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Cremation Association of North America (CANA)

What is CANA?



Cremation Association of
North America

3,700 Members throughout the US and
Canada



Best known for two things

Cremation statistics and research
Crematory Operations Certification
Program (COCP)



Cremation is preparation for memorialization

Outline

- **Cremation practice in Connecticut**
 - Trends
 - Forecast
- **Emissions Trends**
 - Mercury
 - Particulate Matter
- **Argument for replacing/adding equipment**

Cremation in Connecticut

23 crematories in use

50 retorts or cremators licensed and in practice (7 have been replaced during the last decade)

- Hit 50% cremation in 2014
- Projected to hit 80% in 2034

	Deaths	Cremations %	
2020	38,119	23,509	61.7%
2021	34,776	21,765	62.6%
2022	34,988	22,181	63.4%
2023	32,909	21,393	65.0%
2024	32,823	21,673	66.0%
2025	32,801	21,964	67.0%

Capacity

In March 2019, the Cremation Association of North America (CANA) conducted a study to assess crematory capacity in the United States. CANA compiled more than 10 years of data on:

- Annual state cremation totals (source: state vital statistics agencies)
- Number of licensed crematories (source: business licensing and/or environmental regulatory agencies)

Capacity – cont.

CANA was unable to identify a reliable source for the number of cremators (retorts) operating at each licensed crematory. Because the number of machines is a key indicator of capacity, CANA developed capacity estimates using licensed crematory locations ("rooftops") as a proxy.

- Based on interviews with manufacturers and analysis of historical data, CANA adopted two key assumptions:
- **Low-volume crematory:** 350 cremations annually (approximately 1.4 cremations per operating day)
High-volume crematory: 750 cremations annually (approximately 3 cremations per operating day)
- These benchmarks account for maintenance downtime, repairs, and staffing limitations.
- **Average of one cremator per licensed crematory.** While some facilities operate multiple machines, they represent a small share of crematories in most states. Exceptions are more common in states with anti-combination laws, where funeral home ownership is legally separated from cemetery and crematory operations.

Connecticut Capacity

- A typical cremation takes 2 to 4 hours, depending on the age, technology, and manufacturer of the cremator. Older equipment generally requires longer processing times because cooling periods between cremations are necessary. Because Connecticut crematories operate a mix of equipment types, this analysis assumes an average cremation time of 3 hours.
- At that rate, a standard 8-hour workday can accommodate three cremations per machine. It is common practice to allow the final cremation of the day to cool overnight, with the remains removed before the first cremation the following day.
- Assuming 252 working days per year and three cremations per day, the theoretical maximum capacity of a single cremator is 756 cremations annually. After accounting for maintenance, repairs, and special circumstances such as oversized cases, infant cases, highly varnished caskets, and witnessed cremations, actual capacity is lower. For this analysis, **700 cremations per machine per year** is used as the practical upper limit.

Connecticut Capacity

2025

The following formula was used to develop estimated statewide capacity:

[Total cremations]/[total machines] = Capacity

- $21,964/50 = 439.28$
- 63% of maximum capacity (2025)

2033-2038 – peak Baby Boomer death years projected to be similar to peak pandemic death numbers

- $23,500/50 = 470$ (2020 cremation numbers)
- $30,400/50 = 608$ (2034 forecasted cremation numbers)
- **87% of capacity** (2034 forecast)

Capacity recommendations



Find a path to allow updated and replacement equipment



Consider new emission estimates based on updated technology and state-wide standards versus single urban AQMD standards



Protect consumers by supporting businesses. Mistakes happen when businesses and staff are overwhelmed



Understand that consumers are driving the cremation choice. Trends are moving toward increased witnessed cremation extending time for and between cremations.

