

GMA

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Sustainable Materials Management & CPG Industry

CalRecycle Manufacturers Challenge
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www.gmaonline.org

Sustainable Materials Management

- I. Background
- II. Industry Efforts
- III. What's Needed in CA

Sustainable Materials Management

I. Background

A. State of CA Materials Management

Figure ES-1: Material Classes in California's Overall Disposed Waste Stream

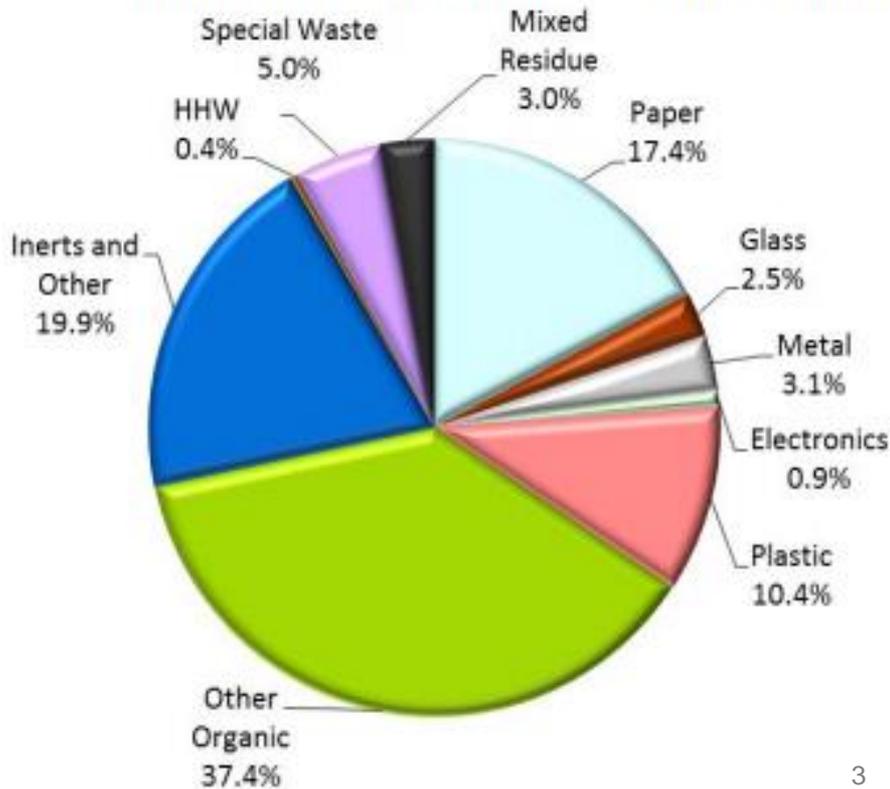
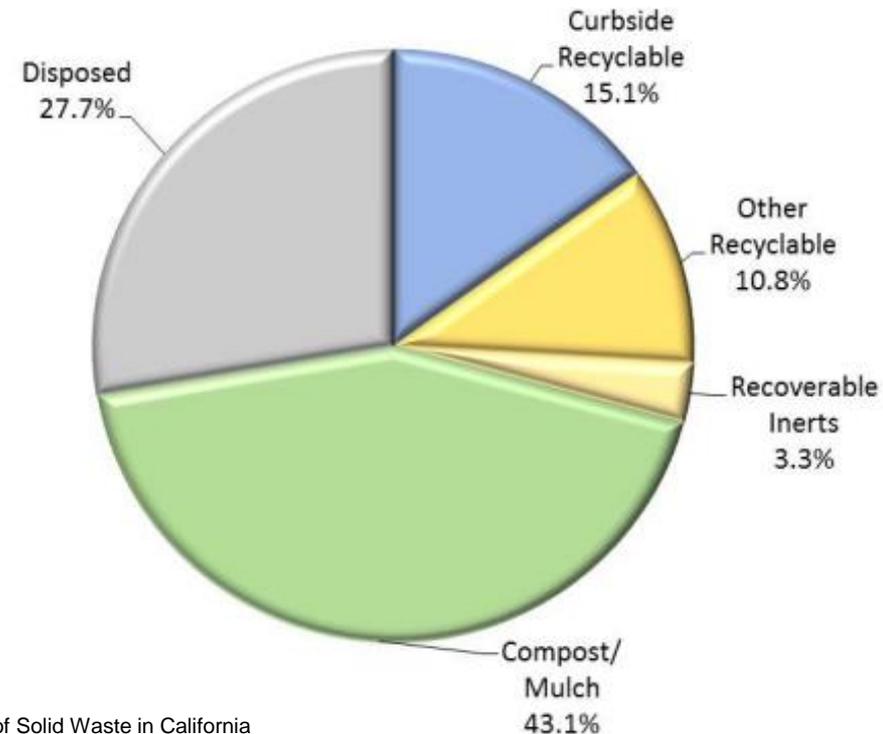


