

OREGON'S BOTTLE BILL OVERVIEW & HISTORY

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OREGON'S BOTTLE BILL

HISTORY & OVERVIEW OF THE PROGRAM

- **1971 - Oregon leads by enacting the first Bottle Bill**
 - Goal: Clean up beaches, highways and other public areas
 - OLCC authorized to administer Bottle Bill
 - Education and Partnership Approach
- **Bottle Bill touches every Oregonian**



EVOLUTION OF THE PROGRAM

RESPONDING TO MARKET GROWTH

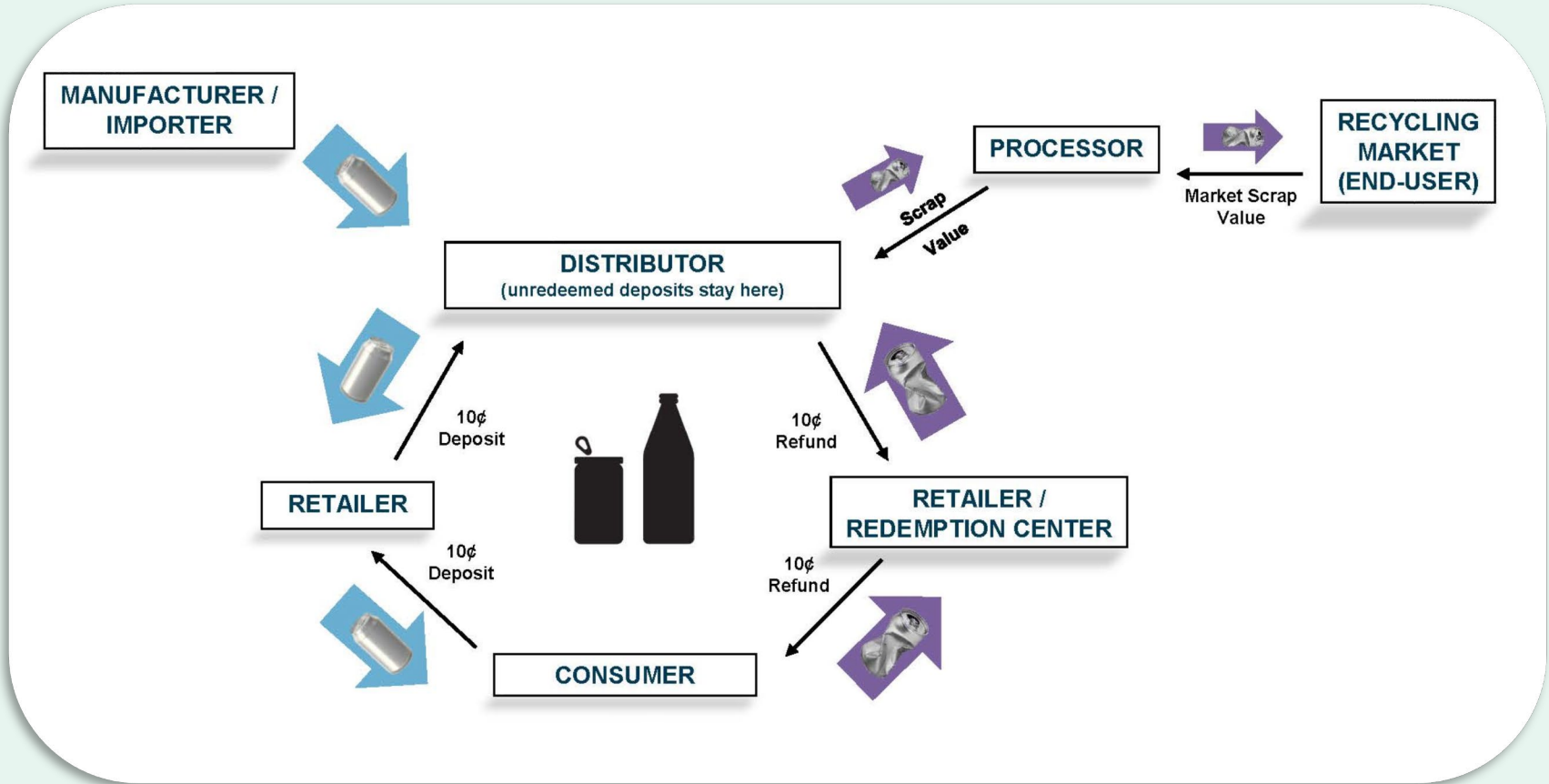
- **Initial Products**

- 1971 – Beer and Malt Beverages, Mineral Water, Soda Water, Soft drinks (5 cents)

