.** (*"Systems Analysis of the Impact of Act 148 on Solid Waste Management in Vermont"* Oct. 2013, p.46.)
2. **Sales Data for Bottle Bill Containers.** The DSM report cited above contains an estimate of total sales of Bottle Bill-covered containers to be 326 million containers. More recent analysis from Container Recycling Institute (using 2015 sales data) also estimates total sales in Vermont of Bottle Bill beverages to be just over 300 million annually.

If you use the round number of 300 million containers sold in 2015 for demonstration purposes, we can easily estimate the amount of the unclaimed deposits by multiplying 300 million by .05 (nickel for each) and then subtracting 75% (since 75% are returned for deposit).

Using the figures above, you'd get a figure of 15 million multiplying 300 million by .05. That's the total value of deposits. Then subtract the 75% given back to consumers and you have **\$3,750,000** left. That's what the annual value of unclaimed deposits should be in Vermont, using the best available data.

Container Recycling Institute points out that for various reasons, we might initially expect a 75% collection rate for the escheats the state is entitled to. So, to be conservative, we could reduce that \$3.75 million figure by another 25%, resulting in **\$2,812,500** for an estimate of annual unclaimed deposits in Vermont.

CRI used the following info regarding **sources** for their **data on beverage sales**:

- Beer sales data comes from the **Beer Institute**, and is available on a state-by-state basis. Similarly, liquor sales data are from the **Distilled Spirits Council of the United States, DISCUS**, also available on a state-by-state basis.
- Data on soda sales and sales of sparkling water are purchased by CRI from the **Beverage Marketing Corporation**. Regional sales data are apportioned to each state by population percentages.
- Altogether, an estimated 300 million deposit beverage containers were sold in Vermont in 2015, according to the Container Recycling Institute.

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Table 1a.

Vermont Beverage Sales by Units, 2015

(units)

Beverage Type	Package Type	Aluminum Cans	PET Bottles	HDPE Bottles	Glass Bottles	Gable-Top Cartons	Aseptic Boxes	Foil Pouches	Total	Units per Capita
A. Carbonated Beverages										
	Carbonated Soft Drinks	89,222,294	42,441,894	0	1,886,306	0	0	0	133,550,494	213
	Beer & Hard Cider	97,661,389	172,923	0	63,673,160	0	0	0	161,507,471	258
	Domestic Sparkling Water	827,652	7,929,796	0	3,808,979	0	0	0	12,566,427	20
	Carbonated subtotal	187,711,334	50,544,613	0	69,368,445	0	0	0	307,624,392	491
B. Non-carbonated Beverages										
	Domestic Non-Sparkling Water (≤1 gal)	15,442	169,274,989	2,925,324	1,008,130	811,166	0	1,407,885	175,442,936	280
	Sports Drinks	132,156	8,181,183	0	0	0	0	0	8,313,340	13
	Energy Drinks	6,180,672	111,190	0	0	0	0	0	6,291,862	10
	Fruit & Vegetable Beverages	2,933,271	11,504,326	1,623,560	2,679,244	5,868,902	8,085,757	7,667,372	40,362,433	64
	Ready-to-drink Tea & Coffee	5,587,256	8,713,392	1,182,417	6,037,218	24,167	0	0	21,544,450	34
	Wine	0	278,374	0	16,856,093	0	548,492	0	17,682,959	28
	Spirits (Liquor)	0	1,646,529	0	4,075,547	0	0	0	5,722,076	9
	Milk & Dairy Alternatives	0	1,480,963	10,556,552	189,539	20,602,295	215,104	0	33,044,453	53
	Wellness & Functional Beverages not otherwise specified	61,526	212,090	4,712,044	783,130	33,478	364,618	0	6,166,886	10
	Non-carbonated subtotal	14,910,323	201,403,036	20,999,897	31,628,902	27,340,009	9,213,970	9,075,257	314,571,394	502
Total		202,621,657	251,947,648	20,999,897	100,997,348	27,340,009	9,213,970	9,075,257	622,195,786	994
	Units per Capita	324	402	34	161	44	15	14	994	
	Vermont population:		626,042							

See summarized sources on Sources tab.