

NEW BRUNSWICK BEVERAGE CONTAINERS PROGRAM

SUBMITTED TO RECYCLE NB - AUGUST 1, 2023 FINALIZED - JANUARY 30, 2024



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GLOSSARY OF TERMS AND ABBREVIATIONS

BCP.....Beverage Containers Program Brand owners...... Beverage product manufacturers, distributors, owners/licensees of registered trademarks, retailers and any other entities required to register with Recycle NB as brand owners under the Designated Materials Regulation (Clean Environment Act) Encorp Encorp Atlantic/Atlantique not-for-profit producer responsibility organization created in 2023 in response to amendments to the Designated Materials Regulation (Clean Environment Act) Encorp Atlantic Inc Encorp Atlantic Inc. corporation representing non-alcohol beverage product distributors created in 1992 in response to the General Regulation (Beverage Containers Act) and dissolved in 2023 EPR..... Extended Producer Responsibility CRF......Container Recycling Fee GHG Greenhouse gas NB...... New Brunswick Plan Stewardship Plan POS......Point-of-sale **PPP**......Packaging and Paper Products PROProducer Responsibility Organization Program Beverage Containers Program QA/QCQuality assurance/Quality control RC Redemption centre Regulation Designated Materials Regulation (Clean Environment Act) RNB Recvcle NB **RSC**......Regional Service Commission **UBC** Used beverage container

INTRODUCTION

The upcoming April 1, 2024, migration of the New Brunswick Beverage Containers Program (BCP) to an Extended Producer Responsibility (EPR) program model represents a unique opportunity to drive change and innovation to increase used beverage container (UBC) recovery rates in New Brunswick.

To prepare for the new EPR BCP, Encorp Atlantic Inc. transferred all of its legal obligations and responsibilities to the newly established *Encorp Atlantic/Atlantique* ("Encorp") not-for-profit producer responsibility organization (PRO) on April 1, 2023. The know-how and assets Encorp built over the years have positioned it well to take on full stewardship responsibilities for the management of this new EPR Program. Encorp is ready to lead an exciting transformative process that will change the nature of UBC recycling in New Brunswick.

Having Encorp as the single agent PRO responsible for managing deposit-bearing beverage containers for all beverage product brand owners will make Program administration and reporting more efficient and allow for a more streamlined approach not only for brand owners, but also for the network of independently run UBC return facilities in the province, known as redemption centres (RCs).

Encorp plans on providing tools and technologies to RC operators to improve access and convenience to UBC recycling for beverage product consumers, increasing communication and outreach initiatives, and launching deposit-bearing UBC recycling programs targeted at schools and community groups across the province.

The new EPR BCP will prioritize high environmental performance, and is intended to expand UBC return/collection options across the province, enhance the return/redemption experience, and reduce littering in public outdoor spaces. Under full EPR, Encorp will investigate all reasonable strategies to enhance consumer access and convenience that will facilitate increased UBC recovery rates.

ENCORP ATLANTIC/ATLANTIQUE

Encorp is pleased to provide this Stewardship Plan for a Beverage Containers Program using the EPR policy approach in New Brunswick. The Plan is submitted to Recycle NB (RNB), pursuant to the requirements of the New Brunswick *Designated Materials Regulation* ("Regulation") under the *Clean Environment Act*, which come into effect on April 1, 2024. Upon approval by RNB, this Plan will remain in effect for five years or until a new Plan is required and approved by the board of RNB.

Located in Moncton, NB, Encorp is a federally incorporated, not-for-profit product stewardship association governed by a Board of Directors representing beverage product brand owners in NB as a single agent, through the following associations:



- BEER CANADA;
- CANADIAN BEVERAGE ASSOCIATION:
- CRAFT ALCOHOL NB;
- RETAIL COUNCIL OF CANADA;
- SPIRITS CANADA; AND
- WINE GROWERS CANADA.

PRODUCER RESPONSIBILITY AND APPOINTMENT OF STEWARDSHIP AGENT

The Regulation states that brand owners of ready-to-drink beverage products packaged in sealed beverage containers must register with RNB and have an approved Stewardship Plan for collecting and managing their post-consumer beverage containers in NB. Brand owners may choose a PRO to operate a recycling program and submit a Stewardship Plan for beverage containers on their behalf.

Encorp is a PRO created on January 1, 2023, to act as a single agent meeting the Regulation's obligations for brand owners who wish to sell, offer for sale, or distribute ready-to-drink beverage containers in NB.

This Plan is thus submitted on behalf of the registered brand owners who will appoint Encorp as their agent, under the Regulation. It addresses all required contents for a brand owner's stewardship plan stated in section 50.931 of the Regulation.

Refer to Appendix A for the list of brand owners represented by Encorp as their agent as of the date this Plan was submitted to RNB for approval. A revised list will be submitted to RNB by March 31, 2024, and subsequently revised as required.

PROGRAM FUNDING

PROGRAM FUNDING SOURCES

Beginning April 1, 2024, the EPR BCP managed by Encorp will be funded by the sale of processed materials to commodity markets and from unredeemed beverage container deposits. Additionally, a container recycling fee (CRF) mechanism will be established on container material types as needed.

The generated revenues will be utilized to refund container deposits to consumers and support various program activities, including handling fees paid to participating RCs, administration, public education and outreach initiatives, collection and transportation of UBCs, and processing and recycling of UBCs.

It is important to note that the rates for CRFs will be determined on a yearly basis by Encorp, specific to the net costs associated with managing each beverage container material type and ensuring these materials are recycled responsibly. The rates will be revised annually based on 3 to 5-year forecasts to avoid major swings in the estimated net costs of managing UBCs and may be adjusted as necessary to ensure adequate funds for Program operations.

The CRFs will be collected from brand owners monthly by Encorp via an online Deposit Remittance Form, which will include calculations to determine the total amount of CRFs payable to Encorp.

RESERVE FUND

A reserve fund will be used by Encorp to stabilize Program funding and contingencies and make required investments in the regular management of Program operations. The reserve fund may also be used to stabilize fee rates in the case of unexpected UBC collection volume changes, fluctuations in operating costs, or reduced revenues due to economic or other factors. The reserve fund will also be intended to cover the cost of winding down the Program in the event of regulatory changes. The maximum reserve amount will not exceed an average of one year's operating expenses over the life of the Plan.

PRODUCTS COVERED UNDER THE PLAN

ACCEPTED PRODUCTS

This Plan covers the responsibilities of managing deposit-bearing beverage containers sold in NB, as of April 1, 2024.

The Regulation requires that all ready-to-drink beverage products packaged in sealed beverage containers (up to a maximum of 5 L) sold in NB be subject to a deposit, paid by consumers at point of purchase in retail locations.

Most beverage products available to NB consumers are currently, and will continue to be, deposit-bearing under the Regulation. However, there are some exceptions, as outlined in the Regulation's definition of "beverage." The Regulation defines a beverage as:

44 a ready-to-serve liquid that is intended for human consumption but does not include milk, plant-based milk product alternatives that are fortified and a source of protein, unprocessed apple cider, concentrated drinks, infant formula, meal replacements, or formulated liquid diets. 77

To be part of the new EPR BCP and have all their obligations met by this Plan, brand owners of beverage products that fit this definition will need to package their products in reusable (refillable) or recyclable containers using any of Encorp's accepted material types, (see section *Material Types*).

Beverage product consumers will continue to be encouraged to return all empty deposit-bearing beverage containers for brand products that fit this definition to UBC return facilities, also known as redemption centres (RCs). At RCs, consumers receive a refund on the deposit in exchange for having returned the empty container in an acceptable condition to be reused or recycled.

It should be noted that lids/caps are considered part of the beverage container. Encorp will encourage consumers to bring the lids/caps to RCs, along with their UBCs. While plastic and metal lids/caps are easy to recycle and can be shipped to the same processing facilities as their plastic or metal bottle/can counterparts, other types of closures such as cork stoppers (wine bottles) and beer bottle crown tops may require special sorting requirements at RCs in order to be properly managed. Signage at RCs on how to properly prepare UBCs for recycling will inform consumers on which types of lids/caps can be recycled, and whether to remove lids/caps or keep them on. Special sorting bins will be introduced at RCs for lids and caps and other closures that consumers may bring along with their UBCs.

Consumer information is currently available on Encorp's website regarding the types of products that fit the Regulation's definition of "beverage" and how to properly prepare empty beverage containers to be returned at RCs. Educational materials prepared by Encorp are also available at RCs and are often featured on its social media channels. As new brand owners join the Program, Encorp will continue to expand its consumer education efforts on the different brands and beverage products that are part of the Program for which empty containers are accepted for a deposit refund at RCs.

Moreover, Encorp currently provides a reference tool on its website for RC operators on whether specific beverage products are subject to a deposit. Encorp also endeavours to ensure that RC operators and their staff stay informed about new brands and beverage products in the market, including whether they are subject to a deposit, by regularly issuing educational notices. These communication tools will continue to be accessible on Encorp's website and will be regularly updated to reflect any changes.

NON-ACCEPTED PRODUCTS

The new EPR BCP will only be responsible for managing Program products - meaning deposit-bearing beverage containers.

Containers for beverage products that do not fit the definition of "beverage" found in the Regulation will not be subject to a deposit and will not be accepted at RCs for a deposit refund.

The definition excludes the containers for the following common beverage products.

- **Milk.** (The beverage must be labelled as some sort of milk. This includes cow and goat milk labelled as "fat-free/skim milk (0% M.F.), partly skimmed milk (1% or 2% M.F.), or whole/homogenized milk (3.25% M.F.) It also includes flavoured milk, like strawberry or chocolate milk.)
- Plant-based milk product alternatives that are fortified and a source of protein. (The beverage must be labelled as "fortified." The label must also NOT have any type of warning indicating it is "not a source of protein.")
- **Unprocessed apple cider.** (The beverage's label must have no mention of being heated, pasteurized or otherwise processed.)
- **Concentrated beverages.** (These beverages are not considered "ready-to-drink", because they need to be mixed or diluted before drinking. Examples include cocktail mixes, frozen juices, syrups, condensed milk, coffee cream, cereal cream, flavour enhancers, etc.)
- **Infant formula.** (The beverage must be labelled as "infant formula.")
- Meal replacements. (The beverage must be labelled as "meal replacement.")
- Formulated liquid diets. (The beverage must be labelled as "formulated liquid diet.")

The Regulation also excludes from the Program:

- · beverages in containers larger than 5 L; and
- beverages purchased outside of NB.

(These beverages can be identified by the lack of bilingual messaging on the label or volume measurements stated in imperial instead of metric. Encorp also advises RCs to be vigilant and check the license plate of customer vehicles when a customer shows up with a large load of UBCs, especially in border regions of the province, to avoid cross-province returns as much as possible. However, RCs are asked to use a common sense approach - for examples customers such as newcomers, university/college students, and tourists visiting or spending time at their vacation home in NB should not be turned away, unless all the UBCs they are returning are from out-of-province.)

For beverage containers not subject to deposits, and recyclable containers for products other than beverages, Encorp encourages consumers to check with their Regional Service Commission's (RSC) waste management program. Often, these types of containers can be placed in blue bags or blue bins for curbside recycling. Also, in the event that such containers are limited in numbers, the RC has the option of placing them in their proper material sorts, and not paying the consumer the deposit refund nor claiming the handling fee from Encorp. Thus non-deposit bearing containers that may be brought by consumers to an RC can still be recycled.

MATERIAL TYPES

50.931 (q) a description of the material types that will be used for performance measures, targets, and annual reporting purposes.

The following material types will be accepted in the Program. Encorp will be able to ensure deposit-bearing beverage containers and related packaging made from all these material types get recovered.

