



**C A N**  
**NOW AND FOREVER!**

Can Manufacturers



Institute

**2002 ANNUAL REPORT AND CAN SHIPMENTS REPORT**



RELIABLE

DURABLE

ENVIRONMENTAL

ECONOMICAL

STACKABLE

VALUABLE



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# CMI MISSIONS & GOALS

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The Can Manufacturers Institute's mission is to provide its membership with the highest level of effective representation and support. To fulfill this task, in 2002, CMI maintained and strengthened its commitment to the following CMI goals. CMI's dedication to these goals is evident in all that has been accomplished this year. This Annual Report provides a summary of the past year's accomplishments, as well as a look at our strategy to fulfill these goals in the coming year.

- ★ To provide the industry with effective representation in Congressional and Administrative policy-making on those issues with specific impact on or important to the overall success of the can making industry.
- ★ To collect and disseminate industry statistics to provide an accurate assessment of the industry's production and to collect and analyze consumer market information to promote the growth and economic welfare of CMI's members.
- ★ To promote the industry with trade, local and national media and within state and local governments by publicizing overall can benefits and industry achievements.
- ★ To serve, on an as-needed basis, as a facilitation resource for the discussion and resolution of joint industry technical, operational or regulatory challenges.



# LETTER FROM THE PRESIDENT

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This past year, our world was defined by uncertainty, challenged by shifting alliances, hampered by an anemic economy and threatened by new, sometimes unknown, enemies. Our industry has not been shielded entirely from these events, and we have faced our own uncertainties and obstacles. Yet, through it all, the can industry remained true to its core strengths and stayed firmly rooted in the industry's solid foundation, emerging stronger and more vital than a year ago.

Today, the can industry is more keenly focused and directed than it has been in recent memory. By focusing on the key attributes that make the can great, and renewing a commitment to the market, can makers are building upon the strong foundation on which the can industry was founded. The can's core strengths—reliability, durability, strength—are indeed the core strengths of the industry. CMI remains committed to focusing on those strengths, and to promoting the can's value to customers, consumers and industry stakeholders alike. CMI's programs this year relied on what we know to be true and effective—and marked a return to the core strengths in each endeavor undertaken. CMI's committees addressed numerous issues—some positive, some challenging, some new and many, very familiar—this past year. By relying on messages and tactics with proven success, both in marketing the can and protecting it, CMI points to a year of great success.

If 2002 was a year of returning to core values and the industry's foundation, then 2003 is the year of building upon that foundation. The CMI Marketing Committees are implementing innovative advertising and promotional campaigns designed to communicate the benefits of the can and to invigorate sales. The Government Relations Committees have launched renewed programs to mitigate costly government mandated regulations and initiated detailed efforts to prevent onerous regulations from being promulgated. The Market Data Committee has enhanced its ability to provide current, valuable market statistics and competitor analyses.

The can industry has been a vital part of American commerce and the can, a vital part of American life, for more than a century. As your representative, CMI continues to work to communicate the value of the can, protect its core strengths and build upon the industry's success. Together, we can strengthen our foundation and rely on our strength to reach solutions to tomorrow's challenges.

Best Regards,

  
Robert R. Budway  
President





# GOVERNMENT RELA

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This past year, the CMI Government Relations Committees continued to address ongoing legislative and regulatory challenges and saw the re-emergence of old issues—the focus of many states on recycling and beverage container forced deposit legislation. The Committees worked hard to actively promote and protect the industry at all levels of government and focused on the benefits of the can to effectively defend the metal can market. CMI's Legislative and Regulatory Committees made significant advancements in a number of projects underway and aggressively responded to new legislative and regulatory developments.

## LEGISLATIVE COMMITTEE

For the last several years, reclamation rates for all types of containers—especially glass and plastic containers—have declined. Low reclamation rates fuel the environmental argument that the most efficient way to get back additional containers and reduce litter is the expanded use of forced deposits for all types of containers, including aluminum beverage cans. Mandatory deposit/redemption systems are more expensive and less efficient than curbside and other recycling programs supported by CMI and the beverage industry. CMI's Legislative Committee worked to prevent deposit proposals from being adopted, as they unfairly impede our ability to market the can.

In Hawaii, however, the state legislature continued its development of regulations to implement the state's new deposit law. The law imposes a five-cent refundable deposit on most carbonated and non-carbonated beverages beginning January 1, 2005. To date, state representatives tentatively have agreed to CMI's recommendations regarding source reduction and labeling issues. In addition, in October 2002, a half-cent advance disposal fee (ADF) on plastic and aluminum beverage containers went into effect in Hawaii—glass is already covered—and will increase to one cent in October 2004.

In Kentucky, a bill to raise monies for overflowing landfills included a half-cent ADF/tax to be paid by distributors on each beverage container sold in the state. The measure passed the House, while a substitute version passed the Senate. The Senate version was eventually adopted and replaced the container tax with funds from the state highway fund to address the landfill issue.

In California, CMI's Legislative Committee continues to address concerns regarding the expansion of the state's beverage container (A.B. 2020) redemption system. Recent litigation involving a Californians Against Waste suit against the Department of Conservation will force the Department to assess processing fees on glass and plastic bottled beverages on the basis of units of beverage containers *sold*, rather than units *recycled*. The CMI Legislative Committee is committed to ensuring that aluminum beverage cans are not subject to processing fees.

