



Natural Resources Council of Maine

Protecting the Nature of Maine



EPR for Packaging in Maine

Sarah K. Nichols, Sustainable Maine Director, Oct. 8, 2020



RECYCLE
CENTER
CLOSED
LEAVE NOTHING

So, we have expensive, fragile programs, and...



CONTAMINATION



LOW RECYCLING
RATE

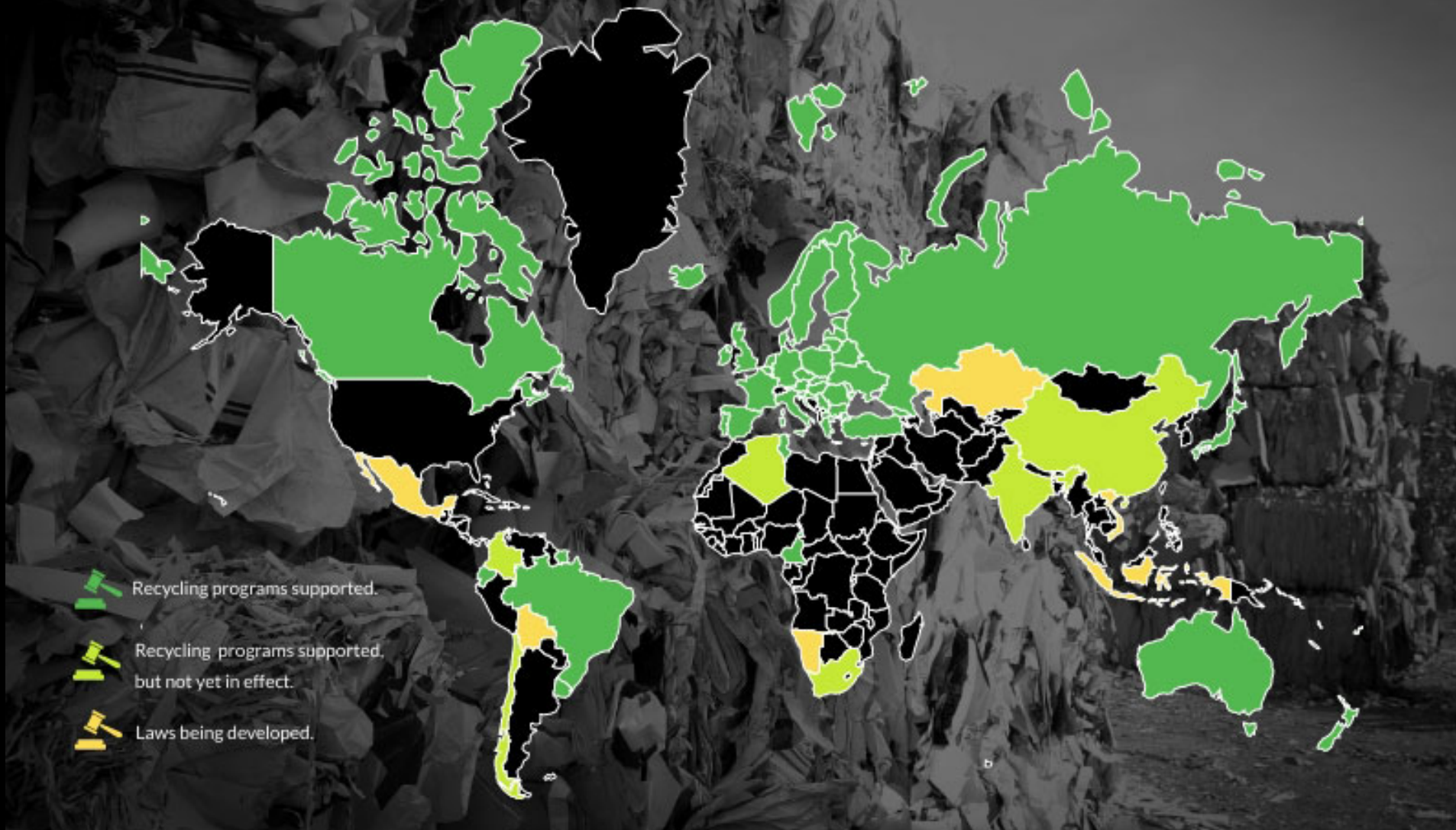


LACK OF
COORDINATION



DATA GAPS

Extended Producer Responsibility for Recycling Programs



Producers take some responsibility for recycling all over the world.