Material Type	Volume %	Definition & Examples
(Encorp Material Sorts/Categories) Aluminum 5 L and Under	Approx. 57.9 % of all UBCs recovered by Encorp.	Definition: All deposit-bearing beverage products that are packaged in aluminum containers, including the container's metal closure/tab. Examples: Soft drink cans, iced tea/coffee beverages in cans, energy drink cans, juice cans, beer cans, alcohol beverages like ciders and coolers packaged in cans, etc.
PET PET (Non-Alcohol), Including Lids/Caps 5 L and Under	Combined in the same material sort/category (bulk bag) at RCs because they go to the same end-market, PET containers used for non-alcohol beverages and translucent HDPE	Definition: All non-alcohol deposit-bearing beverage products packaged in plastic containers displaying the number 1 polyethylene terephthalate (PET or PETE) resin code. PET is a very popular type of plastic used for packaging beverages and can be transparent/ translucent (either clear or coloured light green, light blue, etc.) or opaque/pigmented (usually white). All parts of the container are recyclable, including the lid/cap. Examples: Water bottles and jugs, juice bottles and jugs, small (under 2 L) and large (2 L) soft drink bottles, bottles used for various non-alcohol beverages such as iced tea/coffee, kombucha, cannabis beverages, nutrition/sports drinks like protein and electrolyte drinks, etc.
HDPE HDPE TRANSLUCENT	containers represent approx. 30.4% of all UBCs recovered by Encorp. Encorp thus combines data for PET (Non-Alcohol) and HDPE (Translucent) for reporting purposes.	Definition: All deposit-bearing beverage products packaged in translucent plastic containers displaying the number 2 high-density polyethylene (HDPE) resin code. All parts of the container are recyclable, including the lid/cap.
Including Lids/Caps 5 L and Under		Examples: Water jugs, juice bottles and jugs, etc.

Material Type	Volume %	Definition & Examples
(Encorp Material Sorts/Categories)		·
PET PET (Alcohol), Including Lids/Caps 5 L and Under	PET containers used for alcohol beverages represent approx. 0.7% of all UBCs recovered by Encorp. End-markets require Encorp to separate PET containers used for alcohol beverages from PET containers used for non-alcohol beverages due to the different grades of plastic used (PET containers for alcohol beverages are thicker). PET (Alcohol) is thus considered a different material sort with its own data for reporting purposes.	Definition: All alcohol deposit-bearing beverage products packaged in plastic containers displaying the number 1 polyethylene terephthalate (PET or PETE) resin code. All parts of the container are recyclable, including the lid/cap. PET containers for alcohol beverages are usually transparent/translucent with no colour (clear), and the plastic is more rigid/thicker than PET used to package non-alcohol beverages. Examples: While most alcohol beverages are packaged in either aluminum or glass, some, like spirits (vodka, rum, gin, etc.), are sometimes packaged in plastic PET bottles.
Non-Refillable Glass (Green, Clear and Brown)	Approx. 5.8% of all UBCs recovered by Encorp.	Definition: All deposit-bearing beverage products packaged in glass containers not intended to be reused.
5 L and Under		Glass beverage containers are always either green, clear, or brown.
		Examples: Glass is most often used to package alcohol beverages, and typical examples include beer bottles, wine bottles, spirit bottles, etc. Although not as popular a choice as PET, glass is also sometimes used to make bottles for non-alcohol beverages like soda/soft drinks, iced tea/coffee, juice, kombucha, cannabis beverages, etc.
Refillable Glass 5 L and Under	Approx 2.5% of all UBCs recovered by Encorp.	 Definition: All beer products packaged in refillable glass industry-standard bottles (ISB) or refillable glass proprietary bottles. These bottles always feature a twist cap and are either brown, green or clear in color. Industry Standard Bottle (ISB) The ISB is a brown glass container that holds 341 ml of beer. It is approximately 23 cm in height and weighs 263 grams. Moosehead Proprietary Refillable Bottle: The Moosehead proprietary refillable bottle is a green glass bottle embossed with a Moosehead logo, which holds 341 ml of beer and is of similar size and shape to the ISB. Sleeman Proprietary Refillable Bottle: The Sleeman proprietary refillable bottle is a clear glass bottle embossed with a Sleeman logo, which holds 341 ml of beer and is of similar size and shape to the ISB. Examples: Current brand owners that use refillable glass containers (ISB and/or proprietary bottles) to package their beer products are listed at the end of Appendix A.

Material Type (Encorp Material Sorts/Categories)	Volume %	Definition & Examples			
Cartons (Polycoat Containers & Wine Boxes), Including Lids/Caps 5 L and Under	Approx. 1.9% of all UBCs recovered by Encorp.	Definition: All deposit-bearing beverage products packaged in polycoat containers (aseptic or gable top) plus all box (cardboard) packaging used for deposit-bearing boxed wine (wine sold in a bag inside a box). All parts of the container are recyclable, including the lid/cap. Examples: Juice boxes, deposit-bearing plant-based milk product alternatives like almond, rice or oat milk packaged in polycoat containers, beverages made with dairy like eggnog and drinkable kefir packaged in polycoat containers, coconut water packaged in polycoat containers, cardboard boxes used for boxed wine packaging, etc.			
Steel 5 L and Under	Approx. 0.1% of all UBCs recovered by Encorp.	Definition: All deposit-bearing beverage products packaged in steel containers, including the closure.			
		Examples: Certain cans as well as mini-kegs used for beer, juice cans (ex.: vegetable, tomato and pineapple juice), etc.			
Other Plastics / Pouches HDPE PP L23 L55 PP PS OTHER OTHER	Approx 0.6% of all UBCs recovered by Encorp. All these types of plastic are challenging to recycle due to the current lack of available end-markets and are currently used for waste to energy. However, they represent a minimal volume of beverage containers sold in NB and, subsequently, a low volume of UBCs recovered by Encorp. Until new end-markets make recycling some of these plastics possible, Encorp will require these to be in the same material sort/category (bulk bag) at RCs and combine its data for these plastics for reporting purposes.	Definition: All deposit-bearing beverage products packaged in pigmented/opaque plastic containers displaying the number 2 high-density polyethylene (HDPE) resin symbol, or any type of plastic displaying the number 5 polypropylene (PP) symbol, number 6 polystyrene (PS) resin symbol, or number 7 (OTHER) resin symbol (meaning "other plastics," such as acrylic, nylon, polycarbonate, and polylactic acid and multilayer combinations of different plastics). This material sort/category also includes all deposit-bearing beverage products packaged in low-density polyethylene plastic pouches (resin symbol 4 - LDPE). Examples: Bottles for drinkable yogurt or other beverages made with dairy (such as			
Pouches LDPE 5 L and Under		milkshakes, milk protein shakes and iced coffee) are often made with any of these types of plastics (usually HDPE or PP), little snack-size juice cups are made with PS, and juice pouches as well as wine bladder/pouches used in boxed wine are made with LDPE.			

Material Type (Encorp Material Sorts/Categories)	Volume %	Definition & Examples
Cardboard Packaging (Boxes) for Refillable Glass		Definition: Cardboard/boxboard packaging used in selling 6-packs, 8-packs, 12-packs, 16-packs, and 24-packs of beer in refillable glass containers (either ISB or proprietary bottles). Consumers are encouraged to return refillable glass beer bottles to RCs in the cardboard/boxboard cases in which they are sold (note however that there is no deposit on the packaging itself). Examples: Cardboard/boxboard cases with refillable glass ISB or proprietary bottles from brand owners listed at the end of
		Appendix A.

DEPOSIT AND REFUND AMOUNTS

50.931 (e) information on deposit and refund amounts, including a description of how deposits will be collected, and refunds remitted.

Effective April 1, 2024, in accordance with section 50.961 (1) and (2) of the Regulation, the Program will be transitioning to a full-back deposit refund structure for all beverage containers managed under the new EPR BCP.

The deposit will be charged to brand owners. For consumers, the deposit should be clearly visible on receipts as a separate line item next to each deposit-bearing beverage product. Consumers will be able to get a refund on deposits paid for beverage products when they return empty deposit-bearing beverage containers to any RC in the province.

Brand owners who will be identified by Encorp as responsible for collecting and remitting deposits for beverage containers of all material types will enter into a Brand Owner Agreement with Encorp. They will be required to fill out and submit Encorp's Deposit Remittance Form on a monthly basis (with less frequent reporting for brand owners with low volumes). The form will require brand owners to report the quantity of beverage products sold according to container type and calculate the total amount of deposits collected that they need to remit to Encorp (brand owners will be able to send their payments through a cheque or Electronic Funds Transfer). Payments are due 30 days after the brand owners' month end. The deposits received by Encorp will be utilized to reimburse RCs for the deposits refunded to their customers.

Container type*	Deposit as of April 1, 2024	Refund as of April 1, 2024
All container types except non-refillable glass alcohol containers over 500 ml	10 cents	10 cents
Non-refillable glass alcohol containers over 500 ml	20 cents	20 cents
Refillable glass (beer bottles)	10 cents	10 cents

^{*}Applies to all beverage containers up to a maximum of 5 L for products that fit the Regulation's definition of "beverage."

PERFORMANCE MEASUREMENT AND REPORTING

KEY PERFORMANCE INDICATORS AND TARGETS

50.96(1) When a brand owner submits a beverage containers stewardship plan to the Board for review and approval under section 50.95, the brand owner shall also submit for approval to the Board one or more performance measures, by material type, used to assess the goals and objectives of the brand owner's stewardship plan as well as the targets, by material type, set by the brand owner for each of the performance measures.

Encorp will set targets and report on the Program's performance by using the following key performance indicators. Performance will be reported on and published in Encorp's annual reports – which will be submitted to RNB as well as made available to the public via Encorp's website.

Percentage of UBCs recovered by units (sales vs. UBCs collected)

The Program's performance will be measured by calculating the reported number of deposit-bearing beverage containers sold in the province of NB compared to the number of containers collected from UBC return/collection facilities (RCs and participating curbside recycling programs). Refer to the tables in the section *UBC Recovery Targets* on the following pages for detailed sales vs. collection targets for each container material type. This performance indicator shows the percentage of UBCs in the province that are diverted from landfill.

· Percentage of UBCs recovered by weight (sales vs. UBCs collected)

UBC recovery by weight for each container material type will be measured by comparing the estimated weight of UBCs sold to the actual weight collected for each container material type. Refer to the tables in the section *UBC Recovery Targets* on the following pages for detailed weight recovery targets for each material type. This performance indicator shows the percentage of UBC material weight in the province being diverted from landfill.

· Consumer awareness

Taking into consideration that recent (summer 2023) consumer research data obtained by Encorp via Narrative Research suggests 60% of New Brunswickers typically return their deposit-bearing UBCs to RCs, but that the actual level of awareness for the Program itself could be higher as this does not take into account consumers who are aware of the program but choose not to return their UBCs for a refund, Encorp estimates that the current consumer awareness level for the program is between 70-75%. Encorp will strive to achieve a minimum consumer awareness level for the Program of 75% by December 31, 2024, 78% by December 31, 2025, 80% by December 31, 2026, 83% by December 31, 2027 and 85% by December 31, 2028.

UBC RECOVERY TARGETS

50.931 (b) information on the expected quantity or weight of beverage containers, by material type, to be distributed within the province and the expected quantity or weight of empty beverage containers, by material type, to be collected, reused, recycled, composted or recovered.

The tables below outline current UBC recovery rates and future UBC recovery rate targets by material type. It presents targets Encorp will strive to achieve when considering sales (number of units) of deposit-bearing beverage products vs. UBCs (number of units) recovered and sales (number of units) of deposit-bearing beverage products vs. weight of UBCs recovered.

