

RESPONSIBLE PACKAGING SOLUTIONS

Anaheim Forum 2008

Grocery-PM

Expo West

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Questions... >>>>>>>>

Materials Pooling (Aggregating Demand)

Aggregated demand/ Materials Pooling is a strategy where companies can collaboratively create mutual benefit through use of their joint purchasing, research and development, and economic/political power among other resources.

In this case you will use Aggregating of Demand to partner with other businesses to shift the market for sustainable materials and products.

As a group, design (for biomaterials, further refine) an aggregated demand initiative that can be used to create a more sustainable pathway that relies on the cyclic principle for material reuse and recovery for your selected material (BioPlastics, Tree-fiber substitutes, Fossil Plastics with recycled content, Film Plastics with recycled content, Paper with recycled content, Metals) You can choose to design an aggregated demand solution for an aspect or the full life cycle of your material – production, manufacturing, sales and use, and/or end-of-product life.

Examples of using Aggregated Demand

- 1) Your company is interested in Biopolymers and you want to ensure that there is pathway to get non-GMO sourced feedstock. Design a way a way for collaborating companies to push for sustainable production of starch based feedstock in the short-term and the development of cellulosic feedstocks for the long-term.
- 2) You are concerned about the end of life issues associated with disposable Biomaterials. Design a way that multiple companies can collaborate to push for the development of regional composting infrastructure.
- 3) You are interested in using recycled PET, yet are concerned about the difficulty in collection. Together you design a better system for recollection and transport of recycled materials for reuse.

GROUP NOTES **Summaries ... >>>>>>>>**

GROUP ONE: BIOPLASTICS

- 1) Collaboration is about taking the first step.
- 2) Our first step is information sharing and evangelism.
- 3) Information about
 - i) Needs/Volume
 - ii) Applications
 - iii) Criteria (Priorities)
 - (a) Non-GMO
 - (b) Sustainability
 - (c) etc.
- 4) Approach Feedstock Suppliers

GROUP TWO: TREE FREE FIBER SUBSTITUTES

Feedstock for Tree Fiber

Feedstocks

Bananas

Hemp

Cattails/Bullrush

Cabbage

Androdonux

Wood Farming (is sustainably managed)

Feedstock Features

Agricultural waste/by product

Sourced locally, regional pooling

Chemical free

Non monoculture

Wild life friendly

Lower input crops

How to Achieve

Legislation to create price on all packaging

Work at state/regional level to ban specific materials

Certification for tree free fibers

R&D for performance with water and oil

Remove out of date food safety laws that prevent progress

Consumer sustainable packaging lobby

Standardized labeling and education programs

Moving away from custom made

Color-pros & cons

Survey for Aggregated Demand Questionnaire

Name _____ Company _____
Phone _____ Email _____

Aggregated Demand for Sustainable Materials

Businesses can work together to generate interest in and then pool demand for sustainable materials across industry sectors. We can use Aggregated demand initiatives as a lever to shift the production of both existing and new manufacturers towards sustainable materials and products. The following is a questionnaire to help us assess the potential for creating an aggregated demand initiative.

(Green Harvest Technologies is proposing such an initiative around sustainable bioplastics.)

What packaging material(s) do you presently use or have a future interest in using?

Present use = p Future Use = f

BioPlastics PLA p f PHA p f PHB p f Other _____

Tree-fiber substitutes Begasse p f Bulrush p f Hemp p f Organic cotton p f

Rigid Plastics with recycled content PET #1 p f HPDE #2 p f PP #5 p f

Film Plastics with recycled content HPDE #2 p f LDPE #4 p f

Paper with recycled content p f **Tree Free Paper** p f Other _____

Metals Aluminum p f Steel p f Tin p f

Other(s) _____ p f

Which applications are you most interested in finding sustainable material solutions for today?

- Packaging
- Fabric
- Food Service ware
- Bottles refillables

What is limiting your company from using bioplastics today?

- price technical feedstock end of life access to material

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Survey for Aggregated Demand Questionnaire

Which of the following bioresin strategies would you be interested in pursuing further?
Please feel to choose as many as you want.

Short Term

Non- GMO PLA through NatureWorks outside Purchased Lactic Acid Based IP (non-GMO) with approximately 40% more premium. This could be coupled with Working Landscape Certificates. www.workinglandscapes.org
This requires a 5 million pound minimum aggregated campaign size.

Non-GMO Corn IP program with approximately 40% more premium.
This requires a 22 million pound minimum aggregated campaign size

Intermediate Term

Maine Potatoes to Plastics resin
This project is still in the development phase (3-5 years projected)

Would your company be willing to sign on as a partner in the Aggregated Demand Initiative? (This would commit your company to support the concept and the overall initiative. This would NOT commit your company to any one particular strategy)

Yes No Need more information

Please list any other ways that you want to collaborate with aggregated demand initiative

Sustainability Guidelines

Does your company have a mandate for sustainable packaging and/or materials?
 Yes No In development

Do you have your own guidelines/purchasing specifications developed?
 Yes No In development

Are you aware of the Sustainable Bioplastics Guidelines? Yes No
If not, you can access a copy at www.sustainablebiomaterials.org

Would you be interested in accessing a set of sustainable bioplastic purchasing specifications? (The Business NGO Working Group on Safer Chemicals and Sustainable Materials is currently developing a set of purchasing specifications)

Please send me a copy of the specifications when they are developed

Name _____ Email _____

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