



May 11, 2009

**For Immediate Release**

**MILK CONTAINER RECYCLING PROGRAM ENDS MAY 31  
Municipal Collection Services May Change**

(Edmonton): The Alberta Dairy Council announced today that the ten year-old Alberta Dairy Council Milk Container Recycling Program will come to an end on May 31, 2009.

Termination of the program was precipitated by the provincial government's decision last fall to remove the exemption of milk containers from the *Beverage Container Recycling Regulation*, effective June 1, 2009. As of that date, Albertans will be able to return used milk containers to their local Bottle Depots for refunds.

"The government's decision to focus on recovery rates generated by the mandatory deposit/refund system makes the industry program redundant," explained Brian Miller, President of the Alberta Dairy Council. "We're sad to see the program go, but we understand that it's counterproductive to devote time and resources to two different systems."

The Alberta Dairy Council Milk Container Recycling Program was launched in the summer of 1999 in response to public and government demand for increased recycling of plastic milk jugs. By providing financial support to local Recycling Authorities (i.e., municipalities and their designates) in the face of unstable recycling markets, and by working with local governments to promote collection from Alberta households, the program expanded milk jug recycling services to virtually all communities in the province. Paperboard milk cartons were added to the program in 2002.

Today, more than 94% of Albertans have access to milk container recycling services in their local communities. More than 1,800 tonnes of milk containers are collected for recycling each year. The program has been recognized for both environmental achievement and excellence in communications and education and is widely considered the leading program of its kind in North America.

Local governments and community organizations have played a huge role in the program, serving not only as collection agents but also as partners in program operations and policy development. With the wind-up of the Milk Container Recycling Program, the decision to continue collecting used milk containers on a voluntary basis will be left to each individual municipality.

"We want to acknowledge the vital role played by our partners in local government and community organizations," said Mr. Miller. "The program could never have achieved what it did without them. We thank the more than 220 Recycling Authorities who participated

in the program over the past decade. And we thank all Albertans who participated by recycling their used milk containers through the program.”

Consumers who wish to continue recycling used milk containers through municipal curbside or drop-off programs are advised to contact their local municipalities for specific information.

The Alberta Dairy Council is the trade association for the province’s dairy processing industry.

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