Current Figures (base year - December 31, 2022)

		UNITS				WEIGHT (KILOGRAMS)			
SORT LIST	PRODUCT MIX (REDEEMED)	UNITS PER KG	SALES	REDEEMED	RECOVERY RATE	SALES	REDEEMED	RECOVERY RATE	
Aluminum	57.9%	75.0	248,689,700	194,455,900	78%	3,317,800	2,594,300	78%	
PET (Non-Alcoho Including Lids/C	ol) & HDPE Translucent, 30.4%	39.7	150,455,000	102,289,800	68%	3,791,400	2,577,700	68%	
PET (Alcohol), In	ncluding Lids/Caps 0.7%	25.4	3,860,600	2,443,600	63%	152,300	96,400	63%	
Non-Refillable G	lass (Green, Clear and Brown) 5.8%	2.5	24,178,500	19,383,200	80%	9,620,400	7,712,400	80%	
Refillable Glass ((Beer) 2.5%	3.7	9,201,000	8,540,200	93%	2,493,500	2,314,400	93%	
Cartons (Polycoa Including Lids/C	at Containers & Wine Boxes), 1.9%	39.7	20,444,800	6,547,600	32%	515,200	165,000	32%	
Steel	0.1%	9.9	931,700	495,800	53%	93,900	50,000	53%	
Plastic (Other) /	Pouches, Including Lids/Caps 0.6%	37.5	5,740,300	1,957,500	34%	153,200	52,200	34%	
	100.0%		464,268,350	336,113,600	73%	20,274,900	15,689,700	77%	

Targets to achieve by December 31, 2024

			UNITS				WEIGHT (KILOGRAMS)			
SORT LIST	PRODUCT MIX (REDE	EMED)	UNITS PER KG	SALES	REDEEMED	RECOVERY RATE	SALES	REDEEMED	RECOVERY RATE	
Aluminum		57.4%	75.0	254,310,100	197,582,500	78%	3,392,800	2,636,000	78%	
PET (Non-Alcohol) Including Lids/Cap	& HDPE Translucent, s	31.1%	39.7	153,855,300	107,111,100	70%	3,877,100	2,699,200	70%	
PET (Alcohol), Inclu	uding Lids/Caps	0.7%	25.4	3,947,800	2,521,800	64%	155,700	99,500	64%	
Non-Refillable Glas	s (Green, Clear and Brown	າ) 5.8%	2.5	24,724,900	20,003,500	81%	9,837,800	7,959,200	81%	
Refillable Glass (Be	eer)	2.2%	3.7	9,000,000	7,650,000	85%	2,439,000	2,073,200	85%	
Cartons (Polycoat Including Lids/Cap	Containers & Wine Boxes) s	, 2.0%	39.7	20,906,900	6,757,100	32%	526,900	170,300	32%	
Steel		0.1%	9.9	952,800	511,700	54%	96,000	51,600	54%	
Plastic (Other) / Po	uches, Including Lids/Cap	s 0.6%	37.5	5,870,000	2,020,100	34%	156,600	53,900	34%	
	1	00.0%		473,567,800	344,157,800	73%	20,481,900	15,742,900	77%	

Targets to achieve by December 31, 2025

			UNITS				WEIGHT (KILOGRAMS)			
SORT LIST	PRODUCT MIX (REDEE	MED)	UNITS PER KG	SALES	REDEEMED	RECOVERY RATE	SALES	REDEEMED	RECOVERY RATE	
Aluminum	į	57.5%	75.0	260,057,500	203,905,100	78%	3,469,500	2,720,300	78%	
PET (Non-Alcohol) & Including Lids/Caps	HDPE Translucent,	31.1%	39.7	157,332,400	110,538,700	70%	3,964,800	2,785,600	70%	
PET (Alcohol), Includ	ing Lids/Caps	0.7%	25.4	4,037,000	2,602,500	64%	159,200	102,700	65%	
Non-Refillable Glass	(Green, Clear and Brown)	5.8%	2.5	25,283,700	20,643,600	82%	10,060,200	8,213,900	82%	
Refillable Glass (Beer	7)	2.2%	3.7	9,000,000	7,650,000	85%	2,439,000	2,073,200	85%	
Cartons (Polycoat Co Including Lids/Caps	ntainers & Wine Boxes),	2.0%	39.7	21,379,400	6,973,300	33%	538,800	175,700	33%	
Steel		0.1%	9.9	974,300	528,100	54%	98,200	53,200	54%	
Plastic (Other) / Pouc	ches, Including Lids/Caps	0.6%	37.5	6,002,700	2,084,700	35%	160,200	55,600	35%	
	10	0.0%		484,067,000	354,926,000	73%	20,889,900	16,180,200	77%	

Targets to achieve by December 31, 2026

			UN	IITS	WEIGHT (KILOGRAMS)			
SORT LIST	PRODUCT MIX (REDEEMED)	UNITS PER KG	SALES	REDEEMED	RECOVERY RATE	SALES	REDEEMED	RECOVERY RATE
Aluminum	57.5%	75.0	265,934,800	210,430,100	79%	3,547,900	2,807,400	79%
PET (Non-Alcoho Including Lids/Ca	I) & HDPE Translucent, 31.2%	39.7	160,888,100	114,075,900	71%	4,054,400	2,874,700	71%
PET (Alcohol), Inc	cluding Lids/Caps 0.7%	25.4	4,128,200	2,685,800	65%	162,800	105,900	65%
Non-Refillable Gla	ass (Green, Clear and Brown) 5.8%	2.5	25,855,100	21,304,200	82%	10,287,500	8,476,800	82%
Refillable Glass (E	Beer) 2.1%	3.7	9,000,000	7,650,000	85%	2,439,000	2,073,200	85%
Cartons (Polycoa Including Lids/Ca	t Containers & Wine Boxes), 2.0%	39.7	21,862,600	7,196,400	33%	550,900	181,300	33%
Steel	0.1%	9.9	996,300	545,000	55%	100,400	54,900	55%
Plastic (Other) / Pouches, Including Lids/Caps 0.		37.5	6,138,400	2,151,400	35%	163,800	57,400	35%
	100.0%		494,803,500	366,038,800	74%	21,306,700	16,631,600	78%

Targets to achieve by December 31, 2027

			UNITS				WEIGHT (KILOGRAMS)			
SORT LIST	PRODUCT MIX (REDEEMED)	UNITS PER KG	SALES	REDEEMED	RECOVERY RATE	SALES	REDEEMED	RECOVERY RATE		
Aluminum	57.5%	75.0	271,944,900	217,163,900	80%	3,628,000	2,897,200	80%		
PET (Non-Alcohol)	& HDPE Translucent, 31.2%	39.7	164,524,200	117,726,300	72%	4,146,000	2,966,700	72%		
PET (Alcohol), Inclu	uding Lids/Caps 0.7%	25.4	4,221,500	2,771,700	66%	166,500	109,300	66%		
Non-Refillable Glas	s (Green, Clear and Brown) 5.8%	2.5	26,439,400	21,985,900	83%	10,520,000	8,748,000	83%		
Refillable Glass (Be	er) 2.0%	3.7	9,000,000	7,650,000	85%	2,439,000	2,073,200	85%		
Cartons (Polycoat (Including Lids/Cap	Containers & Wine Boxes), 2.0%	39.7	22,356,700	7,426,700	33%	563,400	187,200	33%		
Steel	0.1%	9.9	1,018,800	562,400	55%	102,700	56,700	55%		
Plastic (Other) / Po	uches, Including Lids/Caps 0.6%	37.5	6,277,100	2,220,200	35%	167,500	59,200	35%		
	100.0%		505,782,600	377,507,100	74%	21,733,100	17,097,500	79%		

Targets to achieve by December 31, 2028

			UN	IITS			WEIGHT (KILOG	RAMS)
SORT LIST	PRODUCT MIX (REDEEMED)	UNITS PER KG	SALES	REDEEMED	RECOVERY RATE	SALES	REDEEMED	RECOVERY RATE
Aluminum	57.6%	75.0	278,090,900	224,113,100	81%	3,710,000	2,989,900	81%
PET (Non-Alcohol) Including Lids/Cap	& HDPE Translucent, 31.3%	39.7	168,242,400	121,493,500	72%	4,239,700	3,061,600	72%
PET (Alcohol), Incl	uding Lids/Caps 0.7%	25.4	4,316,900	2,860,400	66%	170,300	112,800	66%
Non-Refillable Glas	ss (Green, Clear and Brown) 5.8%	2.5	27,036,900	22,689,400	84%	10,757,800	9,027,900	84%
Refillable Glass (Bo	eer) 2.0%	3.7	9,000,000	7,650,000	85%	2,439,000	2,073,200	85%
Cartons (Polycoat Including Lids/Cap	Containers & Wine Boxes), 2.0%	39.7	22,862,000	7,664,400	34%	576,100	193,100	34%
Steel	0.1%	9.9	1,041,800	580,400	56%	105,000	58,500	56%
Plastic (Other) / Po	ouches, Including Lids/Caps 0.6%	37.5	6,419,000	2,291,200	36%	171,300	61,100	36%
	100.0%		517,009,900	389,342,400	75%	22,169,200	17,578,100	79%

CURRENT FIGURES AND ANNUAL TARGETS TO ACHIEVE

Packaging (Boxes) for Refillable Glass*

UNITS					WEIGHT (KILOGRAMS)			
Target Dates	PRODUCT MIX (REDEEMED)	UNITS PER KG	SALES	REDEEMED	RECOVERY RATE	SALES	REDEEMED	RECOVERY RATE
Current December 3	1, 2022				75%		118,000	
December 31, 2024	0.2%	5.6	750,000	562,500	75%	134,200	100,600	75%
December 31, 2025	0.2%	5.6	750,000	562,500	75%	134,200	100,600	75%
December 31, 2026	0.2%	5.6	750,000	562,500	75%	134,200	100,600	75%
December 31, 2027	0.1%	5.6	750,000	562,500	75%	134,200	100,600	75%
December 31, 2028	0.1%	5.6	750,000	562,500	75%	134,200	100,600	75%

^{*}Beer Canada estimated it recovered approx. 118,000 kg of packaging for refillable glass, based on a 75% recovery rate as of December 22, 2022.

Based on these numbers, Encorp will strive to achieve the minimum KPI targets described in the table above.

Targets for 2024 to 2028 are based on a 12 pack of refillable bottles. One case is 179 grams.

UBC MANAGEMENT

50.931 (i) the plan for the management of empty beverage containers, by material type, in adherence to the following order of preference:

- (i) reuse;
- (ii) recycle or compost;
- (iii) recovery of energy; and
- (iv) disposal in compliance with the Act.

50.931 (m) a description of how empty beverage containers will be managed, by material type, in a manner that employs environmental, human health and safety standards that meet or are more strict than applicable laws.

The table below outlines how each material type collected by Encorp will be managed.

	Reuse	Recycle	Energy Recovery
Aluminum		٧	
PET (Non-Alcohol) & HDPE Translucent, Including Lids/Caps		٧	
PET (Alcohol), Including Lids/Caps		٧	
Non-Refillable Glass (Green, Clear and Brown)		٧	
Refillable Glass (Beer)	V	٧	
Cartons (Polycoat Containers & Wine Boxes), Including Lids/Caps		٧	
Steel		٧	
Other Plastics/Pouches, Including Lids/Caps			√
Packaging (Boxes) for Refillable Glass		V	

Aluminum Containers

Aluminum containers will be recycled. Encorp pools its aluminum containers with other similar beverage container management programs in Canada. It gets smelted to create new sheets of aluminum that beverage manufacturers can use to create new containers.

• PET 🕰 (for both Non-Alcohol and Alcohol) Containers & HDPE Translucent Containers, Including Lids/Caps

PET and HDPE containers (for both non-alcohol and alcohol beverages) will be recycled. These types of plastics are processed into flakes and pellets, which can be used to make new containers and other products. Collected lids/caps from these containers will be recycled as per their material type. Note that end-markets require Encorp to separate PET used for alcohol beverage containers from PET used for non-alcohol beverage containers due to the different grade of plastic (PET containers for alcohol beverages are thicker).

· Non-Refillable Glass Containers (Green, Clear and Brown)

Non-refillable glass containers will be recycled. Non-refillable glass containers get granulated into a near sand-like material (cullet). Cullet can be used to make new bottles or related products like fibreglass material (home insulation) or can be mixed in aggregate materials used in road bedding or drainage material in septic-field applications.

Refillable Glass Containers (Beer)

As per its service agreements with Beer Canada members, Encorp will ensure that refillable glass containers for beer products continue to be identified and segregated from non-refillable glass containers at RCs, so that they may be sent back to industry for reuse as originally intended. Once these containers are at the end of their useful life, they will be recycled in the same fashion as non-refillable glass.

Carton Containers (Polycoat Containers & Wine Boxes), Including Lids/Caps

Carton containers will be recycled. Carton containers are recycled into paper products, such as towels, tissue, and office paper, or into sustainable building materials like drywall and roofing, floor underlayment, ceiling tiles and structured insulated panels. Collected lids/caps from these containers will be recycled as per their material type.

· Steel Containers

Steel containers will be recycled. Steel containers, including bi-metal containers, are sold to reputable scrap metal dealers for metal recovery in Atlantic Canada.

• Containers made from Other Plastics - HDPE Pigmented Properties Properties

Containers made from plastics that are more difficult to recycle due to the lack of available end-markets will be used for waste to energy. Encorp will however keep exploring market opportunities to be able to recycle these plastics. Collected lids/caps from these containers will be recycled as per their material type.

