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PACKAGING FEES COMING IN CANADA

Increasingly, marketing your brand outside the United States requires that the packaging comply with complex, rapidly changing regulations.

One looming set of regulations threatens to complicate marketing efforts in Canada. Beginning in June 2003, marketers selling packaged goods in Ontario will have to register and pay packaging fees.

Brand owners will pay 50 percent of the cost of collecting and recycling their packaging and printed paper they place on the market in Ontario. Local municipalities will bear the other 50 percent.

Stewardship Ontario, a compliance organization, will manage the program and charge material-based fees to offset the recovery costs. This model is similar to the one used in some European and Asian countries.

Ontario's regulations will require U.S. companies to alter their approach to packaging compliance, explains Catherine Goodall, Environmental Policy Analyst at Environmental Packaging International.

Until now, packaging fees have centered on companies marketing in Europe and Asia. Most of these companies have delegated compliance to overseas subsidiaries.

But to comply with the Canadian requirements, companies with wholesale sales in Ontario of more than \$2 million in Canadian currency must register with Stewardship Ontario and pay fees.

Since many U.S. companies treat the United States and Canada as a single market, they likely will manage compliance with the regulations in the U.S. These companies should register with Stewardship Ontario by June 1.

Required data will address packaging, product and materials. For 2003, companies can report estimated figures based on a data sample (representing 10 to 25 percent of their products) or by using Stewardship Ontario's "quick calculator."

For 2004, the regulations will require brand marketers to include data on all packaging systems. BP

Where to go for more information . . .

◆ For more information, call Environmental Packaging International at 401.423.2225, e-mail info@enviro-pac.com or visit www.enviro-pac.com

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