



FOODSERVICE PACKAGING  
INSTITUTE®

## Paper Recovery Alliance & Plastics Recovery Group:

Working to Increase the Recovery of  
Foodservice Packaging



# Background



# The Challenges

- Too little foodservice packaging is being recovered after use for a variety of reasons...
  - Limited end markets for paper and plastic FSP
  - Unwillingness to recover FSP because of real and perceived barriers
  - Cost of recovery versus value of recovered material
  - Consumer perceptions of, engagement with and access to foodservice packaging recovery
- No one company has enough volume or influence to effect broad change alone

# The Opportunity

- Work collaboratively to develop and promote economically viable and sustainable recovery solutions for used foodservice packaging
- Show that voluntary, industry-based recovery initiatives work...and that new government-mandated solutions are not needed



# Formation of Recovery Groups

- Paper Recovery Alliance (PRA) and Plastics Recovery Group (PRG) formed in 2011-2012
  - Housed within the industry's trade association, the Foodservice Packaging Institute
  - Funding comes from PRA/PRG members
  - Members include the entire value chain, from raw material suppliers through foodservice operators

# Current PRA/PRG Members



# Identifying the Key Stakeholders

- To get foodservice packaging recovered...
  - Residents need to know they should put FSP in their recycling/composting bins
  - Communities must be interested in expanding their recycling/composting programs to include FSP
  - Material recovery facilities, recycling end markets and composters must be able to process FSP and sell a marketable product
- Therefore, these are the key stakeholders, and the focus of the PRA/PRG's efforts.

# Accomplishments (So Far!)



# Questions We've Answered

	2012	2013	2014	2015	2016	2017
How much material is available? Estimated material generation		Who's recycling FSP? Conducted MRF Benchmarking Study	Are there end markets for FSP? Published end markets map	What are the access rates for FSP? Co-sponsored SPC Centralized Study on the Availability of Recycling		Where are the potential domestic end markets for Paper FSP? Surveyed mills
		Will the material flow to the right bale? Co-sponsored MRF Material Flow Study		How to expand end markets for FSP? Engaged in end market outreach, partnerships & development		
Where is the material available to be collected? Learned curbside had greatest volume for collection		How will FSP impact the bale? Estimated impact		How much FSP arises in bales? <ul style="list-style-type: none"> <li>Analyzed mixed paper bales in Seattle and NYC</li> <li>Co-sponsored Rigid Plastics Bale Audit</li> </ul>	What messaging is clearest for residents? Conducted National Resident Messaging Survey	How to add FSP to city's materials? Developed FSP image library, flyers, ads, video, best practice language
		Is food residue a problem? <ul style="list-style-type: none"> <li>Food Residue Study (Boston)</li> <li>Food Residue Study (Delaware)</li> </ul>				Which cities and composters accept FSP? Co-sponsored BioCycle residential study and surveyed composters
		Found little to no difference between FSP versus other commonly recycled food packaging				

# 2017 Community Partners

(Added paper and plastic foodservice packaging to residential recycling programs)



Chattanooga, TN



Louisville, KY



Washington, DC

# 2018 Work Plan

(Pretty detailed, but gives you an idea of the breadth and depth of our work!)



# Develop Recycling End Markets for Paper FSP

- Conduct outreach to mills already accepting paper FSP and encourage communication of this acceptance to brokers
- Update list of mill targets for future paper FSP acceptance
- Work with mills on informal specifications to accept paper FSP, and promote once created
- Engage with organizations related to paper recycling

# Develop Recycling End Markets for Plastic FSP

- Identify and engage with potential end markets for rigid plastics used in FSP
- Support the Association of Plastic Recyclers' "Demand Champions" project to encourage greater use of recycled content
- Communicate with plastics recovery facilities and secondary processing facilities
- Engage with organizations related to plastics recycling

# Integrate and Expand Composting

- Outline case for accepting compostable FSP by composters; include in [www.recycleFSP.org](http://www.recycleFSP.org)
- Analyze 2017 community and composter data to identify expansion opportunities
- Incorporate composting into existing recycling-focused materials
- Develop messaging for communities that provide both recycling and composting options for FSP

# Increase Community Access

- Update program resources
- Identify and work with potential new Community Partners (focused around existing partners and confirmed end markets)
  - Includes hands-on coordination with city officials, haulers, material recovery facilities, recycling end markets and composters
- Support current Community Partners
  - Includes routine check-ins, additional outreach and education, data collection

# Increase Community Access (continued)

- Maintain and update “access to recycling” database (includes access information for 22 foodservice packaging items in 3,000+ communities in the U.S.)
- Build similar “access to composting” database with data collected in 2017
- Look into gathering similar data for Canada
- Generate reports for members on access to recycling/composting by product and city



# The Pitch



# Why Your Company Should Join



## #1 REASON:

We are the only group solely focused on getting more paper and plastic foodservice packaging recycled and/or composted – and achieving success at moving the needle.

If you want to see more foodservice packaging recovered, you should support the group working to make this happen.

## #2 REASON:

You want to make claims like “recyclable” or “compostable” on foodservice packaging.

To make these claims, foodservice packaging should actually be recycled or composted. We’re the group making this happen.

# Why Your Company Should Join

- Others reasons to join the PRA/PRG:
  - Demonstrate a commitment to voluntary, industry-led recovery initiatives (especially to external stakeholders like investors, environmental NGOs, customers and others)
  - Supplement your own company's recovery and/or sustainability initiatives
  - Better understand the impact of package design on recovery
  - Be recognized as an industry leader by your customers, competitors and others
  - Gain access to valuable resources and knowledge (see next page)

- [www.recycleFSP.org](http://www.recycleFSP.org), with sections for foodservice operators, communities, material recovery facilities (MRFs), end markets and composters/AD facilities
- Generation, dispersal and discard information on FSP, in units, pounds and tons for U.S. and Canada
- 2013 & 2014 Studies comparing food residue on FSP to recyclable food packaging
- 2013 Survey of 60+ MRFs to document acceptance of FSP
- 2014 Estimates of adding FSP to existing paper and plastic bales (to be updated in 2018)
- 2014 & 2015 Audits of FSP in paper and plastic bales
- 2015 Study of how FSP flows in MRFs
- 2015 Survey related to coating R&D and paper FSP
- 2016 Study of communities in the U.S. to quantify acceptance of FSP for recycling
- 2016 Survey of 1,000 residents to identify best practices related to FSP recycling education
- 2016 Literature review on impacts of FSP on composting facilities
- 2017 Studies on communities (in U.S.) and composters (in U.S. and Canada) accepting FSP

# Your Commitments

- Time Commitment in 2018:
  - Quarterly conference calls
    - February, April, July and September (Exact dates and times TBD based on member availability)
  - Semi-annual in-person meetings
    - Spring: May 2 in Scottsdale, Arizona
    - Fall: November 7 in Charleston, South Carolina
- Financial Commitment:
  - Annual contribution based on type of organization and sales/revenues (see application for details)

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