· Packaging (Boxes) for Refillable Glass

Packaging (boxes) for refillable glass containers (beer bottles) will be recycled, as per Encorp's service agreements with Beer Canada members. The majority of refillable bottles returned in New Brunswick are returned by consumers in the cardboard or boxboard cases in which they are sold. This packaging will be sent to recycling facilities in New Brunswick, Nova Scotia, Quebec or Ontario.

Finally, it should be noted that all UBCs collected from the public at RCs usually get sorted and bulked manually to be processed and shipped to end-markets to be recycled. There are thus important environmental and human health/safety standards to consider which apply to all material types, which Encorp will continue to communicate to RC operators.

- All beverage containers received at RCs and shipped to processing centres must be empty and free from debris and not pose a
 risk of cross-contamination. Encorp will thus instruct RC operators not to accept broken containers (shattered into tiny pieces),
 contaminated containers, unidentifiable containers, or containers that would have been modified in such a way as to render
 them un-recyclable. Such information will also continue to be communicated to the public to ensure they are aware of what
 is acceptable and not acceptable when preparing and bringing empty containers for recycling at RCs. (See Appendix B Non-Acceptable Beverage Containers.)
- Once acceptable beverage containers have been received at RCs, RC operators are required to store these containers in bulk bags.
 Encorp's service provider for the collection/transportation of all non-glass materials as well its service provider for the collection/transportation of non-refillable glass will supply RCs with all the necessary bulking and packaging materials to sort and prepare UBCs for pickup. Bulk bags are approximately one cubic metre in size and are designed with several grab handles to provide RC staff members with a grab point to move them around. Some bulk bags can weigh in excess of 50 pounds depending on the beverage container sort (i.e., steel cans). For these heavier bulk bags, RCs will be instructed to place them on a pallet.

Along with bulk bags, tubs are also used to store acceptable non-refillable glass beverage containers. Bulk bags and tubs filled with glass containers can be more of a safety concern to RC staff members, especially when there is accidental breakage within the bulk bag or glass tub. For this reason, RC operators will be directed to train their staff to leave the glass containers in the glass bulk bag/tub once they have been placed in the bulk bag/tub.

For refillable glass containers, as per its agreements with Beer Canada members, Encorp's service providers for refillable glass collection/transportation will supply RCs with pallets, cardboard repack cartons and additional packaging materials to prepare refillable bottles for pickup (twine and shrink wrap), as well as detailed instructions on how cardboard cases/repack cartons filled with refillable beer bottles should be stacked and secured. The cardboard repack cartons are intended for refillable glass containers that are not returned in their original packaging or to substitute for original packaging if that packaging is too damaged to be utilized for the return of the empty containers. For chipped and broken refillable glass beer bottles as well as refillable glass beer bottles which are covered in mud (ditch bottles), full of debris, or not capable of being cleaned by normal washing, RCs will be instructed to put these on pallets separately and mark them as "junk," so that they can be picked up but do not end up being mixed in with the other bottles during the pickup process.

- RCs will be required to have appropriate equipment at their facilities to move glass bulk bags/tubs and pallets of stacked refillable glass beer bottles packaged in cardboard cases, as well as heavy bulk bags of non-glass materials. Depending on the RC layout, the minimum necessary equipment is a pallet jack for RCs with loading docks and forklifts for RCs without a loading dock.
- RC operators will be instructed to follow appropriate waste disposal procedures if they find contaminants or hazardous waste items in containers after a customer has left the premises and to be vigilant so that such items are not placed in bulk bags/tubs with the UBCs being shipped to processing facilities. Any non-acceptable Program materials left behind by the public at RCs should also be properly disposed of. Encorp's service providers will be instructed to immediately report contaminated bulk bags/tubs and hazardous items found in bulk bags/tubs to Encorp's Director of Operations for a follow-up. RCs may be charged a penalty fee for such occurrences, especially in instances where an entire bulk bag/tub's content is compromised due to contamination.
- Since RCs are independently owned businesses, it will be each individual RC operator's responsibility to continue to ensure its business conforms to all federal and provincial Occupational Health and Safety Standards. This requirement will also be stated in all service agreements Encorp signs with RCs.

Furthermore, Encorp will ensure contracts with its current and future service providers providing collection/transportation, storage and processing services for UBCs of all material types include the requirement that they ensure their operations are in accordance with all applicable acts and regulations, and that they maintain all required permits, licences and operating certificates as well as comply with all federal, provincial, regional and municipal laws, bylaws, regulations, and other similar provisions, including Occupation Health & Safety Standards. Service providers will need to provide proof of compliance to Encorp. Additionally, all of Encorp's current and future service providers for the collection/transportation of UBCs of all material types will need to demonstrate evidence that they maintain a hazardous substance spill kit in all vehicles used for the collection/transportation of UBCs.

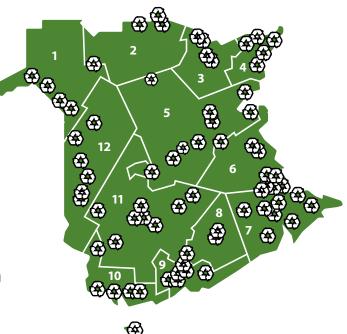
GEOGRAPHICAL AREAS FOR ANNUAL REPORTING

50.931 (g) the geographical areas that will be used for annual reporting purposes.

Encorp will utilize data organized by geographical areas that align with the 12 Regional Service Commission (RSC) boundaries for performance measurement reporting. Encorp will determine the ratio of UBCs purchased by consumers and returned to RCs for each region. This will provide an approximate performance indicator for each region in NB.

Regional Service Commissions:

- Northwest Regional Service Commission (RSC 1)
- Restigouche Regional Service Commission (RSC 2)
- Chaleur Regional Service Commission (RSC 3)
- Acadian Peninsula Regional Service Commission (RSC 4)
- Greater Miramichi Regional Service Commission (RSC 5)
- Kent Regional Service Commission (RSC 6)
- Southeast Regional Service Commission (RSC 7)
- Kings Regional Service Commission (RSC 8)
- Fundy Regional Service Commission (RSC 9)
- Southwest New Brunswick Service Commission (RSC 10)
- Capital Regional Service Commission (RSC 11)
- Western Valley Regional Service Commission (RSC 12)



FINANCIAL REPORTING

Third-party auditors will be contracted to audit the financial statements that Encorp's management produces. Encorp will submit its third party audited financial statements to RNB along with its annual reports. Financial Statements will include handling of all deposits and CRFs collected by Encorp for the management of all deposit-bearing containers of all material types. These financial statements and Encorp's annual reports will also be made available to the public via Encorp's website.

COLLECTION & PROCESSING OF MATERIALS

PROVINCE-WIDE UBC COLLECTION SYSTEM

50.931 (a) the plan for the collection, transportation, storage, reuse and recycling of empty beverage containers within the province, including the empty beverage containers of other brand owners.

50.931 (c) information on the province-wide collection system, including information with respect to return facilities, by material type, to be used by the consumer.

50.931 (d) the location of any long-term storage, containment, or processing facilities for empty beverage containers.

As the designated PRO responsible for managing the collection and recycling of deposit-bearing beverage containers on behalf of registered brand owners, Encorp will recover all deposit-bearing beverage containers. This applies to all accepted Program material types, as listed in the "Material Types" section of this document. The retrieval will be carried out through a province-wide network of RCs. Encorp will also collaborate with Regional Service Commissions and with Circular Materials Atlantic to facilitate the recovery of UBCs at curbside and via public space initiatives.

Encorp will contract service providers to collect, transport, and store UBCs from RCs. Encorp will also operate facilities, or contract the services of other entities to operate facilities, to process recovered UBCs to end-market conditions.

- For the transportation, storage, and processing of all UBC material types except glass, Encorp contracts the services of Hebert's
 Recycling in Miramichi, NB. For the transportation, storage, and processing of non-refillable glass materials, Encorp contracts the
 services of Rayan Environmental Solutions in Moncton, NB. From these service provider processing centres, these material types
 get sent to various end-markets.
- For the transportation, storage, and processing of all refillable glass materials and packaging for refillable glass, Encorp (under service agreements with Beer Canada members) will use the services of the following service providers: GM Rioux (Grand Falls), which operates in conjunction with Molson Coors; O.C. Maillet Transport (Bouctouche), which operates in conjunction with Moosehead; and Armour Transportation Systems (Moncton), which operates in conjunction with Labatt Breweries. From these service provider processing centres, refillable beer containers will be shipped for reuse to individual brewers (Beer Canada members) and packaging for refillable beer containers will be sent to recycling facilities. The collection and management of refillable glass beer bottles and related packaging has traditionally been and will continue to be coordinated with the collection of refillable containers in other Maritime provinces to maximize efficiencies in managing these containers. While some refillable containers are returned for reuse in other provinces, the net flow of refillable containers and packaging in and out of NB varies from individual brewer to individual brewer.

More information on Encorp's service providers as well as end-markets can be found in Appendix D (*Contracted Service Providers*) and Appendix E (*End-Markets*).

Encorp will keep RNB advised of any changes in its methods used to recover and process all Program materials.

UBC RECOVERY - REDEMPTION CENTRES

Private RC operators are the backbone of the deposit-bearing beverage container collection program in NB. (See Appendix C - List of Redemption Centres.) By March 31, 2024, Encorp will endeavour to establish a two-year service agreement with RC operators. This agreement will outline minimum operational standards.

RCs will continue to be the official UBC return facilities for consumers seeking their deposit refund on empty deposit-bearing beverage containers under the new EPR BCP. Encorp will also investigate all other strategies to enhance consumer access and convenience that will facilitate increased UBC recovery rates.

RC operators will receive handling fees from Encorp for their role in accurately counting, sorting, storing, and preparing collected UBCs of all material types for shipment to processing facilities. Encorp will ensure its collection/transportation service providers supply RC operators with the necessary materials for bulking/shipment. Encorp will make payments to RC operators for the refunds and handling fees per collected UBC through Electronic Funds Transfer. This process will be premised upon Encorp's proprietary chain-of-custody system (EnSys) and point-of-sale (POS) system EnSys-Connex. Additionally, Encorp has implemented an auditing and quality assurance/ quality control (QA/QC) process to ensure accurate counting and reporting by RCs. Having QA/QC procedures in place helps to maintain a high level of accuracy and integrity within the system, thus minimizing any potential loss of Program revenue.

UBC RECOVERY - CURBSIDE RECYCLING

Starting on November 1, 2023, New Brunswick will be introducing a Packaging and Paper Products (PPP) initiative. This will also be beneficial for UBC recycling across the province. In the past, Encorp had developed a working relationship with Regional Service Commissions (RSC) that provided curbside collection and sorting services for recyclable materials including deposit-bearing UBCs. Discussions are currently underway to expand this cooperation with the designated PRO, Circular Materials Atlantic. Deposit-bearing UBCs will be recycled by material types according to specifications agreed upon by Circular Materials Atlantic and Encorp. Encorp will submit its agreement with Circular Materials Atlantic to RNB for approval so that all UBCs collected at curbside and managed by Circular Materials Atlantic can be reported in Encorp's annual reports and contribute to Encorp's yearly UBC recovery targets.

UBC RECOVERY - REMOTE/RURAL AREAS

50.931 (h) the plan for the provision of services in remote or rural areas.

Encorp plans to enhance access to UBC return locations in remote or rural areas by improving the existing RC network. This could involve RC operators managing and servicing multiple express recycling (drop & go) UBC return locations, preferably established in convenient locations throughout the province. (Refer to the "Future Research and Development" section further in this document for more information.) Prioritizing consumer convenience is an important way to increase participation in the new EPR BCP.

The expansion of curbside recycling programs offered by RSCs (Circular Materials Atlantic) and Encorp's commitment to working with the network of RCs to improve access and convenience to UBC return facilities and drop-off locations will enable a more complete province-wide coverage for recovering all deposit-bearing beverage containers sold in the province.

CONSIDERATIONS - EXISTING COLLECTION AND PROCESSING SYSTEMS

50.931 (f) a description of how existing collection and processing systems were considered to maximize waste diversion in the province.

Encorp will continue to recover UBCs via the existing collection network of privately owned and operated RCs and participating RSCs (Circular Materials Atlantic). Encorp has contracts with service providers in place that will be continuing for 5 years regarding the collection/transportation, and processing/management of all deposit-bearing UBCs of all material types except refillable glass, including QA/QC. With respect to the management of refillable glass (beer bottles), Encorp will enter into contractual arrangements with brewers to ensure that existing collection/transportation and processing meets or exceeds statutory and Stewardship Plan requirements with respect to those containers. (See Appendix D – *Contracted Service Providers*.)