Figure 10: Recoverability of Franchised Residential Disposed Waste



Sustainable Materials Management

- I. Background
 - A. State of CA Materials Management
 - B. What's the Problem We're trying to Solve?

Table ES-2: Ten Most Prevalent Material Types in California's Overall Disposed Waste Stream

Material	Estimated Percent	Cumulative Percent	Estimated Tons
Food	18.1%	18.1%	5,591,179
Lumber	11.9%	30.0%	3,676,710
Remainder/Composite Paper	7.5%	37.6%	2,325,048
Bulky Items	4.4%	42.0%	1,365,340
Remainder/Composite Organic	4.3%	46.3%	1,323,465
Textiles	4.0%	50.3%	1,234,711
Other Miscellaneous Paper	3.9%	54.2%	1,215,919
Leaves and Grass	3.8%	58.0%	1,172,925
Uncoated Corrugated Cardboard	3.1%	61.1%	964,942
Prunings and Trimmings	3.1%	64.3%	962,262
Total	64.3%		19,832,501

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II. Industry Efforts

CPG is a Leader in Source Reduction, Packaging Innovation

- Industry packaging optimization/reduction efforts yield huge results
- New materials minimize environmental impact, use fewer natural resources
- Critical role of packaging to prevent waste, further increase food safety

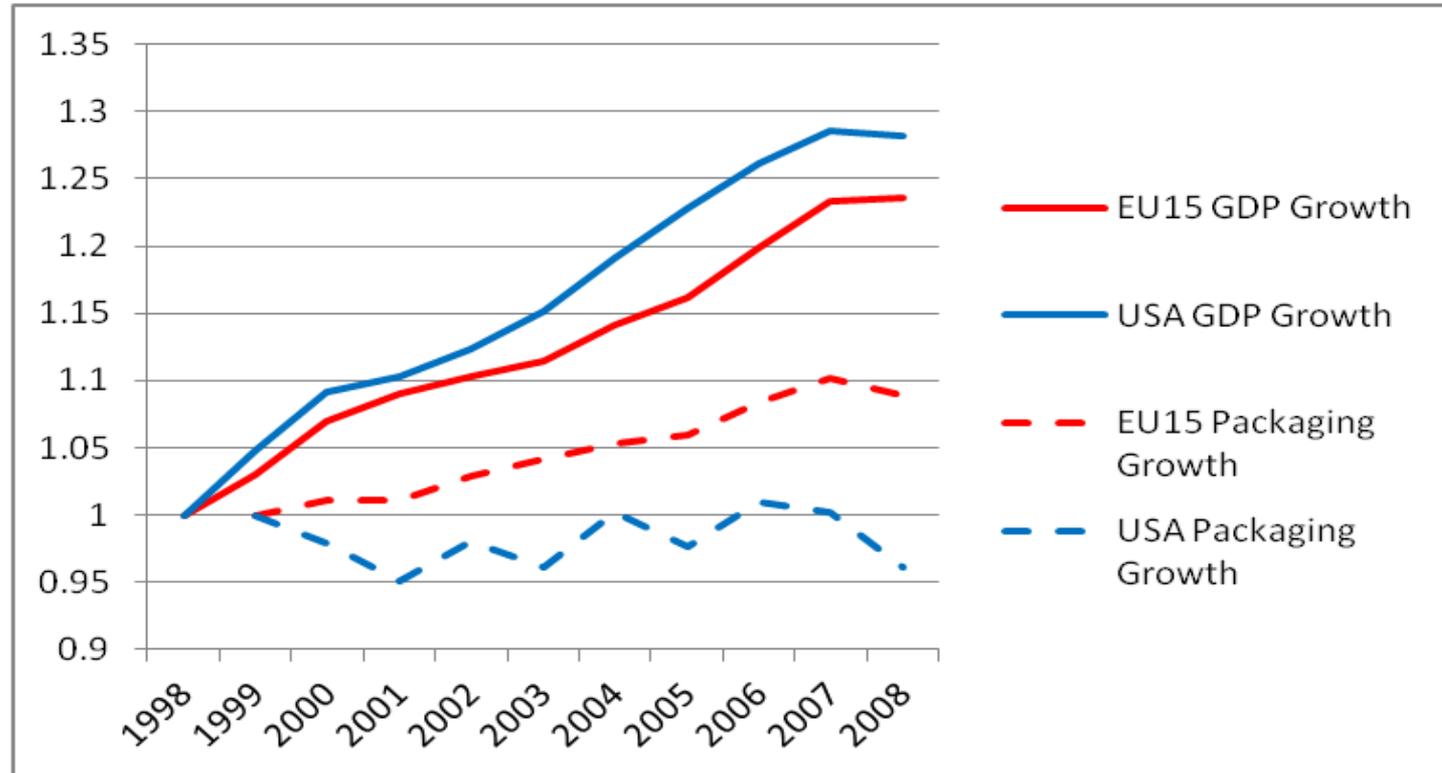



plantbottle™
up to 30% plant-based
100% recyclable bottle
redesigned plastic,
recyclable as ever.



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U.S. leads EU in packaging reduction, despite GDP growth