3M Canada Company 7-Eleven Canada, Inc. A1 Steak Sauce Adidas Ajax All-Bran Amazon Fulfilment American Eagle Inc Apple Inc. Aquafina Arby's Restaurant Inc Argo Corn Starch Aunt Jemima Barq's Root Beer Bath and Body Works Bayer Inc Bed Bath & Beyond Ben & Jerry's Benjamin Moore Best Buy Betty Crocker BIC INC. Bisquick Bissell Canada Black + Decker Blistex Ltd BOSE LIMITED Breyers Bridgestone Firestone Burberry Inc. Burger King Cabela's Retail Cadbury Campbell's Company Canon Inc. Cap'N Crunch Capri Sun Caress Carnation CASIO CHANEL Inc Cheerios	Cheetos Chex Chips Ahoy! Coach Stores Coca-Cola Coffee-Mate Colgate ConAgra Foods Inc. Corn Flakes Corn Pops Costco Wholesale Cottonelle Cracker Jack Craftsman Crate and Barrel Inc. Crayola Cuddle Down Ltd. Dairy Queen Inc. Danone Inc Dart Inc. Dasani Dell Dentyne Dial Dickies Disney Store Inc. Dole Foods Company Dollar Tree Stores Domino's Pizza Doritos Dove Dr. Pepper Dreyer's Ice Cream Duracell Canada Inc. Dyson Canada LTD. ECCO Shoes Inc. Eddie Bauer Eggo Waffles Electrolux Home Energizer Ensure Equifax Canada Inc.	Estee Lauder Ltd. Ethan Allen Inc. Fancy Feast Fanta FIJI Water Canada Ltd Five Guys LLC Foot Locker Friskies Frito Lay Canada Frosted Flakes Fruit of the Loom Inc. Fruit Snacks Fujifilm Goodyear Google Corporation Green Giant Häagen-Dazs Hallmark Halls Hasbro Corporation Heinz Hellmann's Hershey Canada Inc. Hills Foods Ltd Home Depot Honeywell Hormel Foods Corp. HP Huggies IKEA Supply AG illy Espresso Canada Irish Spring JELD-WEN Jell-O Jimmy Dean Jockey Company John Deere Canada Johnson & Johnson Karo Corn Syrup Keen Outdoor Kellogg Canada Inc KFC	Keurig Canada Inc. Kimberly-Clark Inc. Kix Kleenex Klondike Kodak Canada ULC Kohler Canada Co. Kool-Aid Kraft Heinz McCormick Co. Land O'Lakes Inc Lays La-Z-Boy CLimited LE CREUSET INC. Lean Cuisine LEGO Inc Lever 2000 Levi Strauss & Co. LG Electronics Life Cereal Lowe's Lucky Charms Lunchables Mars Canada Inc Masonite Canada Master Lock Mattel Canada Inc Maxwell House McDonald's Microsoft Corp. Midas Minute Maid Miracle Whip Moen Molson Coors Mondelez Canada Inc Motorola Mobility LLC Mountain Dew Mug Root Beer Nabisco Nature Valley Nescafé	Nesquik Nestea Nestle Canada Inc. New Balance Newell Rubbermaid Nike NIKON CANADA INC Nintendo of Canada Nordstrom Retail Noxzema Nutri Grain Ocean Spray Old El Paso Oreo Oscar Mayer Palmolive Panasonic Inc. Party City Canada Payless Shoesource Pediature Pepsi Perrier Pfizer Canada Inc Phillips Electronics Pillsbury Planters Nuts Poland Spring Popeyes Pop-tarts Post Foods Corp Powerade Prince Pasta Procter & Gamble Inc. Progresso Purdue Pharma Purina ONE Q-tips Quaker Oats QuizNos Restaurant Raisin Bran Ralph Lauren Red Bull	Reebok Rice Krispies Ritz Crackers Rold Gold Rolex Canada Ltd. Ruffles Rust-Oleum Brands S.C. Johnson & Son Ltd. San Pellegrino Sabra Canada Inc. Samsonite Canada Inc Samsung Electronics Santitas Sara Lee Scott Sealy Sephora Serta Division Sharp Electronics Shop Vac Siemens Canada Limited Silk Simmons Inc. Skechers USA Canada Inc Smarties Smartwater Smucker Foods Soda Stream Softsoap Sony Electronics Texas Instruments Clorox Company The Dow Chemical Co. Tiffany & Co. Tim Hortons Timex Group Inc Toblerone Toll House Tom's of Maine Toshiba of Canada Ltd Tostitos Chips	Total Cereal Totino's Toys 'R' Us Tresemme Trident Triscuit Trix Tropicana Tupperware Inc. Tyson Uline Corporation Unilever Inc. US Cotton Vaseline Velveeta Vitamin water Wal-Mart Corp. WD-40 Company Weight Watchers Wendy's Wheat Thins Wheaties Whirlpool LP Whole Foods Williams Sonoma Wrigley Canada Xerox Ltd. Yamaha Motor Yoplait
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Some of the Companies that pay for Canada's Recycling Programs