In the U.S. Senate, Environment and Public Works Committee Chairman James Jeffords once again introduced a national deposit bill imposing a ten-cent refund value on all beverage containers under one gallon. The bill required beverage companies to structure and operate their own container recovery system and held them responsible for increasing recycling. CMI joined forces with the beverage industry to develop a strategy and successfully forestalled any movement on the bill.

In 2003, several factors likely will increase state beverage can deposits and expansion activity. A top priority for many states is how to address their budget shortfalls. Recently, there has been the proliferation of measures to cut recycling programs. We expect to see increased expansion activities in current deposit programs, including seizing funds via unredeemed beverage containers ("escheats" laws) as well as promotion of advanced disposal fees (ADF) or taxes on beverage containers. The Legislative Committee is cooperating with long-term allies in the beverage industry to defend aluminum beverage cans and consumers from additional costs imposed by these restrictive measures.

# TIONS COMMITTEES



## REGULATORY COMMITTEE

The Metal Can Maximum Achievable Control Technology (MACT) Standard and Two-Piece Beverage Subcategory Delisting projects continued to move towards completion in 2002. CMI worked closely with EPA officials in their development of the industry's MACT in order to establish appropriate and flexible air emission standards for the industry. CMI is generally satisfied with the advance draft of the MACT package that was signed by the EPA Administrator in November 2002. Industry compliance must be accomplished by summer 2006—three years after final promulgation of the Can MACT. The Regulatory Committee and consultants are busy preparing to file extensive comments within the allotted public comment period.

Driving the MACT schedules and compliance periods is the recent Clean Air Act Section 112(j) "hammer" revised settlement agreement between EPA and the Sierra Club. The agreement sets deadlines for thousands of sources of air pollution, including can makers, to apply for detailed individual permits. The deadlines for when facilities must apply for permits if EPA does not issue final MACT standards differ, depending on individual industrial source categories. The revised hammer deadline of October 2003 for the Can MACT may be a factor for members. CMI is lobbying for a later deadline.

Current CMI estimates of total initial capital investment costs—excluding coating reformulations and delistings—for the can making industry to comply with the EPA Metal Can MACT standards are \$160–\$200 million. In EPA's recently released "Economic Analysis of Metal Can MACT Standards," the agency estimates a total cost of \$309 million based on 1997 data. This figure includes reformulations but not operating, maintenance and energy expenses. Operating, maintenance and energy expenses are expected to increase by 10 to 15 percent for affected facilities.

CMI also seeks to exempt the two-piece beverage can making subcategory from the Metal Can MACT through a formal delisting petition. Such an exemption will prevent the imposition of costly and unwarranted pollution controls on this subcategory. CMI and EPA continue to work to resolve the remaining technical delisting issues for this subcategory, including a supplemental ecological risk assessment (ERA) submittal. Peer review and revision of EPA's formaldehyde risk assessment by its Science Advisory Board, slated for summer 2003, remains the final major technical obstacle before approval of the CMI petition can be considered.

The success of CMI's petition relies heavily on the outcome of the related American Chemistry Council (ACC) EGBE substance delisting petition. EGBE is the primary hazardous air pollutant emitted by can plants. The ACC scientific presentations appear to have succeeded in convincing EPA officials that EGBE is not a significant health risk. CMI believes that, based upon the data presented at the meetings, EGBE exposures at can plants do not rise to a level of concern—even under a worst-case scenario. Thus, we believe that the proposal of the two-piece petition should be allowed, even as EPA continues to ponder the status of EGBE. Both petitions must be resolved by one year after final MACT to have value for the can industry. The Regulatory Committee is committed to this goal.

A successful delisting of the beverage can sector from MACT will benefit those facilities that currently do not operate with air emission control systems. If the delisting is denied and required of non-controlled facilities, such equipment will result in an estimated cost of approximately \$100 million in initial capital investment and \$100,000–\$300,000 in annual operating, maintenance and energy expenses.

# MARKET DATA COMMITTEE

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In 2002, the CMI Market Data Committee continued to provide statistical collection and market analysis services for the industry, while at the same time introducing new initiatives and updating and improving existing services.

Among its new endeavors this year, the Committee began to break out shipments of cans intended for non-carbonated beverages into the following categories: Water, Vegetable Juice, Isotonic/Energy Drinks, Teas, 100% Fruit Juice, Milk or Dairy-Based Beverages, Less than 100% Fruit Juice and Alcoholic Beverages other than Beer, in an attempt to gain a better grasp of the changing environment in the non-carbonated segment of the beverage industry. Collecting the full year of non-carbonated beverage can data allows the Market Data Committee to make year-over-year comparisons starting in 2003.

Also in 2002, the Market Data Committee received the first set of carbonated soft drink retail scan data from Information Resources Inc. (IRI). The Market Data Committee believes the IRI data to be a useful tool to gauge sales of canned soft drinks compared to PET and glass containers. The data also allow CMI members to observe trends in consumer preferences for particular packaging configurations and serving sizes in the carbonated soft drink market.