Encorp will make every effort to efficiently, and in an environmentally responsible manner, operate its collection and processing system to the highest possible standards, and advise RNB of any changes to its methods/contracts in place to collect and process UBCs.

FUTURE RESEARCH AND DEVELOPMENT

50.931 (k) information on current and future research and development activities in the province related to the management of beverage containers.

Encorp's ongoing Technology Research and Development Strategy is focussed on working hand in hand with RC operators to modernize their operations and allow them to offer more accessible and convenient options for consumers looking to return/redeem their UBCs.

Field trials that were conducted by Encorp Atlantic Inc. throughout an eight-year research initiative (2014-2022) provided valuable data on convenience factors and public perception toward a new approach to collecting deposit-bearing beverage containers in NB. The research project allowed Encorp Atlantic Inc. to glimpse into the future of UBC management and observe emerging trends and best practices in other legislated beverage container management jurisdictions. Among the most significant observations were the growing emergence of both the bag-drop concept in automated centres and retailer participation. One of Encorp Atlantic Inc.'s most successful pilot projects in this research initiative, *Re-Centre* (Moncton), tested and gathered data on a UBC drop & go recycling experience (bag-drop) as a more convenient way for consumers to return their UBCs while optimizing labour productivity for RC operators. Participants provided support for the drop & go concept and wished to see it expand.

With the knowledge gathered from this research, Encorp Atlantic Inc. began deploying technology tools in RCs in 2022, such as its *EnSys-Connex* POS system, currently installed in more than half of all RCs. Encorp will aim to sign a two-year service agreement with RCs before April 1, 2024, and will ensure that this important technology tool is installed in all RCs who enter into this agreement. *EnSys-Connex* is part of Encorp's payment system. Encorp provides this tracking system with sorting tables for operators at no cost.

EnSys-Connex is also the foundation for Encorp's upcoming express (drop & go) UBC recycling service, based on the success of *Re-Centre*. This future drop & go UBC recycling service and its network of locations will be known as *Re-Express*.

With *Re-Express*, busy consumers will be able to sign up online for a free account and then drop off their UBCs at their convenience at any *Re-Express* location in mere seconds. *Re-Express* customers will access their container counts and refunds via an online account on a centralized website – *re-express.ca*. *Re-Express* will be seen as an added value for current RC customers, and will be particularly appealing to consumers who do not already return and redeem their UBCs.

Encorp will explore the option of installing *Re-Express* drop & go self-serve kiosks inside RC facilities and/or *Re-Express* drop & go self-serve stations outside RC facilities via the addition of bag-drop windows/façade retrofits or the installation of stand-alone units similar to *Re-Centre* next to existing RC locations and in other locations focused on consumer convenience.

ILLUSTRATIONS: ENCORP TECHNOLOGY TOOLS FOR RC OPERATORS





Re-Express drop & go self-serve stations (concepts)

MANAGEMENT OF ENVIRONMENTAL IMPACT

ENVIRONMENTAL IMPACT OF BEVERAGE CONTAINERS

50.931 (j) a description of the efforts being made to redesign beverage containers to improve reusability and recyclability.

50.931 (n) the plan for the elimination or reduction of the environmental impact of empty beverage containers, by material type.

Many beverage product brand owners have made significant commitments over the years to increase the use of post-consumer content in their containers. Encorp will support and seek ways to further help brand owners meet their targets. In collaboration with other recycling affiliates in Canada (Beverage Container Recycling Network of Canada), Encorp will actively participate in efforts to improve the performance of programs across Canada and to harmonize reporting to regulatory authorities for the benefit of improving the reusability and recyclability of beverage containers used in the industry.

Aluminum Containers

All aluminum UBCs recovered by Encorp will be sent to a re-melt facility and turned back into sheet stock for use primarily by beverage manufacturers to make new beverage containers. Aluminum markets are traditionally stable and in high demand. In addition, light weighing and higher quality materials have made aluminum easier to recycle.

PET (Non-Alcohol and Alcohol) Containers & HDPE (Non-Alcohol Containers, Including Lids/Caps

PET & HDPE plastic containers recovered by Encorp will be cleaned and flaked right here in Atlantic Canada to be sent to end-markets to become new raw materials for manufacturers of various plastic products, including new beverage containers, automotive components, strapping material, and fibres. Many of Encorp's brand owners are signatories to the Canada Plastic Pact (CPP) and have committed to take steps to ensure that by 2025, 100% of the plastic packaging they use will be either reusable, recyclable or compostable. In addition, these companies have committed to ambitious actions to ensure that, at minimum, 50% of plastic packaging supplied is effectively recycled or composted and contains, on average, 30% recycled content (by weight).

Glass Containers (Non-Refillable and Refillable)

Encorp will ensure recovered refillable glass containers get sent back to industry for reuse, and that recovered clear and colour-separated non-refillable glass containers get sent to appropriate end-markets for recycling. Refillable glass containers are typically reused 12 to 15 times, after which they get sent to appropriate end-markets for recycling. It should be noted that Beer Canada manages an industry-standard bottle agreement which allows brewers to access the pool of industry-standard bottles (ISB) for utilization. The availability of the ISB makes utilization of a refillable container more economical, especially for smaller brewers which can access ISB containers at reasonable costs in comparison to purchasing their own refillable containers. In the last couple of decades, consumer trends have also driven sales toward non-refillable containers, primarily aluminum in the case of the beer industry and access to the ISB option has allowed breweries to preserve sales in refillable containers.

Carton Containers (Polycoat Containers & Wine Boxes), Including Lids/Caps

Encorp will ensure all recovered carton containers are sent to appropriate end-markets for recycling. Carton containers are recycled into paper products, such as towels, tissue, and office paper or into sustainable building materials. About 30 cartons can be made into a single 2'x2' ceiling tile, while roughly 400 cartons make up a full wallboard.

Steel Containers

Encorp will ensure all recovered steel containers, including bi-metal containers, are sent to reputable scrap metal dealers for metal recovery in Atlantic Canada. Most steel beverage containers are designed for recycling and pose no recyclability issues for downstream recycling in steel mills and aluminum smelters. In the past 20 years, the weight of steel cans has been reduced by light weighting efforts. Lighter cans positively impact the environment by reducing the amount of raw material and energy required to produce them, and ultimately reduce the total quantities generated. Metal packaging can be infinitely recycled and much of the metal used to package products contains a high proportion of recycled content.

Containers Made from Other Plastics - HDPE Pigmented (2), PP (5), PS (6), Other Plastics (7) - and Plastic Pouches (2), Including Lids/Caps

Recovered containers made from plastics that are more difficult to recycle due to the lack of available end-markets will be used for waste to energy. Current volumes of containers made with these plastic types sold in New Brunswick are very low (0.6%) and Encorp is committed to exploring market opportunities to be able to recycle these plastics. Collected lids/caps from these containers will be recycled as per their material type.

Packaging (Boxes) for Refillable Glass

Refillable glass beer containers are sold in cardboard or paper packaging and there are no plastic rings utilized with the sale of refillable beer containers in New Brunswick, therefore packaging does not represent a threat to wildlife.

Corrugated cardboard and most paper packaging formats are widely recyclable and enjoy relatively stable commodity values. The cardboard packaging for refillable glass beer bottles, corrugated boxes and boxboard boxes produced at Canadian paper mills are made from post-consumer recycled content. Encorp will ensure that the packaging (boxes) for refillable glass containers it collects are sent to appropriate recycling facilities in New Brunswick, Nova Scotia, Quebec or Ontario, as per its service agreements with Beer Canada members.

In addition to the beverage container material types listed above and for which Encorp will report on annually, Encorp will also collect and process the following materials to further reduce the environmental footprint of the new EPR BCP.

• Clear Plastic Bags (4)

Clear plastic bags collected at RCs from consumers who use these to store and drop off their UBCs will be recycled into new products including clear plastic bags.

• Bulk Bags

Bulk bags used by Encorp to collect UBCs from RCs and ship them to processing centres are made from polypropylene. Bulk bags get used many times until they become too damaged. Damaged bulk bags will be recycled based on end-market demands. When there are no end markets, damaged bulk bags will be used for waste to energy.

REDUCING CONSUMERS' ENVIRONMENTAL IMPACT WHEN RECYCLING

Encorp is committed to finding ways to assist consumers in minimizing their environmental footprint when they bring their empty beverage containers to RCs. For example, a plastic bag recycling initiative was piloted before the COVID-19 pandemic, and Encorp plans to reintroduce this initiative with a financial incentive for participating RC operators. The aim is to provide an opportunity for consumers who still choose single-use plastic bags as a means of transporting their UBCs to RCs to recycle these bags. Unlike reusable plastic bins or totes, these bags are not designed for multiple uses and may otherwise end up in landfills. Encorp will encourage consumers to opt for reusable bins and totes by supplying RCs with a selection to give or sell to consumers and offer consumers who opt for single-use clear plastic bags the opportunity to recycle their bags. A sort dedicated to clear plastic bags is thus planned and included in Encorp's Sort List for RCs. (See Appendix F – Sort List.)

Establishing markets for recycling clear plastic bags will be essential given the fact that Encorp's future express (drop & go) recycling network (see section *Future Research and Development*) will most likely be a bag-drop model making use of clear plastic recyclable bags as the means most used by consumers to drop off their UBCs.

EMERGENCY REPORTING

In the event of an environmental emergency involving Encorp and/or service providers and contractors, Encorp will immediately notify, whether during regular business hours or after hours, RNB and the appropriate regional location of the New Brunswick Department of Environment.

Encorp does request an emergency response plan be in place from all service providers and contractors if an environmental emergency arises. Service providers and contractors include but are not limited to contracted RCs, transportation companies and processing centres.

GREENHOUSE GAS EMISSION IMPACT

50.931 (p) a description of the greenhouse gas emission impact that will result from the implementation of the stewardship plan and opportunities for reducing the impact.

The majority of the new EPR BCP's associated greenhouse gas (GHG) emissions will come as a result of the collection and transportation of UBCs from licensed RCs in NB to processing centres, and from processing centres to end-markets. To reduce these emissions, Encorp will continue to require that its transportation service providers use best-in-class technologies from its truck fleet to run their day-to-day processing operations. As per Encorp's request, its current collection and transportation service provider, Hebert's Recycling, is a member of the Transport Partnership (SmartWay), run in Canada by Natural Resources Canada (NRCan). SmartWay helps businesses move goods efficiently and competitively while reducing fuel costs and emissions by helping carriers and shippers to benchmark their operations, track fuel consumption, and improve their overall performance. Hebert's Recycling has adopted SmartWay technologies to help mitigate its carbon footprint. In addition, Hebert's Recycling currently collects all PET, HPDE and aluminum containers (approx. 90 % of UBC volume) at RCs in a compaction unit trailer, which increases the load capacity of a regular trailer by a factor of 3. Compaction at Hebert's Recycling's processing centre in Miramichi enhances the density of the materials (x6) prior to transportation to end markets.

Furthermore, beer is the only beverage product which continues to sell in refillable containers in significant volumes in New Brunswick. Encorp's service agreements with Beer Canada members will sustain the use of refillable containers in NB under the new EPR Program - which will support positive environmental outcomes. The greenhouse gas reduction benefits of refillable glass bottle use are further enhanced with the use of an industry-standard bottle (ISB) and the coordination and collection of refillable glass beer containers and related packaging shared between collection/transportation service providers associated with the Province's three largest breweries, so that each RC is only serviced by a single collection/transportation provider. The resulting reduction in transportation costs makes the Program more efficient and aims to reduce related greenhouse gas emissions.

Additionally, Encorp will start benchmarking the reduction in GHG emissions in New Brunswick that results from the BCP. Using the US Environmental Protection Agency's Waste Reduction Model (WARM), Encorp will calculate the energy saved through the recovery and processing of each collected beverage container material type – compared to landfilling - and convert this energy into metric tonnes of carbon dioxide equivalent (CO2e). This will reveal approximately how many metric tonnes of CO2e the Program is preventing annually from being released into the atmosphere. The results of these analyses will be reported in Encorp's annual reports submitted to RNB, and Encorp will aim to improve this statistic annually through a gradual increase in UBC recovery rates.

