

Industry Forum on Responsible Packaging

Expo West

Anaheim, CA

March 8, 2007

Question... >>>>>>>

What is the best way to use our shared resources to shift (“tip”) the market for sustainable biobased packaging, and a) what would your company / organization commit to doing to support a joint initiative, b) what products would be your initial priority, and c) what sustainability and purchasing criteria is most important to your company / organization?

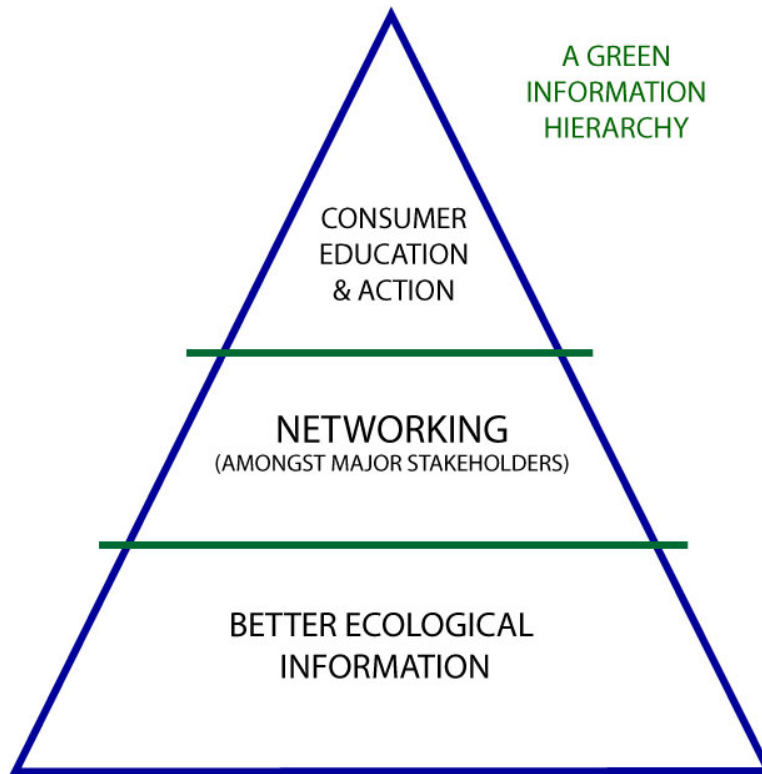
Summaries ... >>>>>>>

GROUP: SALVIA AND BEGONIA

Packaging & Labeling for Recycling

Aimed at Consumers, Wholesalers, and Retailers

- Education
- - Establishing standards – Industry Wide
- - Standards that are flexible and revised regularly
- - Instructions on packaging to describe process from manufacturer, distributor, wholesaler, retailer, consumer
- - Leveraging information



GROUP: WISTERIA / COLUMBINE

- Supply Chain consortium
 - - Producers
 - - Manufacturers
 - - Retail
 - - Waste handling/Recyclers/Composters
- Mandate to help set standards and drive policy changes, & educate consumers
- Mission to
 - 1) Reduce and/or eliminate Petro-based Packaging
 - 2) Eliminate packaging going to landfill through GMO-free, sustainable agriculture practices
- Commit to financial & human resources & sharing of ideas
- Certified Sustainable



GROUP: NASTURTIUM

- Best Way
- Work with competitors in a shared fate attitude
- Develop Business Model (Zero Waste Sustainability) to drive change rather than rely on laws
- Education : include Consumer / Industry / Higher Education
Eco-literacy is the goal

- Create a packaging materials label like the Nutritional Label panel
- create a “high bar” for solicitation
- Educate to the non-recyclability of fossil-plastics

New criteria: renewable raw materials and environmentally friendly / sustainable manufacturing process



GROUP: NICOTIANA

What is sustainability?

- reduction of the waste stream
- - LANDFILLS are bad

Our Commitment

- a) Package Design
 - Reduce package size
 - Use recycled content or bio-based materials
- b) Retail regulations and rewards
 - Acknowledge and reward innovation
 - Establish & communicate standards to all vendors – a priority!
- c) Education
 - In store starting with on-floor retail
 - Outreach: build curriculum for schools, food service, govt., etc.

Product priorities

- Waxed produce transfer boxes. Need alternatives, eliminate from the stream
- Pallets: rethink alternatives
- Alternatives to fossil-plastic totes
- Rethink cafeteria / take-out ware
- Reduce eliminate corrugated cases