Due to concerns that the CMI *Metal Can Shipments Report* did not reflect accurately the size of the market for food and general line cans, in 2002, the CMI Market Data Committee decided to update the estimates used for non-reporters on the report. The Market Data Committee, with the assistance of the Executive Committee and other individuals from CMI

member companies, formulated new estimates of food can shipments for the non-reporters on the CMI *Metal Can Shipments Report*. This effort was undertaken to ensure that the CMI *Metal Can Shipments Report* accurately reflects the size of the domestic can industry.

Additionally, an updated version of the CMI Membership Directory was published this year, and the Committee plans to do the same in 2003. The CMI Directory is intended to inform customers and consumers about the types of cans CMI member companies manufacture and the products provided by CMI supplier companies. Furthermore, the Market Data Committee continued to evaluate the CMI website—[www.cancentral.com](http://www.cancentral.com)—to ensure its usefulness for the CMI membership. New to the members' section of the website are summaries of current news items relating to the can industry, along with links to the full articles.

In 2003, the Market Data Committee will continue to explore ways to provide the CMI membership with information that is useful in assisting their companies with future business goals.



# THE INCREDIBLE CAN

# BEVERAGE CAN PUBLIC RELATIONS COMMITTEE

In 2002, the CMI Beverage Can Public Relations Committee confronted two major challenges facing the aluminum can industry—declining recycling rates and eroding can sales—and explored ways to reverse these negative trends. This past year, the Committee returned to core messages about the beverage can and launched an aggressive advertising campaign to reintroduce consumers to the can's key benefits and value.

The Public Relations Committee partnered with the Aluminum Association to form the newly created Aluminum Can Council (ACC). The ACC was developed in 2002 to oversee and execute an advertising program aimed at young adult consumers to promote the sale and recycling of cans. The ACC hired the advertising agency Adworks to conduct the campaign. They recommended and executed a dual campaign to reverse eroding can sales and declining recycling rates. The first ad campaign was designed to promote the sale of aluminum beverage cans using several messages including recycling. This campaign's primary goal was to increase can sales but there was hope that it would have a "spillover" effect and positively impact can recycling as well. The sales campaign was executed in two test markets—St. Louis, Missouri and Baltimore, Maryland—where PET intrusion was fairly high and recycling had not yet declined dramatically.

The second advertising campaign was designed solely to impact and increase the recycling of aluminum beverage cans. The advertisements were targeted at consumers who do not recycle and used humor mixed with a small sense of guilt to prompt increased recycling activity. The two test markets chosen for this campaign—Birmingham, Alabama and Salt Lake City, Utah—had strong can sales but very low recycling rates.

The advertising campaigns ran from October 7 through November 24, 2002. In order to maximize the media dollars, the campaigns primarily used radio advertising supplemented by outdoor advertisements (billboards and bus sides). At the conclusion of the campaigns,

Opinion Research International—an independent research company hired by the ACC—reported that the sales campaign had a very positive impact on consumer attitudes about aluminum beverage cans. This was supported by A.C. Nielsen data, which showed that can sales increased by ten percent in the test markets during the advertising campaign. Interestingly, the research also demonstrated that the sales campaign had a positive impact on consumers' attitudes towards recycling and their intent to recycle. The recycling campaign, however, failed to impact consumers' recycling behavior. The consensus of the ACC is that recycling is a difficult "product" to sell through advertising alone, and consumers may need to be reached more directly at the point of recycling.

As a result of the field tests, the CMI Executive Committee approved a limited roll-out of the sales advertising campaign in 7-8 cities during the 2003 selling season (May through September). If positive sales results are achieved during the 2003 campaign, the ACC will propose the inclusion of additional cities in 2004. In addition, the CMI Public Relations Committee will continue to work through the ACC to address the issue of declining recycling rates. In 2003, the ACC will investigate a variety of additional programs to promote recycling, including: joining a broader industry coalition to address recycling infrastructure issues; promoting in-plant and community recycling at all can and aluminum sheet plants during Earth Day and America Recycles Day; and, providing recycling educational materials to schools and organizations to reach young consumers.

The Public Relations Committee believes that the combination of the can sales advertising campaign and additional recycling programs will help to achieve our dual goals of increasing aluminum can sales and reversing the decline in aluminum can recycling rates. In 2003, the Committee will continue to work with the Aluminum Association under the auspices of the Aluminum Can Council to pursue the interests of our industry.





# FOOD CAN MARKETING COMMITTEE

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The Canned Food Alliance (CFA), a partnership of the American Iron and Steel Institute's Steel Packaging Council, select food processors, and CMI food can manufacturing members, celebrated another year of successfully promoting canned food nutrition to consumers. The Canned Food Alliance focused on the appeal, convenience, and versatility of canned food—all key values that canned food has always provided to consumers—to raise consumer awareness and increase canned food sales.

The CFA campaign continued to build on its previous successes, and launched a number of new media campaigns designed to attract consumers to the CFA website—[www.mealtime.org](http://www.mealtime.org)—and to introduce consumers and influencers to the value of canned foods. The CFA also revisited its website during the past year and redesigned [www.mealtime.org](http://www.mealtime.org) to enhance the recipe database in an effort to increase its consumer appeal and visitor traffic.