CONSUMER AWARENESS

COMMUNICATIONS PLAN

50.931 (I) the communications plan to inform consumers of the stewardship plan, including the consumer's reasonable and free access to return facilities.

The success of the new EPR BCP will depend on consumer awareness as well as access and convenience to UBC return and collection sites. Recognizing that the current Program is in a mature phase, efforts will be required to modernize and improve the consumer experience of returning and redeeming empty deposit-bearing beverage containers. Encorp is committed to undertaking this task with RC operators. Any improvements to the Program that make it easier, more accessible, and enticing for consumers to return/redeem their UBCs will be highly emphasized and promoted by Encorp in its day-to-day communications and – when applicable – via province-wide communications campaigns and promotional initiatives.

Furthermore, Encorp recognizes there is an opportunity to improve access to recycling UBCs in public spaces. Within the new EPR Program, Encorp plans on developing and launching deposit-bearing UBC recycling programs targeted at schools and community groups across the province.

The overall goal for all communications strategies and tactics will be to increase public knowledge and participation in the Program. At the time of submitting this Plan, Encorp was undertaking market research to better understand consumer awareness of the BCP, as well as habits and attitudes regarding UBCs – this research will be used to identify key demographics/profiles that will benefit from increased promotions and information on the Program. Yearly consumer awareness levels will then be measured through annual consumer research surveys conducted by third-party market research firms. Encorp will aim to increase consumer awareness levels for the BCP each year - as per the targets stated in the section *Key Performance Indicators and Targets*.

Encorp will submit its communications plan annually to RNB before December 31 for the following calendar year to coordinate outreach efforts on recycling in NB. Furthermore, in accordance with section 50.971 of the Regulation, Encorp will not release any educational and consumer material that informs consumers with respect to (a) the brand owner's beverage containers Stewardship Plan, (b) access to return facilities, and (c) the environmental and economic benefits of participating in the beverage containers stewardship program, unless the material has been submitted to RNB for approval at least one month before its intended release.

PROGRAM EDUCATION COMMUNICATIONS

WEBSITE - ENCORPATL.CA

Information on the BCP, an interactive map with listings of UBC return locations, information on accepted Program products, and information on how to properly prepare recyclables are currently featured on Encorp's website at *encorpatl.ca*. In time for the April 1, 2024, launch of the new EPR BCP, Encorp will have enhanced this website and migrated all consumer information regarding the Program to a dedicated section/mini-website – *encorpatl.ca/recycle* – that will become a convenient one-stop shop for consumer information on beverage container recycling in NB. Information from Encorp for the network of RC operators, as well as information regarding beverage product industry participation in the Program and brand owner obligations, will be available on the website via a section dedicated to such matters at *encorpatl.ca/pro*. Furthermore, Encorp will continue to maintain regular communications with RC operators and brand owners via seasonal journals and direct email communications.

SOCIAL MEDIA

Encorp currently has accounts for three separate social media platforms: Facebook, Instagram, and LinkedIn, with more social media platforms to be added in the future as necessary. Encorp will continue to utilize and increase its social media presence by featuring information on UBC return locations, accepted Program products, how to properly prepare recyclables, and other targeted ads/ promotions in line with planned communication campaigns. Encorp will also utilize social media to promote community partnerships by sharing success stories from the schools, organizations, and community groups participating in its *Recycling Hero* public space recycling programs.

CONSUMER-FACING MATERIALS IN UBC RETURN LOCATIONS

Encorp regularly sends consumer-facing materials to RCs such as posters and handouts featuring information on accepted Program products, how to properly prepare recyclables, and other information deemed necessary to have readily available in UBC return locations.

UBC RECYCLING WELCOME KITS FOR NEWCOMERS

Recognizing that the arrival of newcomers in NB plays an essential role in increasing and diversifying the province's population, Encorp plans on making UBC recycling kits available to newcomers to encourage them to start returning and redeeming their UBCs. Encorp will seek partnerships with multicultural associations and community groups (ex: citizen committees organizing "welcome wagons" for newcomers) to distribute these kits. It is also important to note that many newcomers may struggle with NB's official languages (English and French). As it moves forward, Encorp will be conscientious of making its consumer-facing educational materials more accessible via the use of icons/symbols that can be easily understood.

YEARLY PROVINCE-WIDE COMMUNICATION CAMPAIGNS AND INITIATIVES

Encorp's communications plan for the new EPR BCP calls for having yearly province-wide communication campaigns focussed on specific Program improvements that make it easier, more accessible, and enticing for consumers to return their UBCs.

Starting April 1, 2024, Encorp intends to lead two communication campaigns surrounding exciting Program improvements: one regarding the new fully refundable deposit structure for beverage containers, and one branding Saturday as an official "Recycling Day in New Brunswick" through extending the operating hours of RCs on that day for increased convenience.





Communication concepts being considered. All consumer facing materials will include the Recycle NB logo.

Encorp also intends to promote a new clear plastic bag collection/recycling as of April 1, 2024. The messaging will most likely use a slogan such as "Leave No Trace" and focus on encouraging consumers to reduce their environmental footprint as much as possible when returning their UBCs by choosing reusable bins/bags or - if opting for single-use plastics bags – offering them the chance to recycle these when visiting their local RC (thus "leaving no trace" or footprint when returning/recycling UBCs).

Encorp will heavily focus on these initiatives in 2024 and beyond until its *Re-Express* (drop & go) recycling service is launched and starts rolling out in locations across the province. Promoting the *Re-Express* drop & go network will then become one of Encorp's communications priorities.







Communication concepts being considered. All consumer facing materials will include the Recycle NB logo.

ANTI-LITTERING CAMPAIGNS AND PUBLIC SPACE RECYCLING PROGRAMS

50.931 (o) the plan to manage, prevent and reduce the littering of empty beverage containers

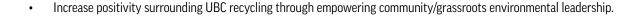
The "Recycling Hero" concept is a communications strategy currently used by Encorp to improve UBC recovery rates in NB by decreasing littering. It is a yearly province-wide ad campaign. The concept and its key messages encourage New Brunswickers to be Recycling Heroes – stepping up for the province and its beautiful outdoor spaces by always choosing to recycle their UBCs – instead of leaving them behind as litter.



Recycling Hero branding will continue to be used in innovative community outreach public space recycling programs that Encorp intends to launch, which will be targeted to schools and community groups across the province. The goals of these programs will be to:

- Encourage New Brunswickers to stop littering with UBCs and start recycling containers while out and about;
- Increase awareness and use of public space recycling bins;







One of Encorp's previous Recycling Hero ads, 2021.

ONGOING: COMMUNITY CLEANUP GRANTS PROGRAM

Every spring, Encorp makes community cleanup grants available to *Recycling Heroes* - schools and community groups - to help them organize a beach sweep, park cleanup or cleanup of other public outdoor space. Encorp ensures each grant recipient is linked with a local RC to make sure all deposit-bearing beverage containers found during their community cleanup event are recycled. This popular program will continue to be offered to schools and community groups under the new EPR Program.



PROGRAM CONCEPT: SCHOOL RECYCLING

Encorp's School Recycling Program will match *Recycling Heroes* in schools with local RCs to facilitate logistics in collecting and recycling deposit-bearing beverage containers. Schools will be provided recycling bins to put in classrooms or hallways, communal bags for storing collected UBCs, and fun *Recycling Hero* promotional items for students. Prizes will be awarded to the top-performing schools, and contests will give teachers a fun way to integrate education about UBC recycling into their curriculum. This program will promote deposit-bearing beverage container recycling both in schools and their surrounding communities, as well as assess the potential for UBC recovery in schools.



Communication concept being considered.

All consumer facing materials will include the Recycle NB logo.

PROGRAM CONCEPT: EVENTS SPONSORSHIP

As part of developing and launching an official Events Sponsorship Program, Encorp is currently looking at making UBC collection tools/supplies available to event organizers throughout the province who want to be *Recycling Heroes* by ensuring the containers of the beverages consumed at their event get collected on site and recycled. Such tools would include recycling signage for event sites, as well as "Re-Bins" (large outdoor UBC collection bins), and "Re-Mobiles" (UBC collection trailers) available for the event's duration. Encorp





would aim to link event organizers with local RCs to help with UBC pickup logistics whenever possible.

PROGRAM CONCEPT: PUBLIC SPACE UBC COLLECTION BINS

Currently, Encorp is exploring the concept of bicycle racks with UBC drop-off slots. A few have been installed in southeastern NB. Encorp is researching other UBC collection bin designs that could be offered to communities across NB – linking to RCs and/or RSCs (Circular Materials Atlantic) – to improve access to recycling in outdoor public spaces, such as large metal outdoor bins in parks. Encorp would also look into establishing a partnership with Tourism NB and/or Parks NB to install outdoor UBC collection bins in provincial parks, protected areas, and recreational areas in high-traffic locations where beverage containers have been traditionally



trashed. Having more UBC collection bins in public outdoor spaces will make it easier for every day New Brunswickers to be *Recycling Heroes* while out and about.

DISPUTE RESOLUTION

50.931 (r) a dispute resolution procedure to deal with disputes arising between the brand owner and a service provider.

To ensure prompt resolution of any potential disputes, Encorp has incident report forms for RCs and service providers available on its website. Encorp's Director of Operations receives submitted incident report forms and ensures a follow-up. The Director of Operations also acts as an intermediary between service providers and the network of RCs, addressing and resolving any concerns RC operators may have related to their collection schedule and other logistical issues that can occasionally arise. A record of such incidents is kept. Encorp sends regular communications to RCs and its service providers when logistical issues need clarification.

For consumer incidents and inquiries, Encorp maintains an incident report form on its website, a toll-free customer information line, and a general inquiries email inbox (info@encorpatl.ca). Encorp's communications team answers questions of a general nature, and any incidents involving RCs get a follow-up by the Director of Operations.

If a Dispute does arise between Encorp (representing its brand owners) and RCs, or any contracted service provider, which the parties have been unable to resolve through discussion, the party seeking resolution of the Dispute may initiate a Dispute Resolution by way of the following steps.

Step 1: Notice of Concern

The party wishing to initiate the Dispute Resolution procedures must notify Encorp in writing. The notification will summarize the nature of the Dispute, the key facts, and include any relevant documentation.

Step 2: Informal Discussion

Within 10 days of receipt of the written notice under Step 1, the parties will meet to:

- i. clarify the nature of the Dispute;
- ii. request any further documentation in relation to the Dispute; and
- iii. arrange for and facilitate a meeting ("Informal Discussion") to attempt in good faith to resolve the Dispute with representatives of the service provider and Encorp.

Step 3: Management Discussion

If the Dispute remains unresolved following the Informal Discussion, one of the parties may, within 30 days of the completion of the Informal Discussion, notify the other party in writing in the manner set out in section 33.1(1) of the *New Brunswick Clean Environment Act* summarizing the aspects of the Dispute which remain outstanding following the Informal Discussion.

Within 30 days of receipt of such written notice, the parties will arrange for and facilitate a meeting between senior representatives of the contractor and Encorp to attempt in good faith to resolve the Dispute.

Step 4: Arbitration

Should the dispute remain unresolved, Encorp will follow the dispute resolution clause as written in all its service provider contracts. The clause is stated as follows:

"In the event of differences in service provider agreements, the interpretation, application or administration of any contractual agreement shall be settled by appointment of a single arbitrator pursuant to – and in accordance with – the provisions of the Arbitration Act (New Brunswick). The service provider shall continue diligently to proceed with the work pending determination of any dispute.

In the event the service provider refuses to proceed with the work or any portion thereof, that service provider shall be directly responsible for all damages to Encorp because of such stoppage and, in addition, Encorp shall have the right to complete the work and to recover the cost of same from the service provider and may deduct the cost from any payment then or thereafter due."

The arbitration will be scheduled to take place on a date to be determined by the arbitrator, in consultation with the parties who shall divide the time equally to present their positions to the arbitrator. The decision of the arbitrator shall be final and binding. Each Party shall bear its own costs of the arbitration and shall share equally the fees and disbursements of the arbitral tribunal and any other related costs of the arbitration, regardless of the outcome. The arbitrator shall have no jurisdiction to award costs in favour of either party.

