

Banning the Sale of Beer in Glass Containers

Experience in La Loche, Saskatchewan

Presentation Overview

- Background
- Stakeholder Consultation Process
- Stakeholder Concerns
- Pilot Structure
- Data Collection and Analysis
- Conclusion and Recommendations
- Current Status



Background

- Initiated by a request from the Village Council with support from the local RCMP detachment and the local healthcare providers
- The Mayor of Buffalo Narrows was also very supportive of extending the project to his community

Consultation Process

- A consultant with no vested interest in the outcome of the project was contracted to facilitate discussions among stakeholders
- All meetings were held in the community of La Loche
- A roundtable format was used for the group discussions

Consultation Process (cont'd)

In addition to SLGA, the following stakeholders were included in the initial discussions:

- Village Council of La Loche and Buffalo Narrows
- Keewatin Yatthe Regional Health Authority
- La Loche RCMP & Community Development Corp.
- Tavern owners from La Loche and Buffalo Narrows
- SARCAN
- Canada's National Brewers

Stakeholder Concerns

Community:

- Broken beer bottles were described as weapon of choice
- A lot of broken glass littered the community
- Children were being cut by broken glass that littered the streets, playgrounds and schoolyards

Stakeholder Concerns (Cont'd)

Local Tavern and Restaurant Owners:

- Concerned with potential loss in revenue due to consumer preference for bottled beer
- Cited as an off-sale beer problem not an on-table problem
- Off-sale establishments wanted a level playing field but restaurants didn't think it should apply to them

Stakeholder Concerns (Cont'd)

SARCAN:

- No can recycling facility located in community
- No funding for a depot in the area
- Large volume of cans that would need to be handled

Stakeholder Concerns (Cont'd)

Canada's National Brewers:

- Capital investment in bottle inventory and bottling infrastructure
- Initiative could lead to other problems
- Beer sales would be jeopardized without any real benefit to the community
- Not convinced that beer bottles were the problem

Stakeholder Concerns (cont'd)

SLGA

- Enforcement
- Potential increase in bootlegging activity
- Cans were more expensive than bottles
- Recycling facilities

Pilot Project Structure

- Project ran in La Loche from April 1, 2002 to March 31, 2004.
- SLGA reduced the price of canned beer in La Loche
- SLGA restricted sales and distribution of bottled beer to local commercial permittees
- SLGA handled can recycling on behalf of SARCAN

Data Collection

- SLGA sales data
- Health data on injuries – focusing on injuries related to cuts, assaults, sutures & stitches, etc.
- RCMP data on assaults, assaults with a weapon and injuries from assaults – distinguished by alcohol and non-alcohol related

Data Analysis

- Retail beer sales declined in La Loche
- Some substitution occurred to economy priced table and fortified wine (sherry)
- Some sales leakage occurred as retail beer sales increased in Buffalo Narrows
- Beer purchases by local taverns increased

Data Analysis (Cont'd)

- A reduction in the percentage of assaults and injuries from beer bottles
- A reduction in the percentage of injuries or cuts to feet from broken glass
- Reduction in percentage of injuries from an assault with a weapon with less requiring medical attention
- Community survey indicated satisfaction with project and less litter in the streets

Conclusion & Recommendations

- Pilot project deemed successful with all stakeholders on-side
- Due to potential for leakage to other communities, recommended for isolated communities only (NAD)
- Due to concerns expressed by tavern owners, it is important that initiative is driven by community council not SLGA

Current Status

- Northern communities (NAD) allowed to implement a ban in their community by resolution of the village/town council
- Ban is currently implemented in La Loche, Buffalo Narrows, Cumberland House, La Ronge and Beauval
