Food & Beverage Packaging Value Chain Meeting
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GreenBlue® is a nonprofit that equips business with the science and resources to make products more sustainable.
What the Sustainable Packaging Coalition Does

• Promote **education** and **networking** through meetings and outreach

• Provide **communication** and **collaboration**

• Perform **research** to better inform our members, meetings and projects

• Develop **tools** and **resources** that advance our mission
SPC’s Foodservice Packaging Industry Leadership Committee

Design Guide

Focus: Connect Design with Recovery

- Web-based
- Include Current State and Future State
- Links to ongoing work
- Audience is focused on designers but with broad appeal to operators; purchasers; converters
- Collaboration with FPI
- Potential partnership with APR for plastics
- Workshop at SUSTPACK 2015

Recycling labels that make sense.
Example Uses
How2Recycle in Foodservice

“How2Recycle in Foodservice

“McDonald’s is committed to reducing waste. Labeling our packaging with SPC’s How2Recycle label provides an opportunity to extend the behind-the-counter recycling efforts at the restaurant by helping consumers to determine how to recycle some McDonald’s packaging at home."

- Susan Forsell, VP, Sustainability for McDonald’s USA
Composting Label in H2R

- Will be used for:
  - Packages that are recyclable and compostable
  - Packages with both recyclable and compostable components
- Collaborating with BPI
- Consumer testing plan RFP to be released
- Will include FTC consultation
- Presentation in January at the US Composting Council Conference
Scaling up Composting in the Charlotte, NC Area
Outcome 1: Improved Waste Diversion and Infrastructure

- Route optimization
- Participant recruiting, education and training
- Collection and processing
Outcome 2: Food and Packaging Waste Characterization

- Analysis of the feedstock for percent (by weight) of food, packaging, and contaminants
- Evaluate training effectiveness
- Provide a baseline by which future organics management work can be assessed
Outcome 3: Lessons Learned and Transferability Report

• Metrics reporting
• Demonstrate the feasibility of scaling up further
• Stimulate much broader and more extensive organics and packaging composting programs nationwide
Recruitment

• Looking for a diversity of participants
  – Restaurants
  – Institutions
  – Schools

• FUNDING for set-up, first month fees, system set-up, training, ongoing consultation and troubleshooting if necessary
Ongoing Work

• Recently received EPA grant extension
• Current Participants:
  – CPCC (Community College)
  – Carolina Place
  – Ikea
  – YMCA
• charlottecompost.org
• Site visit in February
Lessons Learned

• It’s a process!
• A new way of thinking
• Spending time myth-busting about odor, pests, lack of space
• Economics
• Packaging is a second step
• Show the outcome/benefit of creating soil
• Peer consulting (and peer pressure)
• If Metro school can do it, anybody can!
Access to Recycling Data

The SPC is leading an industry-wide group to develop a common methodology for measuring access.

Foodservice: Parse out “coated paper”; inquire about exceptions to plastics (like lids & straws)

Previously Done Access to Recycling Studies
- American Forest & Paper Association
  (R.W. Beck/SAIC—12/10)
- American Beverage Association
  (R.W. Beck/SAIC—2009)
- American Chemistry Council (rigid and film plastics)
  (Moore Recycling - 4/11; 4/12; update 3/13)
Thank you!

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