In 2002, the CFA campaign reached 241 million individuals via articles and segments in newspapers, radio, television and the Internet. In addition, the CFA exceeded its 2002 goal of attracting 650,000 visitors to its website by 6 percent and reached nearly 690,000 visitors and 47,100 CANnection subscribers. Each individual visitor to the website spent an average of four minutes twenty-six seconds on [www.mealtime.org](http://www.mealtime.org) and the top 25 percent of visitors spent ten minutes twenty-four seconds on the site.

The CFA continues to develop new programs designed to introduce the public to the nutritional benefits and convenience of canned food. During 2002, the CFA released its kid-friendly cookbook, *Adventures in the Kitchen*, featuring celebrity recipes. The cookbook was featured on a variety of websites and the accompanying *Adventures in the Kitchen* Recipe Contest generated more than 2,200 kid-friendly recipes—an increase of 500 recipes over last year's recipe contest. In addition, “mom extraordinaire” Deborah Norville participated in national media interviews and promoted the new cookbook. Norville conducted more than 35

television, radio and online interviews, including *USA Today*, “Good Day New York” and the Oxygen network.

The CFA conducted a number of media tours designed to promote the nutritional benefits and convenience of canned foods in 2002 as well. These included the “Healthy Kids TV Media Tour” with child nutrition expert Connie Evers. The media tour was aired in ten cities and reached more than one million customers. In addition, Roberta Duyff's “Making Good Nutrition ‘Can-Do’ Convenient Media Tour” discussed nutrition studies and offered realistic advice on achieving overall wellness. The national media tour was very successful, generating more than fourteen million impressions. Finally, Laura Karr's “Can Opener Gourmet Media Tour” discussed the convenience of canned food and was featured in *Parade* magazine and *The New York Post*.

The CFA website continues to be the major focus of the CFA's consumer outreach campaign. In 2002, the *Atlanta Journal Constitution* rated [www.mealtime.org](http://www.mealtime.org) as a Top Ten Website and *Better Homes and Gardens* featured a recipe from the CFA website. This year, the CFA entered into a partnership with the Internet's number one recipe website [www.allrecipes.com](http://www.allrecipes.com). As a result, more than 200,000 visitors viewed the CFA mini-sites in 2002.

Despite the increase in visitor traffic at [www.mealtime.org](http://www.mealtime.org) in 2002, the CFA decided that the website could be improved. In early 2003, the CFA introduced its redesigned website with more visibility of key messages, targeted online marketing and enhanced search engine optimization.

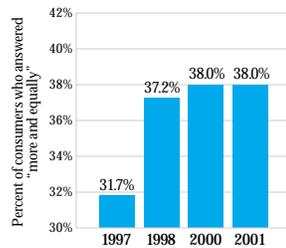
In 2003, the CFA intends to draw on the 2002 Canned Food Advisory Forum—a two-day canned food think tank held in Napa, California—to implement a long-term 2003-2004 strategic marketing plan. In addition, the results of the 2003 National Family Opinion Poll conducted this spring will help the CFA to reintroduce more and more of the American public to the amazing benefits and convenience of cooking with canned foods.

### KEY BENCHMARK Fresh vs. Canned Food

There is an **increase of 6.3 percent**, from 31.7 percent to 38.0 percent, among primary shoppers between the ages of 18-64, who feel that canned food is "more or equally" nutritious as its fresh counter part.

In the last five years, the CFA program has positively changed the perceptions of more than 5.4 million primary grocery shoppers.

When compared to its fresh counterparts, do you feel that canned food is more, less, or equally nutritious when prepared for the table?

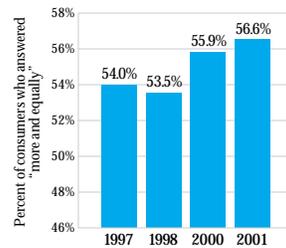


### KEY BENCHMARK Frozen vs. Canned Food

There is an **increase of 2.6 percent**, from 54.0 percent to 56.6 percent, among primary shoppers between the ages of 18-64, who feel that canned food is "more or equally" nutritious as its frozen counter part.

In the last five years, the CFA program has changed perceptions of more than 2.2 million primary grocery shoppers.

When compared to its frozen counterparts, do you feel that canned food is more, less, or equally nutritious when prepared for the table?



## FOOD CAN BUSINESS-TO-BUSINESS PROMOTION PROGRAM

In 2002, the CMI Food Can Marketing Committee (FCMC) identified an important issue that is threatening the metal food can industry. Since the 1990s, the metal food can has faced growing competition from other packaging including plastic, glass and flexible packaging or pouches. Furthermore, the FCMC believes that as new products and line extensions are developed and introduced by food processors and retailers, metal food cans are not being selected as the package for delivering these new food products.

