Modeling DRS Modernization Impact in the Northeast

MASSACHUSETTS

The current return rate for beverage containers in Massachusetts is one of the lowest rates in the Northeast, at just 48%. This results in over three billion plastic, glass, and aluminum beverage containers being wasted every year. The state has made multiple attempts to modernize the current system, including a 2014 public referendum that failed due to a \$9 million campaign financed by beverage companies, waste industry, and retailers.²⁸ Modernization bills have been proposed every year, including a bill in the 2021-2022 legislative session (the Better Bottle Bill) that would expand the covered beverage containers, raise the deposit fee from five cents to 10 cents, and include a "Return-to-Retailer" provision. At the time of writing, the Better Bottle Bill has a better chance of passing than those in recent years but will require strategic support.

Beverage Containers included in DRS: Current vs Modernized

ACTUAL DRS

Carbonated Soft Drinks **Beer & Hard Cider** Sparkling Water

MODERNIZED DRS

Carbonated Soft Drinks **Beer & Hard Cider** Sparkling Water Non-Sparkling Water (≤ 1 gal) Energy Drinks Sports Drinks





Non-Sparkling Water (≤ 1 gal) Energy Drinks Sports Drinks Fruit & Vegetables Beverages Ready-to-drink Tea & Coffee

Wellness & Functional Drinks Wine Spirits (Liquor) Milk and Dairy Alternatives

Fruit & Vegetables Beverages Ready-to-drink Tea & Coffee Wellness & Functional Drinks Wine Spirits (Liquor)



IN SCOPE OUT OF SCOPE

+53%













