

## **Updated Bottle Bill legislation should put Iowa consumers first, incorporate modern architecture**

First, thank you for your efforts to improve Iowa's bottle bill.

Americans – not just Iowans – need a modern architecture that allows consumers to conveniently return beverage containers. The bottle bill isn't just about the industry – grocers (retail) and distributors – it's about consumers and our environment.

*The bottle bill must be updated to reflect and address the issues and uses of today by*

1. Increasing the handling fee will allow retail stores additional funds to incorporate reverse vending technology (automated redemption machines) and encourage entrepreneurs to open redemption centers.
2. Increasing the deposit fee will encourage consumers to redeem bottles and cans.
3. Indexing both the handling and deposit fees to inflation and/or the cost of living to initiate an automatic increase in fees at an appropriate point to provide a timely revenue-generating mechanism.
4. Expanding the beverage market to include more bottles and cans that use the very same containers (i.e., bottled water, tea, and energy drinks) as current beverages covered by the existing law helps protect the environment and natural resources.
5. Determine greater and more stringently-enforced penalties to be assessed to violators and determine what agency will assess the penalties and ensure adherence to the law.
6. Move the administration of the container deposit law to the Department of Revenue – it is ideally suited to create procedures to track unclaimed deposits and follow the money, which is at the heart of the bottle bill (for distributors and retail/grocers).
7. Create a fund from the unclaimed deposits for grants to
  - assist stores with the purchase of reverse vending machines
  - allow environmental groups to apply for environmental purposes
8. Recycling, while good, is not the complete solution. Adding more recycling programs will cost municipalities that are ultimately passed on to taxpayers.
9. Redemption is critical to maintaining an adequate supply chain for manufacturers.
10. Asking consumers to drive to redeem is an unreasonable burden – especially when the current law requires sellers to redeem.

The bottle bill can be updated to be a win-win for everyone. Encouraging redemption over litter control provides grocers and redemption centers opportunities to operate fiscally-sound operations, keeps containers in the supply chain, and allows containers to be used at the highest levels which ultimately protects the environment too. These steps will maintain the costs within the industries affected and won't raise or pass costs to consumers or taxpayers.

Thank you again for your efforts –

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