Source: Canadian Stewardship Services Alliance (www.cssalliance.ca/resources-list/)



Maine's Existing Extended Producer Responsibility Laws



1976	1991	2002	2004	2006	2007	2009	2013
							
Beverage Containers	Rechargeable Batteries	Mercury Auto Switches	Electronic Waste	Mercury Thermostats	Cell Phones	Mercury Lamps	Paint

Majority support LD 2104: 163 testifiers



73%



27%



RECYCLING REFORM FOR MAINE

More Effective • More Sustainable • More Equitable

Whereas, Maine's communities are struggling to maintain, expand, and in some cases are eliminating, recycling programs due to rising costs and difficult-to-manage materials; and

Whereas, product packaging, which includes plastic, metal, glass, and cardboard, constitutes approximately 30-40% of the materials managed by weight in Maine's municipal waste management programs; and

Whereas, Maine taxpayers currently unfairly bear 100% of the cost and pay an estimated \$16 million to \$17 million each year to finance the management of this material through fragmented and increasingly expensive disposal or recycling options; and

Whereas, producers of product packaging have little incentive to minimize wasteful packaging or increase access to recycling; and there is no organized coordination between the producers of packaging and municipalities that are responsible for disposing of or recycling the packaging materials; and

Whereas, producers of product packaging have taken some or all responsibility for the management of post-consumer packaging in other parts of the world, including all European Union member states and five provinces in Canada, and, as a result, have greatly increased recycling rates, expanded infrastructure investment, created jobs, and reduced taxpayer costs;

Now, Therefore Be It Resolved,

We, Maine's municipalities, support an Extended Producer Responsibility (EPR) for Packaging law as endorsed by the Legislature in 2019 through the passage of the Resolve, To Support Municipal Recycling Programs (LD 1431). We believe that this policy will work to make recycling in Maine:

More effective: Producers of packaging materials would have a direct economic incentive to produce less-wasteful packaging that can easily and profitably be managed by municipal recycling programs. Having shared responsibility between those who create the waste and those who manage the waste would foster recycling system improvements and enable greater participation in recycling across Maine;

More sustainable: An EPR law for packaging is an insurance policy for Maine municipalities when global recycling markets are unfavorable. The current approach to recycling is not resilient to fluctuations in the global recycling market. When commodity prices fall unexpectedly, towns and cities may be forced stop or restrict their programs; and

More equitable: Maine's cities, towns, and taxpayers are currently footing the bill for a problem they didn't create. With recycling reform, taxpayers will no longer pay for the cost of recycling since the net costs of recycling would be reimbursed—and the packaging manufacturers that produce less-wasteful, more recyclable packaging would pay less than those who do not. This is a much more equitable way to distribute costs.

Municipal Resolution

- Tells the legislature that your community is in support
- Shows community you are taking action to secure the future of recycling.
- Nineteen Maine towns and counting, representing 211,000 Mainers.
- www.recyclingreform.org

Thank you!



Natural Resources
Council of Maine

Protecting the Nature of Maine

www.nrcm.org



Visit www.recyclingreform.org for more info

Reach me at sarah@nrcm.org or (207) 430-0170