Business trends in dental and death care are relevant to emissions reduction

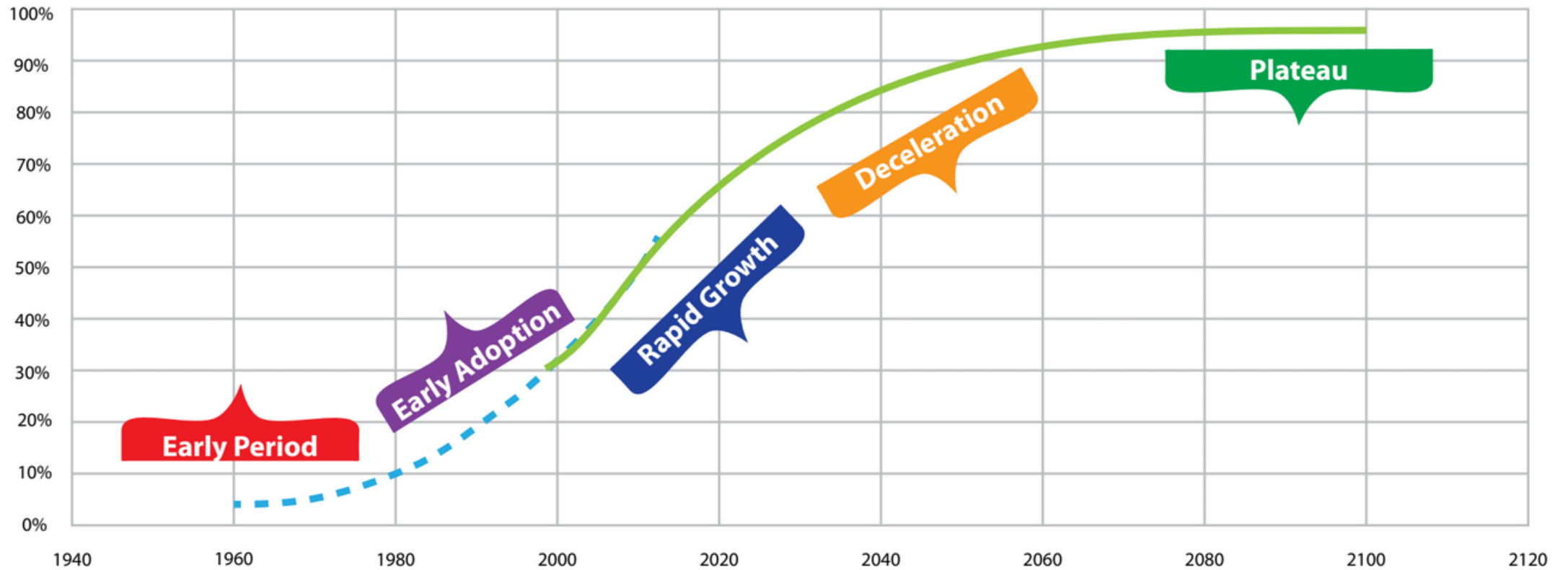
Inputs

- Dental practices are reducing the use of mercury-containing fillings and crowns to lower abatement costs and align with consumer preferences.
- Crematories are reducing particulate matter (PM) emissions by using cremation containers made from fully combustible materials designed specifically for cremation.
- New cremator/retort technologies increase retention time, allowing more particulate matter to settle before release.
- Fuel-efficiency technologies, such as oxygen based control systems, also promote more complete combustion, further reducing PM emissions.

Outputs

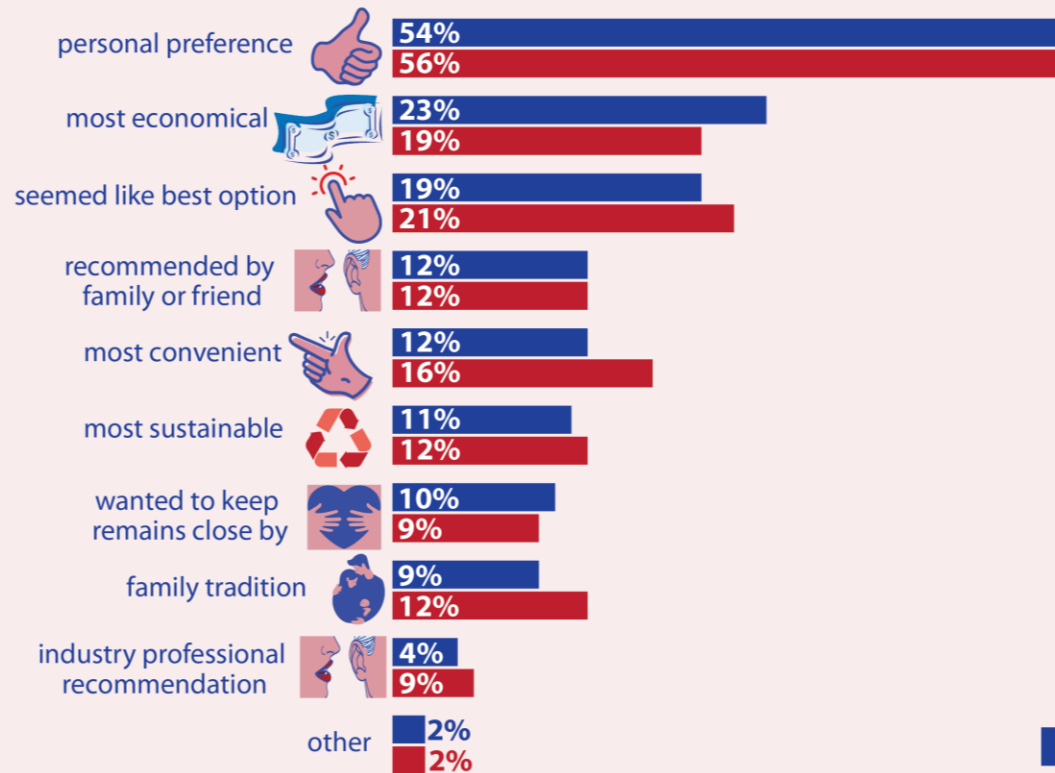
- Although filtration systems are widely used internationally, there are currently no U.S.-based manufacturers or service providers, and infrastructure for disposing of captured materials may be limited.
- Mercury emissions in the U.S. and Canada continue to decline as dental practices move away from mercury-containing materials.