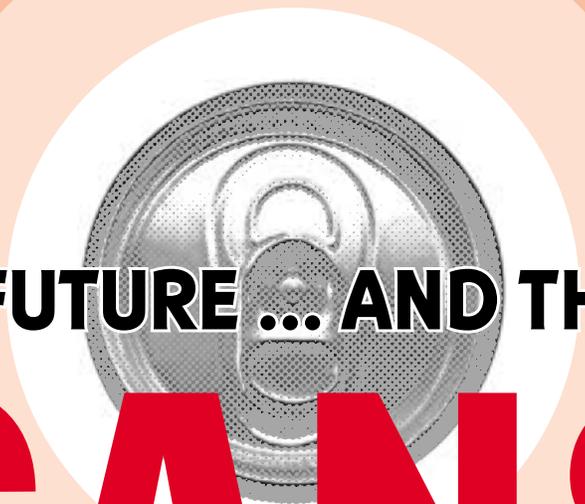
The most recent threat to the metal food can is flexible packaging. Some food processors have introduced products such as pet food and tuna in pouches that previously were offered in metal food cans. In addition, producers of flexible packaging have implemented a trade advertising campaign attacking the metal food can. This aggressive marketing, left unchallenged, is expected to further erode metal food can opportunities. In addition to the rising prominence of pouches, both plastic and glass containers have been introduced by food processors in the fruit and soup categories that were once dominated by cans.

In response to these concerns, the FCMC has decided to undertake a "business-to-business" food can promotion campaign to convey the positive qualities of the metal food can in an effort to stem the growth of alternative, non-metal packaging materials. The campaign will focus on re-educating the target audience on what they know to be true—cans are convenient, reliable, safe and the best package for their product. The campaign is aimed at brand/category managers and marketing executives at the food processor level, and will include trade advertising and direct mail, along with a presentation that can be given at industry trade shows and conferences on the advantages of the metal food can.

The campaign will launch in selected trade journals by the summer of 2003. Furthermore, the FCMC plans to have a booth at the upcoming October 2003 Pack Expo in Las Vegas, Nevada, that will focus on the positive qualities of the metal food can.



# CAN SHIPMENTS REPORT



**WE SEE THE FUTURE ... AND THE FUTURE IS**

# CANS

#### **SUBSCRIPTION INFORMATION**

Intended for survey participants and members of the Can Manufacturers Institute, monthly *Can Shipments Reports* are mailed approximately 45 days after the end of each month. Quarterly reports are available on a subscription basis to government, public and private organizations, and individuals upon request.

#### **SUBSCRIPTION RATES**

\$265.00 per year for domestic annual subscriptions; \$79.50 for a single annual report. Rates include taxes, postage and handling costs and pre-payment is required. Contact the Can Manufacturers Institute at 202.232.4677 to subscribe.





**ABOUT THIS REPORT**

The *Can Shipments Report* is compiled directly from reports received from can manufacturers unless otherwise noted. This statistical program is sponsored by the Can Manufacturers Institute and is under the direction of the CMI Market Data Committee.

**CMI MARKET DATA COMMITTEE**

Astrid Belt	Ball Corporation
Neill Mitchell	Crown Cork & Seal Company (USA), Inc.
Tom Slauter ( <i>Committee Co-Chairman</i> )	Metal Container Corporation
Jo Stephens	Rexam Beverage Can Americas
Jeff DeLiberty ( <i>Committee Co-Chairman</i> )	Silgan Containers Corporation
Sean Reilly	CMI

**ACKNOWLEDGMENTS**

The Can Manufacturers Institute gratefully acknowledges the cooperation of all industry participants, especially the assistance of the CMI Market Data Committee for their efforts in the compilation of this annual report.

**PARTICIPANTS\***

Allstate Can Corporation	Metal Container Corporation
Ball Corporation	Olive Can Company
Ball Western Can Company, L.L.C.	Rexam Beverage Can Americas
Bertels Can Company	Silgan Containers Corporation
BWAY Corporation	U.S. Can Corporation
Crown Cork & Seal Company (USA), Inc.	Van Can Company

\*Participants in the CMI *Can Shipments Report* manufacture over 95% of the metal cans in the United States. In order to represent the entire domestic can manufacturing industry, however, CMI does estimate can shipments for non-reporters in its shipments reports.





# DEFINITIONS

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## GENERAL DEFINITIONS

A metal can is a single-walled container constructed wholly of tinplate, blackplate (including tin-free steel), waste plate, aluminum sheet or impact extrusions, designed for packaging products. It excludes steel pails defined as single-walled shipping containers having capacities of one to 12 gallons inclusive, that are cylindrically constructed of steel of 29 gauge and heavier.

Shipments for use by the same company, an affiliate, subsidiary, or parent company are considered as shipments FOR OWN USE. All others are considered shipments INVOICED FOR SALE.

Coverage of this report is confined to metal cans and ends shipped for use on metal cans by metal can manufacturers.

## PRODUCT DEFINITIONS

**Shipments:** The actual number of unfilled can bodies produced, invoiced for sale and shipped from a location within the U.S. or U.S. controlled territory.

**Exports:** The actual number of unfilled can bodies produced, invoiced for sale and shipped from a location within the U.S. or U.S. controlled territory to a location outside of the U.S. or U.S. controlled territory.

**Beer:** A two-piece aluminum or steel container containing beer, non-alcoholic beer, wine/spirits or wine/spirit coolers.

**Soft Drinks:** A two-piece aluminum or steel beverage container. Includes all carbonated and non-carbonated soft drinks, iced tea, tonic, waters and juice beverages.

**Baby Foods:** Self Explanatory. Includes all milk or soy-based baby formula and baby food products.

**Dairy Products:** Includes butter, cheese, eggs, milk, milk-based products, ice cream, etc. Also includes non milk-based puddings.

