



Virginia Artesian® Bottling Company Sustainability

Everyone agrees that recycling and reuse is smart, and that it is the best way to reduce depletion of our limited resources.

We strongly support the Brundtland Commission Report that states, *"Our Common Future is sustainable only if we develop processes that meet the needs of the present without compromising the ability of future generations to meet their own needs."*

All of our packaging is fully recyclable, and we promote recycling amongst our consumers and employees. Virginia Artesian Bottling Company also supports and promotes Virginia and U.S. legislation with regard to curbside recycling and container deposit laws, that will boost overall recycling rates.

We are looking into programs that promote consumer recycling. For example, a combined system of curbside recycling and container deposits gives consumers more opportunities and incentives to recycle. That's why Virginia Artesian Bottling Company sees an active role for ourselves in advocating for legislation that will boost overall recycling rates via expanded curbside programs, and deposit laws that include bottled water and other beverages.

- Only half of the U.S. population is covered by curbside recycling programs, a number that has not changed over the past decade despite the increase in PET plastic usage.
- The evidence is clear that container deposit laws work. According to the Container Recycling Institute, consumers in states with container deposit laws recycle 2.6 times more containers than their counterparts in other states. Today, only 11 states have such laws, yet they account for 60% of recycled bottles in the U.S.
- Michigan, with a 10-cent deposit, has recycling rates of 97.2% (<http://www.bottlebill.org/legislation/usa/michigan.htm>). Unfortunately, only four states include bottled water in their deposit programs (June, 2009).
- A container deposit would be refunded to the consumer when the consumer brings the container to a redemption center to be recycled. It is not like a sales tax that is simply paid to the government.