Different Periods Identified in US Cremation History



CANA Consumer Memorialization Research (2022)

REASONS TO CREMATE



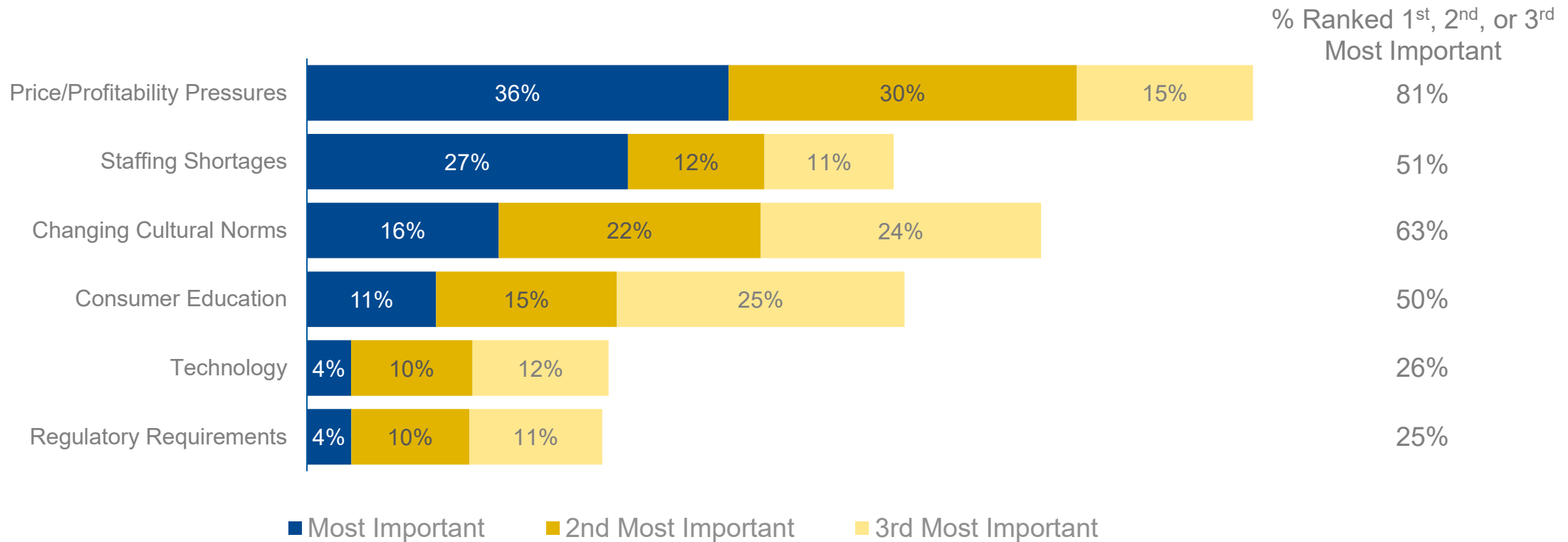
The Cremation Experience: Focus on Insights Two and Three (2019)

- Insight #2: Cremation offers **connection** and **flexibility**
- Insight #3: Cremation provides **simplicity** and **satisfaction**

Price/Profitability Pressures is clearly the biggest challenge facing our people: 2/3 of our respondents ranked it as either the 1st or 2nd most pressing issue for their business.

Staffing remains a challenge, but it is a distant 2nd compared to Profitability.

Reflecting on the last 18 months, please RANK the following business challenges:



Interest in More Cremation Business

Does your company have an interest in increasing market share in cremation?

■ Yes ■ No ■ Not Sure