**Fruit/Fruit Juices:** Includes all conventional fruit items: apples, apple sauce, peaches, pears, pineapple, etc. Also includes fruit juices and all citrus items. Does not include fruit juices in two-piece "soft drink" cans.

**Meat & Poultry:** Includes all conventional meat and poultry items: ham, luncheon meat, potted meat, vienna sausage. Also includes chili and meat stews. Does not include soup and spaghetti with meat which is in Other Foods (Including Soup).

**Pet Foods:** Includes cat, dog and fish food.

**Seafoods:** Includes fish and shell fish.

**Vegetable/Vegetable Juices:** Includes conventional vegetable items: peas, green beans, corn, tomatoes, etc. Also includes dry line items: baked beans, kidney beans. Includes mushrooms and pickles. Does not include soup, which is in Other Foods (Including Soup). Does not include juices in two-piece "soft drink" cans.

**Other Foods (Including Soup):** Includes all food items not otherwise enumerated. Includes soups, edible oils and solid shortenings, spaghetti, spices, baking powder, extracts, yeast, sandwich spreads, jams, mayonnaise, snacks, cocoa, dough, flour, honey, nuts, popcorn, popped corn, potato chips, pretzels, rice, noodles, sauces, syrups, cake, candies, cereals, loose tea and canned bags. Also includes drugs intended for human consumption except milk-based drugs, which are in Dairy. Does not include iced tea, which is in Soft Drinks.

**Aerosol:** This is the only category restricted by can type. Includes food and nonfoods.

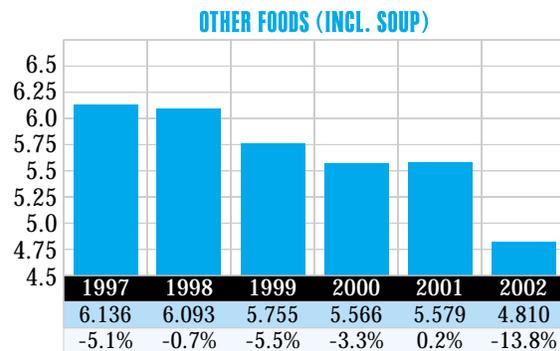
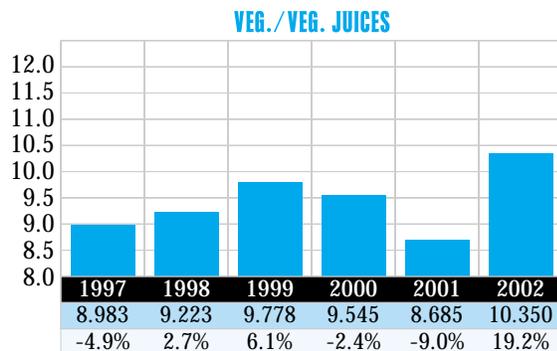
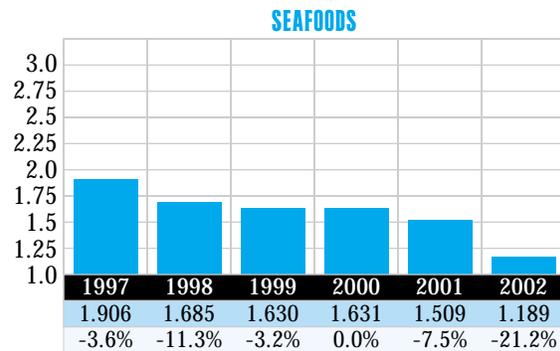
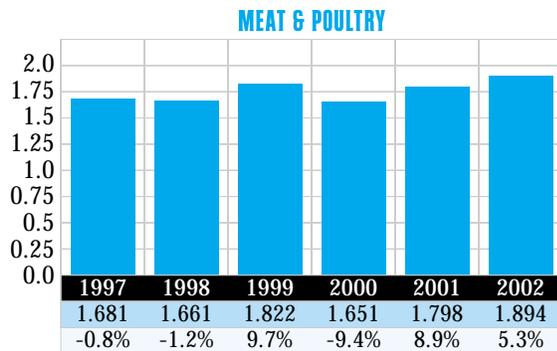
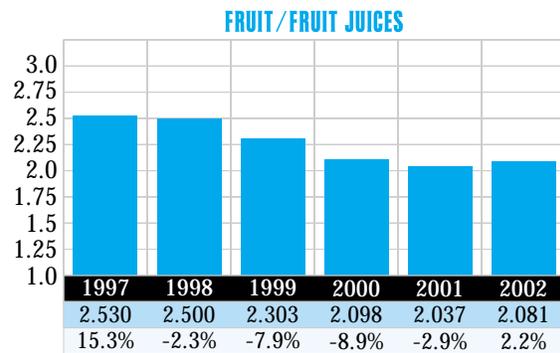
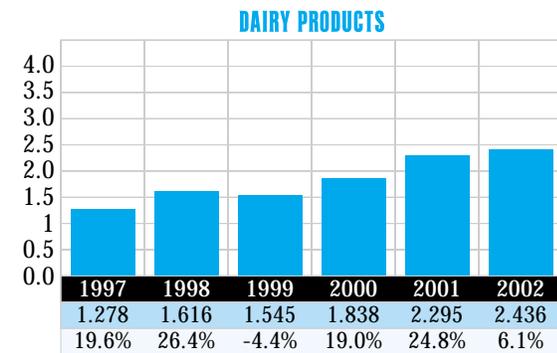
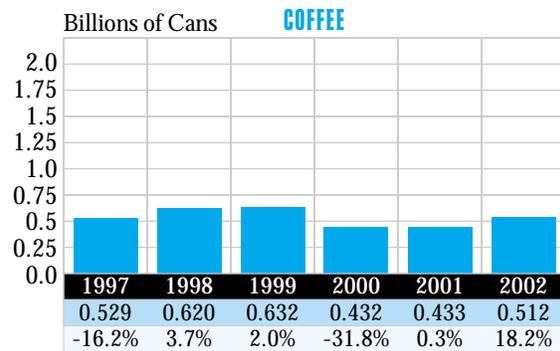
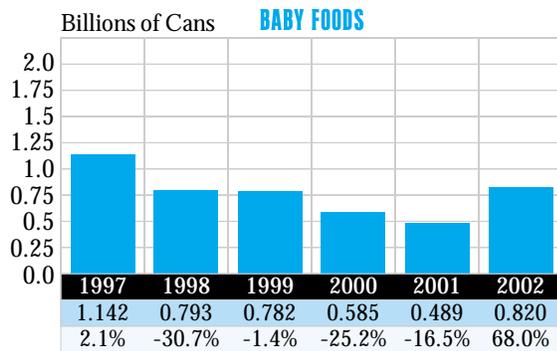
**Other Nonfoods:** Includes all other nonfood items not otherwise enumerated. Includes adhesive strips, alcohol, tennis balls, cements/dressings, chemicals, cleaners, cosmetics, dentists' supplies, disinfectants, dyes, ether, wood fillers, games/toys, germicides, gasoline, lubricating grease, grinding compounds, insecticides, pencils, photographic supplies, plaster of paris, floor/shoe/leather/other non-automotive polishes, body/cleanser/talcum powders, roofing cement, grass seed, shaving preparations, soaps, solvents, stamp pads, tobacco and automotive products such as motor oil, anti-freeze, brake fluid, gasoline, radiator additives and automotive polish.

