



**For Immediate Release**  
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## **Iowa Voters Support Bottle Bill Reform and Modernization of Recycling Efforts**

*Voters embrace a comprehensive recycling and anti-litter policy – strong majorities oppose simply expanding the existing bottle bill or increasing the deposit amount*

**Urbandale, IA** – A clear majority of Iowa voters, 61 percent, believe it is time to update Iowa's nearly 40-year-old can and bottle redemption law, according to the latest poll released today by the Iowa Grocery Industry Association (IGIA) and the Iowa Beverage Association (IBA). The poll was conducted in early November with 500 registered likely voters from across the state.

A significant majority of Iowa voters, as indicated by the poll, support modernization of Iowa's recycling and litter control laws that would:

- Encourage recycling by offering curbside or on-site recycling to all homes and businesses (86% favor).
- Update and modernize the current law to make it easier for homes and businesses to recycle their bottles and cans (85% favor).
- Enact a statewide litter control and prevention program (74% favor).

"The results of this poll demonstrate the need to reform Iowa's bottle bill with a modern sustainability law to encourage Iowans to recycle more," said Michelle Hurd, IGIA president. "We are pleased to learn that Iowa's voters agree with our longstanding perspective of the need to find a comprehensive solution and we are excited to utilize the results of this poll to fine-tune a modern recycling and litter reduction bill."

The poll outlined several policy proposals, but the majority of Iowans (55%) favored legislation that would:

- Take away the five-cent deposit consumers pay on carbonated cans and bottles.
- Create an incentive for the expansion of access and use of curbside recycling.
- Eliminate the need to return bottles and cans to the grocery stores.
- Create a fund paid for by the beverage industry to assist with recycling expansion.
- Create an incentive for landfills and other recycling operations to expand efforts to include cans and bottles.



“Iowa’s can and bottle redemption law was progressive for its time, but Iowans are ready to see a more comprehensive law that encourages recycling and has a clear litter prevention strategy.” said Hurd.

The majority support for the proposed reform is more impressive in comparison to how other proposed policies tested. Participants opposed policy proposals if they:

- Expanded the nickel deposit to more types of beverage containers including carbonated beverages, juice, milk and water. (54% oppose)
- Doubled the nickel deposit on carbonated beverages and cans to a dime (63% oppose)
- Expanded the container types and doubled the deposit to a dime (67% oppose)

“Based on the polling, Iowans do not want to see the bottle deposit expanded or increased,” said John Otterbeck, president of the Iowa Beverage Association and chief customer officer for Atlantic Coca-Cola Bottling Company. “Iowans recognize that while the can and bottle redemption law has worked well in the past, we need a different approach to take us to higher levels of recycling and more effective litter prevention.”

Strong support for bottle bill modernization and reform also came from these key demographic groups:

- Suburban voters (65%)
- 18-44 year olds (61%)
- Very conservative voters (60%)
- Low income voters (61%)

#### **ABOUT THE IOWA GROCERY INDUSTRY ASSOCIATION**

The Iowa Grocery Industry Association is a state trade association that represents the food industry, including chain and independent supermarkets, convenience stores, mass merchandisers, wholesalers, brokers, manufacturers and distributors. Founded in 1899, the IGIA has long served as a resource to its members, the food industry and consumers through education, legislative support, networking and philanthropic programs. The IGIA has headquarters in Urbandale, Iowa, and can be found online at [www.iowagrocers.com](http://www.iowagrocers.com).

#### **ABOUT THE IOWA BEVERAGE ASSOCIATION**

The Iowa Beverage Association is the trade association that represents Iowa’s non-alcoholic beverage industry. IBA’s membership is comprised of beverage producers, distributors, franchise companies and support industries.

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