Update on FPI’s Recovery Initiatives

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Exploring the Value Chain of Food & Beverage Packaging
December 12, 2012
Background on FPI

- Established in 1933
- Only industry trade association in North America solely focused on all single-use foodservice packaging products
- Members include:
  - Converters and their raw material and machinery suppliers (represents about 85% of the industry);
  - Foodservice distributors and operators
FPI’s Recovery Groups

- Paper Recovery Alliance: Formed in 2011
- Plastics Recovery Group: Formed in 2012
- Bring together a broad group of stakeholders
  - Mills and raw material suppliers
  - Packaging converters
  - Foodservice operators and retailers
  - Waste haulers
  - Material recovery facilities
  - Recycled feedstock end users, composters and energy recovery facilities
PRA Members

Founding Members

Regular Members
PRG Members
Goal and Tactics

- Work collaboratively to build the North American markets for used foodservice packaging by
  - Developing the necessary collection and processing infrastructure;
  - Expanding the end use markets for recovered materials;
  - Educating consumers to increase recovery; and
  - Collaborating with government officials.
Work to Date

- Hired consultants (StewardEdge, Resource Recycling Systems) to assist with work
- Conducted one-on-one interviews with PRA and PRG members to better understand interests, expectations and goals to establish collective strategies
- Helped to bring members into alignment on recovery knowledge
Work to Date

- Produced data on generation and discards of FSP in the U.S. and Canada
- Gathered information on MRFs, pulp/paper mills, processors and composting facilities potentially capable of handling FSP
- Researched composting, recycling and energy recovery options for FSP
Work to Date

- Developed a strategy to achieve FSP recovery
- Identified principles and criteria for determining where and how to roll out recovery initiatives
- Assessed numerous communities for initial roll out
Initial Recovery Work Focus

- Charlotte/Mecklenburg County:
  - Residential recycling
  - Workplace recycling
- Columbus:
  - In-store recycling and composting
  - Institutional recycling and composting
- Chicago:
  - Recovery at special events, i.e. NRA Show?
- Other locations?
- FSP recovery “tool kit” for operators
Late 2012/Early 2013

- Make a clear business case to MRFs, answer questions and offer
  - Data
  - Partnership building
  - Technical assistance
  - End market development

- For the initial recovery initiatives
  - Develop plans and agreements with key local partners
  - Develop detailed implementation plans and budgets
Late 2012/Early 2013

- Determine areas of collaboration between the PRA and PRG
  - Roll out of recovery initiatives
  - Outreach to value chain partners
  - Identification of benchmarks

- Determine areas of collaboration between FPI’s recovery work and other groups

- Finalize funding for 2013 (from PRA/PRG members and other potential sources)
2013

- Initial project rollouts (finally!)
- Monitor and tweak as necessary
- Expand as appropriate
- Assess and plan for next phase