- Packaging in U.S. decreased more than in EU, despite faster GDP growth in U.S.

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II. Industry Efforts

B. Voluntary Initiatives to Increase Recycling & Recovery

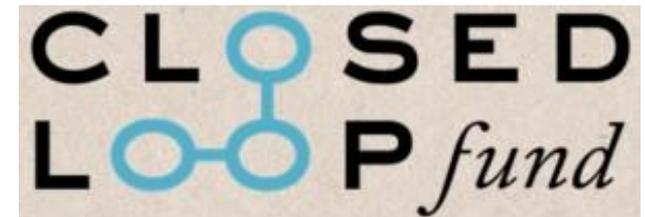
Recycling Partnership, SERDC

- Partner with communities to increase recycling rates
- Matching funds



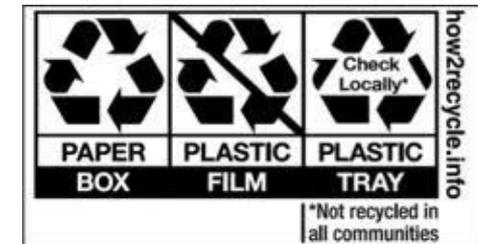
Closed Loop Fund

- \$100m loan fund to invest in recycling infrastructure
- Launched in April, 2014. Just made first grants.



SPC's "How 2 Recycle" label

- Addresses consumer confusion



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III. What's Needed in CA

Holistic approach- waste and materials management

1. Best design practices

- Encourage: packaging innovation, full lifecycle assessments, new materials
- Avoid: overly narrow thinking

2. Address the challenge of food waste— “bang for your buck”

- Track results of commercial organics recycling mandate
- Understand the link between reduced food waste & packaging

3. Streamline recovery messaging across CA

- Look to existing program's best practices

4. Energy Recovery Has a Role

- Develop a state-wide strategy to work in concert with recycling programs
- Use materials for all their value

5. Cost & Efficiency

- Understand What's Working in CA
- Cost-Benefit Analysis

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