- **Expansion (as a result of 2007 Task Force)**

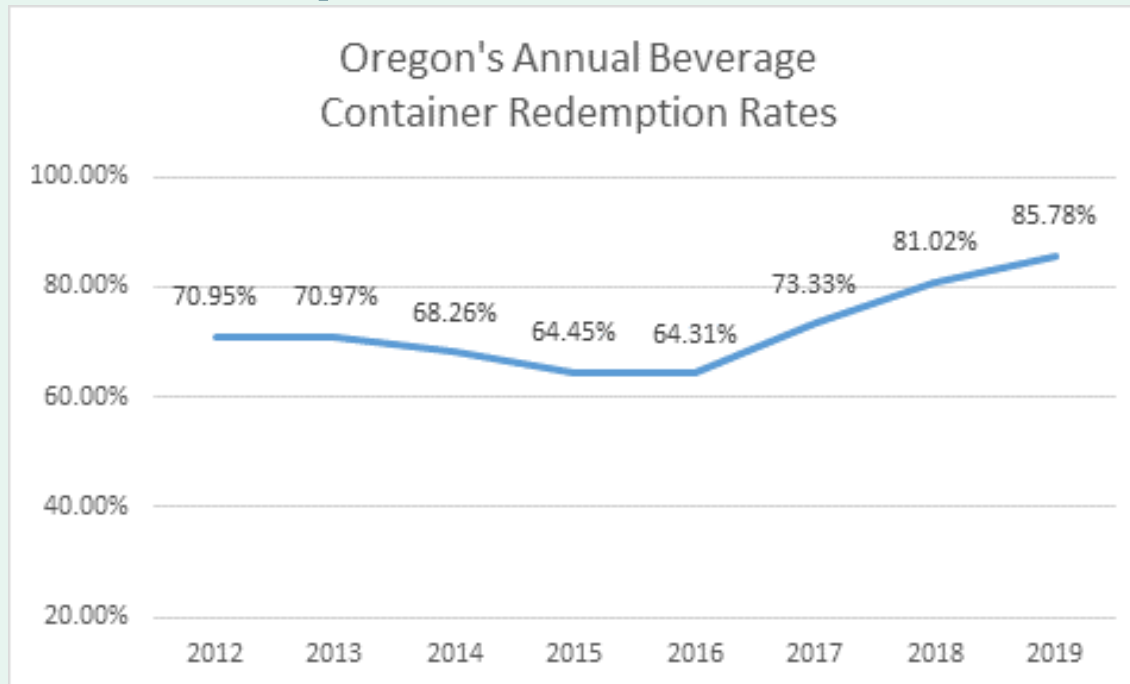
- 2009 - Added Water & Flavored Water (still at 5 cents)
- 2017 – Redemption value increased to 10 cents
- 2018 – Added most beverages

HOW THE SYSTEM WORKS



CHALLENGES OF INCREASED PARTICIPATION ADAPTING TO GROWTH

- **COVID and Non-enforcement**
 - Assisting overwhelmed grocers and Public Health
- **Increased Redemption**



50 YEARS OF BOTTLE BILL CONTINUED EVOLUTION...

- Educating the Public and Industry
- Partnership with OBRC and Grocers
- Providing Leadership and Education to Improve the Bottle Bill