# METAL CAN SHIPMENTS: 2000-2002

Millions of Cans	% Change			
	2000	2001	2002	2001-02
<b>Total Metal Cans Shipped</b>	136,194	135,801	136,111	0.2%
<b>BY MARKET</b>				
<b>For Sale</b>				
Beverage	*	*	*	
Food	25,762	25,519	28,025	9.8%
General Packaging	4,356	4,232	4,353	2.8%
<b>For Own Use</b>				
Beverage	*	*	*	
Food	5,799	5,300	3,256	-38.6%
General Packaging	0	0	0	-
<b>BY PRODUCT</b>				
<b>Beverage</b>	100,277	100,750	100,477	-0.3%
Beer	32,896	32,736	32,211	-1.6%
Soft Drinks	67,381	68,014	68,266	0.4%
<b>Food</b>	31,561	30,819	31,281	1.5%
Baby Foods	585	489	821	68.0%
Coffee	432	433	512	18.2%
Dairy Products	1,838	2,295	2,436	6.1%
Fruit/Fruit Juices	2,098	2,037	2,081	2.2%
Meat & Poultry	1,651	1,798	1,894	5.3%
Seafoods	1,631	1,509	1,189	-21.2%
Veg./Veg. Juices	9,545	8,685	10,350	19.2%
Other Foods (Incl. Soup)	5,566	5,579	4,810	-13.8%
Pet Foods	8,215	7,994	7,188	-10.1%
<b>General Packaging</b>	4,356	4,232	4,353	2.8%
Aerosol	3,002	2,969	3,083	3.9%
Other Nonfoods	1,354	1,263	1,270	0.5%
<b>BY MATERIAL USED</b>				
Steel	31,435	*	*	-
Aluminum	104,759	*	*	-

\* To avoid disclosure of individual company data, this category has been omitted.

