

5. Regional Markets - Who Takes What?

Flint or clear recycled container glass has traditionally been in an under supply situation; [glass processors](#) have never been able to get enough to meet market demand in all regions.

Amber recycled container glass continues to be of interest in three of the four regions for Consumers Glass.

Green recycled container glass has always been a challenge, as municipalities tended to be able to provide more than Consumers Glass could use and not just in Ontario. Glass Works reported in the June 1991 issue of a **“Green Glass Alert!” “In B.C., the market for green cullet will not open again until 1992. In the north eastern United States there is also a large surplus of green class.”**

The recycling challenge posed by the products that the Liquor Control Board of Ontario (LCBO) was bringing into the province was identified as an issue ten years ago. In 1987 Laidlaw, at the request of Consumers Glass, conducted a composition study of the Blue Box. Wine and spirits were the major component.

Blue Box Glass Composition Test Results

Type	Total Weight in Pounds	Composition as a %
Soft Drink	48.4	2.2
Wine & Spirit	1,364.7	61.1
Beer	2.0	0.1
Food	705.3	31.6
Refillable	14.0	0.6
Other	97.8	4.4
Total	2,232.2	100.0

Ontarians have demonstrated over the years that we have not lost our thirst for imported wines. However, as Consumers Glass historically offered a subsidized market price to support the Blue Box and other multi-material programmes, there was little effort or incentive to seek alternate markets. Consumers Glass has always provided information on alternate markets through its own research and by providing information or links to entities that had done more work on alternate markets.



The [Spring 1999](#) issue of *Glass Works* published a record of the recycled content performance of Consumers Glass against the four regions in which it operates.

“The ability of a region to take recycled (container) glass of various colours is dependent on the furnace. Quebec furnaces are geared to produce only flint, whereas Ontario and Western Canada have furnaces that can take each colour.”

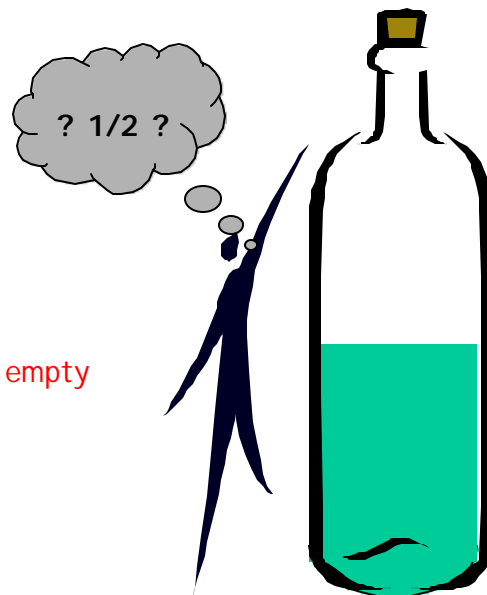
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Consumers Glass no longer produces green glass containers in Ontario. Production has been shifted to the Atlantic Region in response to customer demand. As a result, [Consumers Glass](#) advised its Ontario supplier of cullet, NexCycle Industries Ltd., of Guelph, Ontario to stop buying green recycled container glass on its behalf as of March 1, 2001. Changing furnaces from one colour to another is a rare, expensive event.

This effectively ends the role of the glass container manufacturer as the traditional primary market for green cullet in Ontario. A key component of green recycled container glass has always been imported wine bottles, which Consumers Glass never manufactured. However, Ontario municipalities became comfortable with the market that the company provided, especially at the subsidized price it offered in support of curbside multi-material recycling.

Change is never well received although it can initiate innovation; a crisis merely adds incentive. This is not to make light of the situation in Ontario but to put it into a perspective for consideration.

Corporations Supporting Recycling (CSR) at www.csr.org has assumed responsibility for updating interested parties on market developments and changes as they occur on this situation.



Is the glass bottle half empty
or half full?