

Beverage Industry Leaders Get Recycling ‘B-’

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The image shows a green header for the 'U.S. Beverage Container Recycling Scorecard, 2011'. Below the header is a table with three columns: 'Scorecard', 'Total Score', and 'Total Grade'. The table lists seven companies with their respective scores and grades.

Scorecard	Total Score	Total Grade
Nestlé Waters North America	2.88	B-
PepsiCo	2.83	B-
The Coca-Cola Company	2.73	B-
Red Bull GMBH	2.71	C+
Starbucks Corporation	2.13	C
New Belgium Brewing Company	1.88	C-
Dr Pepper Snapple Group	1.83	C-

Nestlé Waters North America, PepsiCo and the Coca-Cola Company have all received a “B-” letter grade for their recycling efforts in a new report, which criticized the beverage industry’s pace in improving recycling.

[“Waste & Opportunity: U.S. Beverage Container Recycling Scorecard and Report”](#) by **As You Sow** is the shareholder advocacy group’s third review of the beverage industry since 2006.

The report gave Nestlé Waters North America the highest rank out of the major companies. In particular, the firm received the highest score on container recovery for establishing better recovery goals than its peers and having stated tactical strategies for attaining those goals, the report said.

As You Sow said the beverage industry has made slow progress on recycling since the last edition of the report in 2008. But the 2011 report does contain some signs that the industry may increase its commitments to recycling soon.

The Coca-Cola Company, which **As You Sow** has been historically opposed to container deposit systems, indicated it is now “neutral” on a deposit system administered by an independent third party, an apparent softening of its position, according to the advocacy group.

Several survey respondents also said that in developing a recycling program, they are most likely to support programs that set recycling fees that are paid by producers or importers, included in the price of the product and administered by industry.

However, brewing companies were largely absent from the survey participants, with Anheuser Busch refusing to participate. **As You Sow** says this suggests the company’s transparency policies are getting worse. The firm received the second highest score in the report’s 2008 edition.