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Dr. Tom Owen
Director of the Office of Environmental and Sustainability
Thompson Rivers University
900 McGill Road
Kamloops, British Columbia
V2C 0C8

March 19, 2013

Dear Dr. Owen:

Re: Evidence Based Review for Best Drink Containers Solution at Thompson Rivers University

PepsiCo Beverages Canada (PBC) produces and distributes a wide variety of soft drinks, sports drinks, juices, teas, waters and energy drinks in Canada. We have a production facility in Delta and a warehouse in Kamloops. We sell and distribute our products throughout British Columbia.

We are committed to environmental sustainability and take our responsibilities very seriously. As an example, over the past few years we have made some significant improvements to our packaging.

- We launched the 7up EcoGreen bottle which is Canada's first carbonated soft drink bottle made of 100% recycled plastic
- Our carbonated PET beverage containers contain at least 10% recycled content
- Reducing the amount of plastic used in our PET bottles has occurred many times over the past several years and recent technology has enabled us to produce bottles that are much lighter than those used just a few years ago.
- PepsiCo Canada is proud to be recognized as one of Canada's Top 50 most Socially Responsible companies for the past two years according to Maclean's Magazine & Jantzi-Sustainability

PepsiCo has worked hard on our corporate social responsibility goals and have received many awards. Extensive information is available at <http://www.pepsico.com/Purpose.html> and <http://www.pepsico.ca/en/Purpose.html>

We also work closely with recycling organizations across the country to improve beverage container recycling programs. In B.C. we work with Encorp Pacific Canada Inc. I serve as a director on the Encorp board and on the boards of several other recycling organizations in Canada.

We are very pleased to see TRU taking action on environmental sustainability initiatives and this is commendable. However, we are very concerned with some of the recommendations being put forth for



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our industry and the negative ramifications to employees that work in production, sales, warehousing, distribution and recycling. Any decisions that affect the livelihood of hard working individuals must be done on a prudent, balanced and fact based approach.

I understand the purpose of the study is to determine the best drink container solution for TRU and there are several factors that will be considered in the analysis. However, based on some of the initiatives on campus and submissions posted thus far, it appears this is shaping up to be an attack on plastic beverage containers.

Selecting the "best" in any comparison creates a challenge. How do you define what is "best"? How do you create a fair ranking system? And in the end, what is best for some may not be best for others, so the entire task will not likely yield a logical and broadly supported solution.

PET and aluminum are by far the most popular containers for soft drinks, juices, teas and waters in Canada. They are also two of the most sought after easily recycled materials in North America. Glass is used to a much smaller degree and for good reason. It is heavy to transport, more dangerous to handle given the weight and risk of injury due to breakage, and is in very low demand for recycling.

PET bottles are re-sealable and that makes it a very convenient for consumers. It is also highly recyclable and recycled at high, and increasing, rates. PET is among the very top materials when it comes to recycling. PET less than one litre is recycled at a rate of 73% in B.C. While it is true some beverage containers are recycled at higher rates, it is NOT because of the material. It is because of where the beverage is consumed that matters most.

Glass and aluminum recycling rates are often sighted for being recycled at higher rates, but the contents of these containers are typically consumed at home and thus more convenient to recycle. Alcohol beverages (glass and aluminum) are almost exclusively consumed at home and in controlled facilities and not carried around and consumed like soft drinks.

It is not practical to decide which container is best and thereby force all other beverage packaging alternatives out of business at TRU. A much better approach may be to identify substantial initiatives that can be taken to make TRU more environmentally sustainable such as education, awareness supported with comprehensive recycling and composting to make real tangible differences.

If not already done, I encourage TRU to do a comprehensive audit of the waste stream to determine opportunities to substantially increase recycling and composting and reduce material going to landfill? That can have a substantial positive impact on environmental sustainability.

Any initiative to ban plastic typically starts with a desire to ban bottled water. Incorrect facts and emotional arguments are often the basis of aggressive actions to eliminate safe, healthy, convenient choices for consumers. It is not a fair, balanced or fact based approach that leads some to conclude bottled water or any beverages sold in PET containers should be restricted or eliminated from consumer's options.



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The environmental footprint of many commonly consumed foods and beverages are much bigger than bottled water. For example, according to the Canadian Beverage Association it takes approximately 1.8 litres of water to produce one litre of water for sale to consumers. By comparison, it takes 140 litres for a cup of coffee? Should consideration be given to eliminating coffee at TRU?

See <http://www.refreshments.ca/8-what-we-produce/10-bottled-and-enhanced-water/171-brochure-on-bottled-water>

According to unwater.org it takes about 1500 litres of water to produce 1 kg of wheat and it takes 10 times more to produce 1 kg of beef. Should wheat and beef be banned at TRU in favour of more sustainable or smaller environmental footprint options? We do not advocate for that and do not support initiatives that ban legal, safe, freedom-of-choice options for consumers. We do support education, awareness and freedom-of-choice options supported with on-the-ground programs that lead to improved sustainability, like comprehensive recycling programs.

Summary

- Determining the best container for drinks on campus is a complex exercise that will do little, if anything, to improve environmental sustainability at TRU.
- Banning legal, safe convenient options negatively affects consumers, industry employees and their families.
- Any restrictions on product sales must be fact based and based on sound scientific principles.
- Plastic beverage containers made of PET are recycled at high rates and opportunities to increase the recycling rate even higher should be pursued.
- Fact based education and awareness are important and should be explored to enable consumers can make informed, but unrestricted choices.
- Rather than bans, TRU should consider comprehensive environmental sustainability initiatives that will have meaningful and positive impact on the environment, such as recycling and composting of food and yard waste.

Thank-you for the opportunity to share our concerns and ideas regarding the best drink container solution at Thompson Rivers University. Please contact me if you have any questions.

Kind Regards,

Neil Antymis, ICD.D, CGA
Director, Government Affairs
PepsiCo Beverages Canada