APPENDIX A

LIST OF BRAND OWNERS (DEPOSIT-BEARING BEVERAGE PRODUCTS PACKAGED IN ALL CONTAINER TYPES EXCEPT REFILLABLE GLASS BOTTLES)

List of 177 brand owners currently registered with Encorp:

As of November 7, 2023

(Note that these are brand owners who currently have Encorp as their designated agent for the management of UBCs. Encorp anticipates that these brand owners will sign new agreements. Encorp will also ensure it signs agreements with all other obligated brand owners who may not currently be on this list and are required to designate an agent for the new EPR Beverage Containers Program.)

13 BARRELS BREWING

4287762 CANADA INC.

A. G. BROWN & SON

A. LASSONDE INC.

ACADIE-BROUE

ACKLANDS GRAINGER INC.

AGROPUR COOPERATIVE

ALCOOL NB LIQUOR (ANBL)

ALIVE KOMBUCHA LTD.

AMAZON.COM.CA, INC.

AMWAY CANADA CORPORATION

ANNE-MARIE GESTION

APPLEMANFARMS LTD.

AQUATERRA (CANADIAN SPRINGS)

ATHLETIC BREWING CO. CANADA ULC

AU GRAIN DE BLE

AURA WHOLE FOODS

AWOL BREWING

BAGTOWN BREWING COMPANY

BIG 8 BEVERAGES LIMITED

BIG AXE BREWERY

BIG AXE BREWERY - COMMERCIAL CIDER

BIG FIDDLE STILL

BIG SKY VENTURES (SEA BUCKTHORN)

BIG TIDE BREWING COMPANY

BIOSTEEL SPORTS NUTRITION INC.

BLACK GALLEY DISTILLING

BRASSERIE CHOCKPISH

BRASSERIE RETRO BREWING

BRASSEUX D'LA COTE (678859NB INC.)

BRITTMAR DISTRIBUTING INC.

BROUE DU PAÏEN

BULK BARN FOODS LTD.

C.L. COMEAU CIE LTD.

CANADIAN TIRE CORPORATION, LIMITED

CANOPY GROWTH CORPORATION (TWEED INC.)

CAPITAL FOODSERVICE LTD (AKA ROLLY'S WHOLESALE)

CARROLL'S DISTILLERY / BAKERY

CASSEROLES CORA INC.

CAVOK BREWING

CH DIRECT INC. (COLDHAUS DISTRIBUTION INC.)

CHATEAU SPRING WATER INC

COCA-COLA CANADA BOTTLING LIMITED

COCOLEMON CRAFT BEVERAGE COMPANY LTD.

COLABOR GROUP (DIVISION EDFREX)

COOPÉRATIVE FORESTIERE DU NORD-OUEST LTÉE

CORWIN DISTRIBUTION LIMITED

COSTCO WHOLESALE CANADA LTD.

COVERED BRIDGE POTATO CHIP COMPANY INC.

CROOKED RIVER DISTILLERY INC.

CROSS CREEK BREWING

CRYSTAL CLEAR WATER C/O GOLDEN VENTURES INC

DEVIL'S KEEP DISTILLERY

DISTILLERIE FILS DU ROY - BREWER'S LICENSE

DISTILLERIE FILS DU ROY - DISTILLERY

DISTRIBUTION MISSUM INC.

DOLLARAMA L.P.

DOMAINE LATITUDE 46 ESTATE WINERY

EARTH'S OWN FOOD COPMANY

FIRST LIGHT DISTILLERY - NEW JUNE 2022

FLOURISH BREWING COMPANY LTD.

FLYING BOATS BREWING COMPANY (BRULE BREWING COMPANY)

FOGHORN BREWING COMPANY

FOUR RIVERS BREWING CO.

G.T. WHOLESALE LIMITED

GAGETOWN DISTILLING & CIDERY - DISTILLERY

GAHAN HOUSE - MONCTON

GAHAN HOUSE - PORT CITY

GAHAN HOUSE - RIVERSIDE

GENERAL NUTRITION CENTRES

GORDON FOOD SERVICE CANADA LTD.

GRAND FALLS BREWING

GRANITE TOWN FARMS

GRAYSTONE BREWING INC.

GREAT CANADIAN WATER COMPANY LTD.

GRIDIRON BREWING

GRIMROSS BREWING CORP.

HALF CUT BREWING COMPANY

HAMMOND RIVER BREWING COMPANY

HAMPTON BREWING COMPANY

HAPPY CRAFT BREWING / BRASSERIE ARTISANALE HAPPY

HAPPY KNIGHT WINES

HILARY'S SALESMASTER INC.

I-D FOODS CORPORATION

IMPERIAL DADE CANADA INC.

JOHNNY JACKS BREWERY

KARIC SALES LTD.

KING WEST BREWERY (RUSTICO RESTAURANT)

KOHL & FRISCH LIMITED

LA FERME MAURY - FERME DE RAISINS

LA FRAMBOISE FRANCOEUR

LAHAVE FORESTS INC.

LABORATOIRES C.O.P. INC.

LC BEVERAGES LTD.

LE GROUPE JEAN COUTU (PJC) INC.

LES BRASSEURS DU PETIT-SAULT

LES ENTREPRISES D.COTÉ INC.

LOBLAW COMPANIES LIMITED

LONG BAY BREWERY (WASTED DAY BREWING)

MACARTHUR'S NURSERIES INC.

MAGNETIC HILL WINERY

MAMA'S BREW PUB

MARITIME MOONSHINE

MARTIN BROWER OF CANADA LTD.

MAV SYNERGETIC CORP.

MAYBEE BREWING COMPANY

MCCLELLAND PREMIUM IMPORTS

MCKAY'S WILD BLUEBERRIES (GORDON MCKAY & SONS 1996)

MCKESSON CANADA CORPORATION

MÉTRO-RICHELIEU INC.

MICHAEL ROSSY LTEE

MICROBRASSERIE - MICROBREWERY SANFAR & RESORT INC.

MICROBRASSERIE HOUBLON-PÊCHEUR

MOOSEHEAD BREWERIES - SMALL BATCH

MORALEBROOSTER INC.

MORINDA CANADA CO.

MORRIS WHOLE LTD.

NESTLÉ CANADA INC.

NEW MARITIME BEER COMPANY

NIKOL POULIN INC.

NOVUM BOREAS MICROBRASSERIE

O'CREEK BREWING

O.G. ALES INC. (WAS OFF GRID ALES MAR 2022)

OCEAN SPRAY INTERNATIONAL

OLE FOGGY DISTILLERY LTD.

PEPSI-QTG

PREMIUM NEAR BEER LTD. (PARTAKE BREWING)

PROVIGO DISTRIBUTION INC

PUMP HOUSE (STONE FIRE) - DISTILLERY

PUMP HOUSE BREWERY - MAIN

RED APPLE STORES ULC

RED ROVER BREWING COMPANY

RICHIBUCTO RIVER WINE ESTATES

RONA, INC

RVIITA INC.

SAINT ANDREWS BREWING COMPANY INC.

SAPUTO DAIRY PRODUCTS CANADA G.P.

SCOOP & SAVE LTD.

SHOPPERS DRUG MART/PHARMAPRIX

SOBEY'S CAPITAL INCORPORATED

SOBEYS QUÉBEC INC.

SPRINGBROOK CRANBERRY INC.

SUNSET HEIGHTS MEADERY

SUSSEX ALE WORKS

SUSSEX CRAFT DISTILLERY

SYSCO

TFB & ASSOCIATES

THE CAP (CAPITAL COMPLEX)

THE CLEARLY FOOD & BEVERAGE CO. LTD.

THE TDL GROUP LTD./GROUP TDL LTÉE.

THREE DOG DISTILLING COMPANY

THREE SONS BREWING INC.

TI FOODS

TIDAL HEALTH SOLUTIONS

TIDE & BOAR BREWING

TIMBER SHIP BREWING

TIRE SHACK BREWING CO.

TOBIQUE RIVER TRADING

TRAILWAY BREWING COMPANY

TREE OF LIFE/A KEHE COMPANY

TRUSS BEVERAGES CO.

TUDDENHAM FARMS

TWIN HARBOUR BREWING

UNFI CANADA, INC.

UNION BREWING

UNION HOUSE BY TRAILWAY BREWING COMPANY

VERGER BELLIVEAU ORCHARD (SCOW)

VERGER BELLIVEAU ORCHARD (SCOW)

VERGER BELLIVEAU ORCHARD LTD.

VINERIE DESFRUITS WINERY

WAL-MART CANADA INC.

WARD FOODS LIMITED

WATERSIDE FARMS COTTAGE WINERY

WOODFROOT CIDER INC. (WAS SUSSEX CIDER COMPANY)

YIP CIDER INC.

YORK COUNTY CIDER

YOUNG LIVING CANADA ULC

LIST OF BRAND OWNERS (DEPOSIT-BEARING BEVERAGE PRODUCTS PACKAGED IN REFILLABLE GLASS CONTAINERS)

List of brand owners (7) for whom refillable glass containers and packaging will be managed through Encorp's service agreements with Labatt Breweries of Canada, Molson Coors Canada and Moosehead Breweries Ltd. (Beer Canada members):

As of November 7, 2023

(Note that Encorp will need to sign agreements to become the designated agent for all these brand owners for the new EPR Beverage Containers Program.)

GARRISON BREWING CO.

Irish Red; Tall Ship - ISB

LABATT BREWERIES OF CANADA

Budweiser; Bud Light; Keiths, Labatt Blue; Michelob Ultra; Oland Schooner - ISB

MOLSON COORS CANADA

Coors Light; Coors Original: Molson Canadian; Miller Lite; Molson Ultra; Rickard's Red; Rickard's Taster Pack - ISB

MOOSEHEAD BREWERIES LTD.

Alpine Lager; James Ready; Moosehead Lite; Moosehead Premium Dry - ISB

Moosehead Lager - Proprietary Green Glass

PROPELLER BREWING CO.

Propeller IPA - ISB

SLEEMAN BREWERIES LTD.

Sleeman Clear - Proprietary Clear Glass

LES BIÈRES DE LA NOUVELLE-FRANCE

Ambrée de Sarrasin, Blanche d'Épeautre, Claire Fontaine, Nouvelle France Rouge - ISB

APPENDIX B

NON-ACCEPTABLE BEVERAGE CONTAINERS

In addition to rejecting containers for beverage products which do not fit the definition of "beverage" in the Regulation, some containers will continue to be non-acceptable to Encorp under the new EPR Program due to being broken, contaminated, unidentifiable, unacceptable material type, etc.

BROKEN CONTAINERS

• Container is shattered into tiny pieces - can no longer identify the container.

CONTAMINATED CONTAINERS

- Container is filled with organic or hazardous waste (ex: dirt, garbage, sand, mud, rocks, needles, cigarette butts, dead mice, bodily fluids, etc.).
- Container is covered in excessive dirt, paint, or other significant residues.
- Container was modified for other uses (ex: drug pipe).
- Container is altered in a way that makes it unrecyclable.

UNIDENTIFIABLE CONTAINERS

- Container has had its label removed (cannot identify any markings or see the Return for Refund message).
- Container is flattened (cannot identify any markings or see the Return for Refund message).

OUT-OF-PROVINCE CONTAINERS

- How to identify them:
 - The label may still have the Return for Refund message, but not in both English and French.
 - Content volume may be only in imperial measurement (i.e., ounces), not metric (ml or L).

NON-BEVERAGE CONTAINERS

• Container was not intended for a beverage - ex: chicken/beef broth, pasta sauce, olive oil, vinegar, vanilla extract, etc.

CONTAINERS GREATER THAN 5 L

• Container's volume is larger than 5 L (only beverage containers 5 L and under are deposit-bearing).

