

Recycling Efforts in Canada

In comparison with the U.S., Canada has a highly effective recycling system that reaches more than 90% of its citizens. To increase recycling rates, Nestlé Waters and other companies in the beverage industry provided financial support to RecycQuebec, a provincial recycling board, to place recycling bins throughout Quebec City in 2006 and 2007. Through this program, recycling rates increased from zero to 85% in participating areas. Seeing the potential, the government expanded the program throughout Quebec. Recycling sponsorship also takes place in Ontario, where the beverage industry funds 50% of the provincial curbside recycling program. In addition, starting in June 2008, we are putting messages on our Eco-Shape[®] bottles and signage above the cooler doors where our products are sold to encourage more recycling. We will also be placing recycling messages on cooler doors in the fall of 2008.