



Testimony of Ray Dube

Coca-Cola Bottling Company of Southeastern New England

AKA Waterford Coca-Cola

In Opposition to H. B. 6033

My name is Ray Dube and I am the Sustainability Manager for the Coca-Cola Bottling Co. of Northern New England.

CCSNE is part of an independently-owned bottler Operating in Northern MA & Cape Cod, and spread throughout ME, NH, VT & southern CT & RI.

Waterford Coca-Cola operates a state-of-the-art Sales and Distribution Center in Waterford, CT. Our company supports 100+ Full Time employees in the state, with Peak seasonal employment 120+

We offer Good jobs, and Great Careers at family-supporting income levels, with great health, wellness and retirement benefits.

Waterford Coca-Cola has been in business in CT for more than 31 years, in an industry that's more than 100+ years old.

Today we're here to discuss the expansion of the CT Bottle Bill

As Sustainability Manager for CCNNE I oversee everything bottle bill related and the first thing I'd like to discuss is the Redemption Rate

- 2008 the redemption rate in CT for us was 54%. 2008 was the year before the last expansion.
- In 2009, with expansion in Oct, the rate fell to 51.8%
- For 2014 that rate hit a new all time low of 44.4%

When looking at these numbers you must keep one key thing in mind. Waterford's territory starts East of Hartford and runs east to the RI border. That is significant because of all the major bottlers in the state we should have one of the highest redemption rates because of the proximity to RI and all the cross border redemption fraud that goes with it.

Looking at these numbers prove several things.

- 1) A majority of CT residents have no interest in participating in the bottle bill.
 - a. One major reason for this is that CT has done a fantastic job at providing its residents with simple and easier Single Stream Curbside Recycling.
- 2) For a majority of CT residents the bottle bill is nothing more than a hidden tax.
- 3) For a majority of CT residents - holding bags full of filthy containers till they can be brought to a redemption center or back to the store, where they will have to waste more of their valuable time feeding them into machines, is not worth it. Especially when most of them have the option to simply throw them into their curbside recycling cart with all the other containers and packaging material and be done with it.

Thank You for your time and feel free to ask any question you think I may be able to help with.