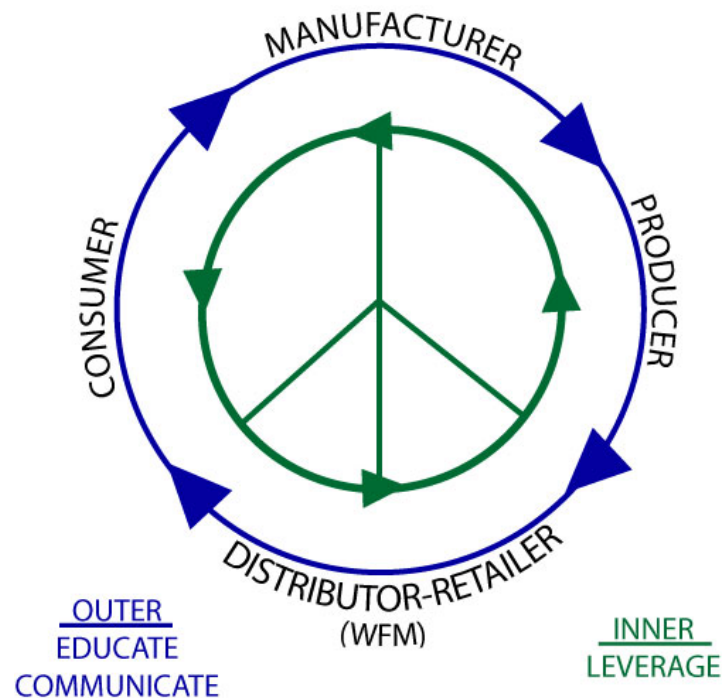
Criteria that are important

- No GMO crop source for bio-based materials
- No Corn
- Recycled content reward
- Overall cost reduction
 - o PR benefit
 - o Downstream savings throughout the supply chain

- Reduce packaging
- Bio-based content initiative
- Diversion from landfill initiatives



GROUP: HUNNEMANNIA & ASTER



- Commit & acknowledge the one thing from each of our companies that goes into landfills and work on tangible measurements for its reduction
- (see A) all non-recyclable plastics (only keep #1 and #2 rigid fossil plastics) will be removed from Whole Foods Markets' shelves by 2010 !
- Transparency and Accountability through the consumer's point-of-view



GROUP: VERBENA

- a) Educate to promote producer responsibility
 - Promote source reduction
 - R&D for extended shelf-life products (e.g. liquids)
- b) Innovate and use products/packages that would allow us to reduce our ecological footprint.
- c) Create industry-wide enforceable, sustainable standards for procurement, manufacture, and retail.



GROUP: GAILLARDIA

Shared Resources

Government

- Procurement - Shift policies
- State regulations to support recycling & composting
- Policy to support source separation

Need to create a shared vision for the natural products industry

- Materials pooling
- Collection systems
- Shared purchasing = purchasing power

Infrastructure

- Develop Standards & Guidelines
 - o Definitions
 - o Tests
 - o Product specifications
 - o Material specifications
 - o Collection
 - o Separation
 - o Need new plastics coding system
 - o Upgrade composting facilities for food wastes and green plastics intake
 - o Collaboration w/farmers, across all stakeholders

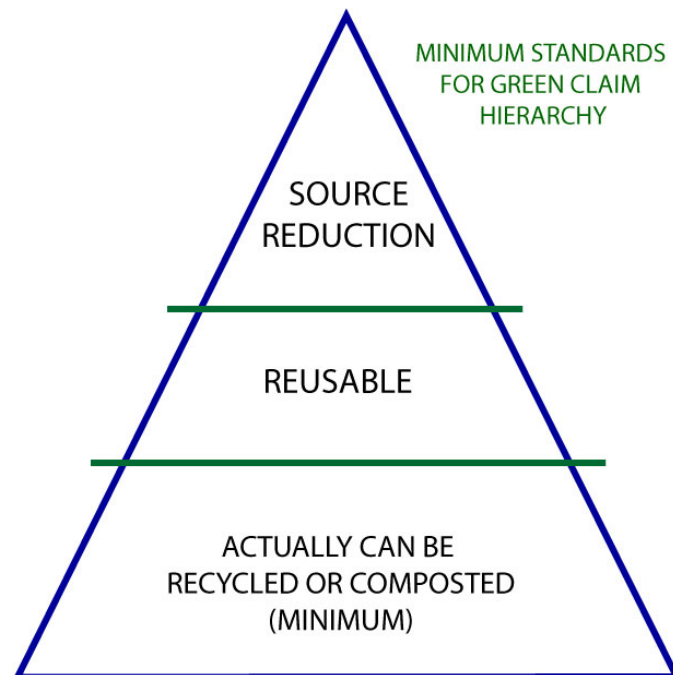
Consumer education

- Need to get consumer to “buy-in”
- Durham, Ontario as an example



GROUP: CALIFORNIA POPPIES

- A) Commit Resources:
- Marketing / research
 - Retailers ability to compost
 - Manufacturer innovate with green packaging
 - Testing new packaging with manufacturing
- B) Potential new packaging products with green plastics:
- Clamshells / tubs
 - Shopping bags
 - Produce bags
 - Shrink wrap
- C) Becoming ‘extra green’
- Get rid of the old style fossil plastic bags
 - Create a community pool of reusable bags
 - Marketing it as a rental scheme
 - Put corporate sponsors on the reusable bags





GROUP: THE FAB FIVE

- A) Education:
 - Customers
 - Employees
 - Manufacturers

- B) All about “P” words
 - Replacing Polystyrene trays (Meat & Seafood)
 - All take out Packaging can be compostable
 - Replace Poly coatings on food containers

- C) GMO Free
 - Create national compost and recyclables systems
 - Use only Sustainable Feedstocks



GROUP: NO NAMES

- Policy to make compost viable on an every household level; systems in place to always recycle and compost

- Collaboration within trade clusters similar product companies (including competitors) – Material Pooling on Packaging

- “Working Landscapes” certified feedstocks market incentives for farmers to do sustainable farming of the feedstock



GROUP: NO NAMES 2

- A. Encourage Home Composting Systems & Education; Carbon credits, or financial incentives, for businesses creating / using biobased products and packaging

- B. Create the scale for a Non-Corn PLA platform

- C. Materials pooling needs to create fair prices and high-quality materials