# FOOD CAN SHIPMENTS: 1997-2002





## METAL CAN SHIPMENTS BY MATERIAL/TECHNOLOGY: 2002

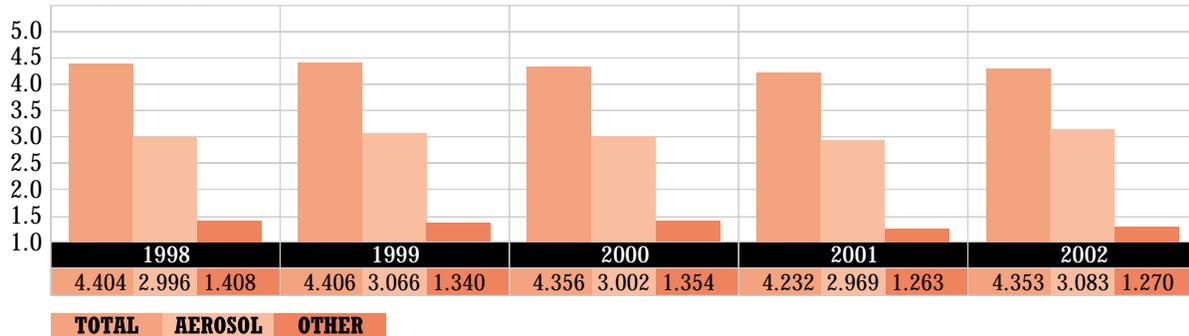
Millions of Cans

	TOTAL CANS	BY MATERIAL		BY TECHNOLOGY	
		Steel	Aluminum	2-Piece	3-Piece
<b>TOTAL</b>	136,111	**	**	116,155	19,956
<b>BEVERAGE</b>	100,477	0	100,477	100,477	0
Beer	32,211	0	32,211	32,211	0
Soft Drinks	68,266	0	68,266	68,266	0
<b>FOOD</b>	31,281	**	**	15,616	15,665
Baby Foods	821	**	**	**	**
Coffee	512	**	**	**	**
Dairy Products	2,436	**	**	**	**
Fruit/Fruit Juices	2,081	**	**	**	**
Meat & Poultry	1,894	**	**	1,391	503
Seafoods	1,189	**	**	1,092	97
Veg./Veg. Juices	10,350	**	**	3,630	6,720
Other Foods (Incl. Soup)	4,810	**	**	3,106	1,704
Pet Foods	7,188	**	**	5,821	1,367
<b>GENERAL PACKAGING</b>	4,353	4,353	0	62	4,291
Aerosol	3,083	3,083	0	0	3,083
Other Nonfoods	1,270	1,270	0	62	1,208

\*\* To avoid disclosure of individual company data, this category has been omitted.

## GENERAL LINE CAN SHIPMENTS: 1998-2002

Billions of Cans



## BEVERAGE CAN SHIPMENTS BY SIZE: 2002

Millions of Cans

	BEER	SOFT DRINK	TOTAL
Less Than 12 Ounce	**	**	2,069.5
12 Ounce	**	**	94,110.8
Greater Than 12 Ounce	**	**	4,296.4

\*\* To avoid disclosure of individual company data, this category has been omitted.

## BEVERAGE CAN SHIPMENTS, EXPORTS: 2001 - 2002

Millions of Cans

	2001	2002	% Change 2001-2002
12 Ounce or Less	973.7	1,243.4	27.7%
Over 12 Ounce & Less Than 1 Gallon	29.9	140.2	369.1%
Over 1 Gallon	80.4	69.2	-13.9%

Source: U.S. Department of Commerce

## BEVERAGE CAN SHIPMENTS, IMPORTS: 2001 - 2002

Millions of Cans

	2001	2002	% Change 2001-2002
12 Ounce or Less	480.3	600.7	25.1%
Over 12 Ounce & Less Than 1 Gallon	10.4	10.2	-1.9%
Over 1 Gallon	116.1	259.3	123.4%

Source: U.S. Department of Commerce

# ANNUAL MEETING 2002



**1** David Hoover, outgoing 2000-2002 CMI Chairman, Ball Corporation; Robert Budway, CMI President; Frank Mechura, incoming 2002 CMI Chairman, Crown, Cork & Seal Company (USA), Inc.

**2** Frank Mechura, Crown, Cork & Seal Company (USA), Inc., and John Conway, Crown, Cork & Seal Company (USA), Inc.

**3** William Barker, Rexam Beverage Can Americas; Clifford Klotz, Rexam Beverage Can Americas; Bill Brandell, Rexam Beverage Can Americas; Steve Fehling, Alcan Aluminum Corporation; and Joseph Sellinger, Metal Container Corporation.

**4** Ed Green, ICI Packaging Coatings; Tony Bhalla, Metal Container Corporation; and Mark Stafford, Metal Container Corporation.

**5** David Hoover, Ball Corporation, greets Senator Don Nickles (R-OK) before the 2002 CMI Annual Meeting breakfast.

**6** Geoff Wortley, Rexam Beverage Can Americas; Dennis Cornish, Silgan Containers Corporation; and Jim Fisher, Ball Corporation.

**7** Bill Brandell, Rexam Beverage Can Americas; Steve Bettcher, Alcan Aluminum Corporation; and William Barker, Rexam Beverage Can Americas.

**8** Clifford Klotz, Rexam Beverage Can Americas, remarking on his long career in the can manufacturing industry.

**CMI EXECUTIVE  
COMMITTEE**

**Ball Corporation**

R. David Hoover  
Leon Midgett  
John Friedery

**Crown Cork & Seal Company (USA), Inc.**

John Conway  
Frank Mechura  
Alan Rutherford

**Metal Container Corporation**

Joseph Sellinger  
Allan Copestick  
Tony Bhalla

**Rexam Beverage Can Americas**

Lars Emilson  
William Barker  
Bill Brandell

**Silgan Containers Corporation**

James Beam  
Gary Hughes

**Can Manufacturers Institute**

Robert Budway

**Can Manufacturers**



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**CMI MEMBER  
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ARCO Aluminum Inc.

Ball Corporation

BWAY Corporation

Crown Cork & Seal Company (USA), Inc.

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ICI Packaging Coatings

INX International Ink Company

Metal Container Corporation

Nucon Corporation

PPG Industries, Inc.

Rexam Beverage Can Americas

Sequa Can Machinery, Inc.

Silgan Containers Corporation

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The Valspar Corporation

U.S. Can Corporation

USS-Posco Industries

USX Corporation

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