APPENDIX C

LIST OF REDEMPTION CENTRES

(As of August 1, 2023, list of redemption centre licences issued by the New Brunswick Department of Environment)

Redemption centre licences currently in operation (73)

BC01-04	Investissement N. et N. McGraw Ltee	Operating - Full	276, rue Industriel, Tracadie
BC01-10	Centre de Remboursement Inkerman	Operating - Full	1280 Route 113, Inkerman Ferry
BC01-11	Recyclage Peninsule Ltee	Operating - Full	717 Bou. Des Acadiens, Bertrand
BC01-12	Centre de remboursement Shippagan les Iles	Operating - Full	4008 Route 113, Savoy-Landing
BC01-13	Recyclage Caraquet Inc.	Operating - Full	34 Bou. Industrial, Caraquet
BC02-01	Vail's Bottle Exchange	Operating - Full	522 Lower Main Street, Woodstock
BC02-02	Gilbert M. Rioux Et Fils Ltd.	Operating - Full	53, rue Beaulieu, Grand-Sault
BC02-04	Comm. Ind. Employment Vocational Asso	Operating - Full	113 Moffat St. Ind. Park, Woodstock
BC02-06	Maple View Redemption Centre	Operating - Full	182 Riley Brook Road, Route 385, Wapske
BC02-07	Crain's Bottle Depot Ltd.	Operating - Full	332 Main Street, Bath
BC02-08	P S Redemption Centre	Operating - Full	36 Gulch Road, Perth-Andover
BC03-04	Coles Bottle Depot	Operating - Full	2770, route 3, York Co., Harvey Station
BC03-04 S1	Coles Bottle Depot	Operating - Satellite	1425 Route 104, Zealand
BC03-04 S2	Coles Bottle Depot	Operating - Satellite	3891 Rte 101, Tracyville
BC03-16	Charlotte County Can & Bottle	Operating - Full	48 Progress Dr., St Stephen
BC03-19	Village Of Grand Manan Redemption Centre	Operating - Full	9 Curling Club Road, Grand Manan
BC03-25	Charlotte County Can & Bottle	Operating - Full	109 Main St., St. George
BC04-02	Cocagne Variety Ltd.	Operating - Full	4702 Route 134, Cocagne
BC04-07	Aldeï Savoie Bottle Exchange	Operating - Full	7 rue Corporation, Bouctouche
BC04-10	Recyclage Kent Recycling Inc.	Operating - Full	10296 Route 134, Portage, St Louis de Kent
BC04-11	St. Antoine Bottle Exchange	Operating - Full	4590, Rue Principale St., St. Antoine
BC04-12	K & R Bottle Exchange Ltd.	Operating - Full	109 Main Street, Rexton
BC04-13	Elsipogtog Bottle Exchange	Operating - Full	35 Big Cove Rd, Elsipogtog
BC05-03	Norrad's Bottle Exchange	Operating - Full	40 Albert Street, Sussex
BC05-03 S1	Norrad's Bottle Exchange	Operating - Satellite	401 William Bell Drive, Hampton
BC06-09	Denton's Bottle Exchange	Operating - Full	1 Logue Street, Minto
BC06-26	Northside Redemption Centre	Operating - Full	213 MacFarlane Street, Fredericton
BC06-27	Southside Redemption Centre	Operating - Full	70 Timothy Avenue, Hanwell
BC06-28	Oromocto Redemption Centre	Operating - Full	16 Lewis Street, Oromocto
BC06-30	Crain's Bottle Exchange Redemption Centre	Operating - Full	78 Rideout Road, Lower Brighton

BC06-31	Brooks Redemption Centre	Operating - Full	496 Campbell Settlement, Hartfield
BC06-33	Best Metals (2014) Ltd.	Operating - Full	320 Wilsey Road, Fredericton
BC06-34	Sully's Bottle Depot	Operating - Full	246 Bridge Street, Chipman
BC06-35	Lakeland Industries Inc.	Operating - Full	2270 Rte 4, St. Croix
BC07-13	Fundy Redemption Centre	Operating - Full	18 Egbert Street, Saint John
BC07-21	Pub's Bottle Exchange	Operating - Full	346 Rothesay Avenue, Saint John
BC07-25	Valley Redemption Centre	Operating - Full	1 Market Street, Quispamsis
BC07-26	Airport General Store (649459 NB Ltd)	Operating - Full	4105 Loch Lomond Road, Saint John
BC07-28	Grand Bay Redemption Centre	Operating - Full	301 Highland Road, Grand Bay Westfield
BC07-29	Golden Mile Redemption Centre	Operating - Full	35 Linton Road, Saint John
BC08-01	Maurice Thibodeau Redemption Centre	Operating - Full	13790 Route 144, Rivière-Verte
BC08-02	J. & L. Bottle Exchange	Operating - Full	500 Blvd De L'Acadie, Edmundston
BC08-03	Atelier Des Copains Co-Op Ltee.	Operating - Full	1710, route 205 Est, St Francois-De-Madawaska
BC08-06	Chez El Lou's Place	Operating - Full	11467 route 144, St. Léonard-Parent
BC09-01	Atlantic Bottle Exchange Centre	Operating - Full	560 Evangeline Drive, Bathurst
BC09-05	Recyclage Chaleur	Operating - Full	571, de L'industrie, Petit Rocher
BC09-07	Miramichi Scrap Metals & Redemption	Operating - Full	5653, route 108 Hwy, Derby Junction
BC09-12	AIM Recycling Bathurst Ltd.	Operating - Full	2080 Industrial Ave., Bathurst
BC09-13	Recyclage Beresford Recycling (2012	Operating - Full	709 rue Usine, Beresford
BC10-01	Hebert's Bottle Exchange	Operating - Full	293 Wellington Street, Miramichi
BC10-12	Porter's Redemption Centre	Operating - Full	1 Nelson Hollow Drive, Doaktown
BC10-12 S1	Porter's Redemption Centre	Operating - Satellite	Main Street, Stanley
BC10-14	Caissie's Recycling	Operating - Full	41 Central St., Rogersville
BC10-19	Pai-Can Recyclers Inc.	Operating - Full	41 South Cairns River Road, Blackville
BC10-21	Dépaneur Fair Isle	Operating - Full	1071, route 445, Fairisle
BC10-23	TD Recycling 2018	Operating - Full	451 Eel River Road, Baie Ste. Anne
BC11-13	Billy's Bottle Exchange & Salvage	Operating - Full	524 Darlington Drive, Dalhousie
BC11-14	Godin's Bottle Exchange	Operating - Full	24 Sunnyside Rd, Lorne
BC11-15	Centre de Remboursement SAMJ Inc	Operating - Full	6416, route 17, St. Quentin
BC11-15 S1	Centre de Remboursement SAMJ Inc	Operating - Satellite	7942 Route 17, Kedgwick
BC11-17	Billy's Bottle Exchange	Operating - Full	15C Boom Lane, Atholville,
BC12-06	Wheaton's All-In-One	Operating - Full	13 Industrial Drive, Sackville
BC12-08	Gorber's Bottle Exchange	Operating - Full	216 High Street, Moncton
BC12-22	Riverview Bottle Exchange Inc.	Operating - Full	609 Pine Glen Rd, Riverview
BC12-24	Horsman Bottle Exchange Inc.	Operating - Full	3493, Route 106, Salisbury
BC12-25	Assoc. pour l'Intégration communautaire de Memramcook	Operating - Full	280 Ch. Old Shediac Road, Memramcook

BC12-26	Valley Glass Recycling Ltd.	Operating - Full	665 Babin Street, Dieppe
BC12-29	Hillsborough Recycling Depot	Operating - Full	110 Steeves St, Ind. Park, Hillsborough
BC12-30	Valley Redemption Centre Inc.	Operating - Full	79 Toombs Street, Moncton, Moncton
BC12-31	Valley Redemption Centre Inc.	Operating - Full	323 Collishaw Street, Moncton
BC12-32	Shediac Redeem Centre & Supplies Ltd.	Operating - Full	610 Main Street, Shediac, NB
BC12-34	Acadia Bottle Exchange LTD	Operating - Full	2565 Acadie Road, Cap-Pelé
BC12-37	East Main Market	Operating - Full	77 E. Main Street, Port Elgin

Redemption centre licences currently not in operation (15)

BC03-24	Charlotte County Can & Bottle	Non-Operating - Full	Bayside
BC05-05	Norrad's Express & Redemption Ctr	Non-Operating - Full	240 Steward Avenue, Sussex
BC03-26	Charlotte County Can & Bottle	Non-Operating - Full	Route 1, Pennfield
BC07-22	North View Redemption Centre	Non-Operating - Full	691 Somerset Street, Saint John
BC07-30	Fairville Bottle Exchange	Non-Operating - Full	82 Fallsview Avenue, Saint John
BC07-31	Golden Mile Redemption Centre	Non-Operating - Full	795 Ontario Street, Saint John
BC10-20	Hebert's Bottle Exchange	Non-Operating - Full	293 Wellington Street, Miramichi
BC10-22	Porter's Redemption Centre	Non-Operating - Full	1 Nelson Hollow Drive, Doaktown
BC10-24	Miramichi City Surplus Inc.	Non-Operating - Full	303 King George Hwy, Miramichi
BC11-16	Billy's Bottle Exchange	Non-Operating - Full	398, rue Mountain Brook, Charlo
BC12-30 S1	Valley Redemption Centre Inc.	Not operating - Satellite	55 Vaughn Harvey Boulevard, Moncton
			(Re-Express)
BC12-31 S1	Valley Redemption Centre Inc.	Not operating - Satellite	60 Main Street, Village of Petitcodiac
BC12-31 S2	Valley Redemption Centre Inc.	Not operating - Satellite	557 Mountain Rd, Moncton, (Re-Centre)
BC12-33	Encorp	Non-Operating - Full	505 St. George Street, Moncton
BC12-36	Community Eco Hub & Redemption Centre	Non-Operating - Full	Riverside Albert

APPENDIX D

CONTRACTED SERVICE PROVIDERS

COLLECTION, TRANSPORTATION, PROCESSING AND QUALITY CONTROL (NON-GLASS MATERIALS)

Hebert's Recycling, Miramichi, NB

COLLECTION, TRANSPORTATION, PROCESSING AND QUALITY CONTROL (NON-REFILLABLE GLASS MATERIALS)

Rayan Environmental Solutions, Moncton, NB

COLLECTION, TRANSPORTATION, PROCESSING AND QUALITY CONTROL (REFILLABLE GLASS MATERIALS AND PACKAGING)

GM Rioux, Grand Falls, NB
O.C. Maillet Transport, Bouctouche, NB
Armour Transportation Systems, Moncton. NB

QUALITY CONTROL & STATISTICAL MONITORING

Atlantic Statistical Analysis, Dieppe, NB

FINANCES & AUDITS KPMG, Moncton, NB

MARKET RESEARCH

Narrative Research, Halifax, NS (Branch in NB led by Craig Wight, Managing Director)

APPENDIX E

END-MARKETS

ALUMINUM

Shupan, Kalamazoo, MI

PET (NON-ALCOHOL) / HDPE TRANSLUCENT + PET (ALCOHOL)

Novapet, Amherst, NS

NON-REFILLABLE GLASS (GREEN, CLEAR AND BROWN)

Rayan Environmental Solutions, Moncton, NB

REFILLABLE GLASS (BEER)

Industry-standard bottles (ISBs) are sent for cleaning and reuse to:

- The Moosehead Brewery in Saint John, NB
 - The Oland Brewery in Halifax, NS
- Molson Coors Canada brewery in Toronto, ON
- A bottle cleaning facility in Montreal for cleaning before being forwarded to the Molson Coors Brewery in Montreal, QC

Proprietary Sleeman refillable clear glass bottles are sent to Sleeman's brewery in Guelph, ON.

Proprietary Moosehead green refillable bottles are transported to Moosehead's brewery in Saint John, NB.

Broken glass resulting from or related to the transportation and processing of refillable glass containers is sent to Rayan Environmental Solutions, Moncton, NB or out-of-province glass recycling facilities.

CARTONS (POLYCOAT CONTAINERS & WINE BOXES)

ReMM, Brantford, ON Scotia Recycling, Dartmouth, NS Sustana Fibers, Levis, QC

STEEL

Scotia Recycling, Dartmouth, NS Tri-Province Enterprises, Moncton, NB AIM Recycling, Saint John, NB

OTHER PLASTICS / POUCHES

Novapet, Amherst, NS

PACKAGING (BOXES) FOR REFILLABLE GLASS

Scotia Recycling Ltd., Kentville, NS D R Recycling, Moncton, NB 2M Resources, Saint-Jean-sur-Richelieu, QC Baleforce, Milton, ON

PLASTIC BAGS (POST-CONSUMER)

TC - Transcontinental, Anjou, QC

BULK BAGS (USED)

Fundy Plastics, Pennfield, NB Lafarge, Brookfield, NS Island Waste, Charlottetown, PEI

APPENDIX F SORT LIST (MATERIALS)

Encorp's proposed materials Sort List to be used at RCs as of April 1, 2024.

Note: This Sort List is only a draft at this planning stage. Encorp will inform RNB and RCs of the intended finalized Sort List before April 1, 2024.

