



# Sustainable “To Go” Food Packaging Initiative

*2<sup>nd</sup> group meeting 11/21/16*

**SAINTPAULMINNESOTA** The most livable city in America.



# Agenda

- Welcome and Introductions
- Overview and Scope of Work Group
- Review of research
- Next Steps





# Overview and Scope of Work Group

Scope:

Evaluate, research, and develop recommendations for a sustainable “To Go” food packaging initiative for the City of Saint Paul.

*“To Go” references foods intended for immediate consumption.*





## Presentations:

- Bulk Buying – Miriam Holsinger, Eureka Recycling
- Small Business Success Stories & Challenges – WasteWise
- Community Outreach– Mary Gleich-Matthews, DSI
- Packaging Options – Rhea Hale, WestRock
- Partnerships – Mike Levy, ACC PFPG
- Economically Viable Product Alternatives – MN Restaurant Association
- Regional Regulatory Comparisons – DSI
- Education (Consumer and Business)
- Marketing – Paris Dunning, East Side Area Business Association





## Eureka's Products Co-Operative Purchasing:

- The co-operative purchasing program has been operating since 1998.
  - 100% ASTM 6400
  - 6868 certified compostable products
  - 100% post-consumer recycled printing paperThis allows consumers to gain access to products that are vetted for quality and environmental benefit at a lower cost because of the bulk purchasing.
- Overhead: cost of operating it, while we do enjoy the bulk discount for our own recycled printing papers and compostable product needs.

### Upstream and Downstream Benefits:

- Compostable products help consumers get food waste to composting
- Reduce our need for fossil fuel based production (when bio-based)

We suggest that the ordinance include compostable utensils, as there are now several viable options in the marketplace for compostable options and the commonly polystyrene versions are not recyclable.

# Poly coated ASTM certified materials



- Cups, plates etc. are widely used at events and in other venues
- The amount of education to try to clear up this confusion would be costly
- The result of the cross contamination would negate environmental goals and could result in plastic in the compost or a degradation of the recycled paper.

The technical and economic viability of recycling polycoated papers has not been conclusively determined.

- Paper markets have historically stipulated restrictions on the inclusion of coated papers in the recycling program based on the impact it has on the quality of the recycled paper.
- Mechanisms used to filter out these energy used to collect and transport those items.

Recycling programs now more than ever cannot rely on a single market for any commodity including paper. Eureka Recycling requires at least **two economically viable and stable markets** for the material.

**Note:** Black plastic, Poly Styrene and PLA should not be accepted as an alternative since they do not have any long term, economically viable markets. These items end up as a residual at the MRF or in bales at end markets, adding transportation, collection and processing costs to the City, which are not sustainable, while sustainable alternatives are available.



# Education Opportunities

**Eureka** will strongly support all education efforts to increase the success of the Ordinance's goals. Packaging fairs and outreach events are critical prior to roll out to assist retailers, restaurants and others.

Eureka's experience at Zero Waste Events and in commercial composting may be useful to the city to support training to help businesses understand how key decisions can lower disposal costs helping to offsetting cost of sustainable products and/or composting services, while meeting their unique business needs.

## **Encourage Reuse and Reduction:**

The current ordinance specifically encourages reuse we strongly support and encourage additional opportunities to prioritize reuse and reduction by finding creative ways to help businesses by financially supporting investments such as dishwashers, reusable plates, etc.

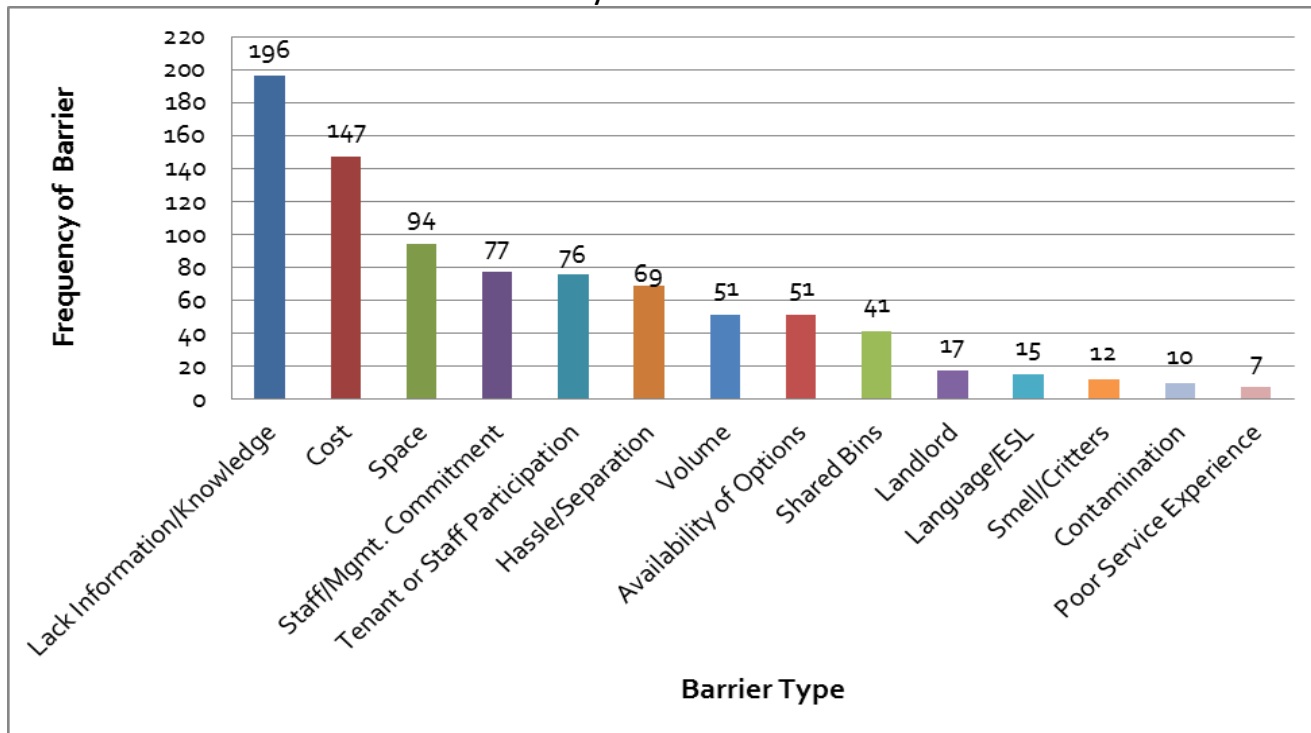
# WasteWise – Small Business Success Stories & Challenges

## Serve Ware Implementation Trends

- Install dishwasher and switch over to reusable serve ware
- Set up in house organics diversion program
- Purchase and use compostable serve ware for in house use
- If business uses compostable serve ware in house, they're much more likely to purchase compostable to-go packaging.
- Most business with locations in the City of Minneapolis are not using or are in the process of switching to compostable to-go packaging.
- In the past couple of years, the message of the health risks associated with using Styrofoam type packaging seems to be resonating more with businesses.

## Real and Perceived Barriers to Recycling Implementation

Documented by Waste Wise in 2015







# Community Outreach

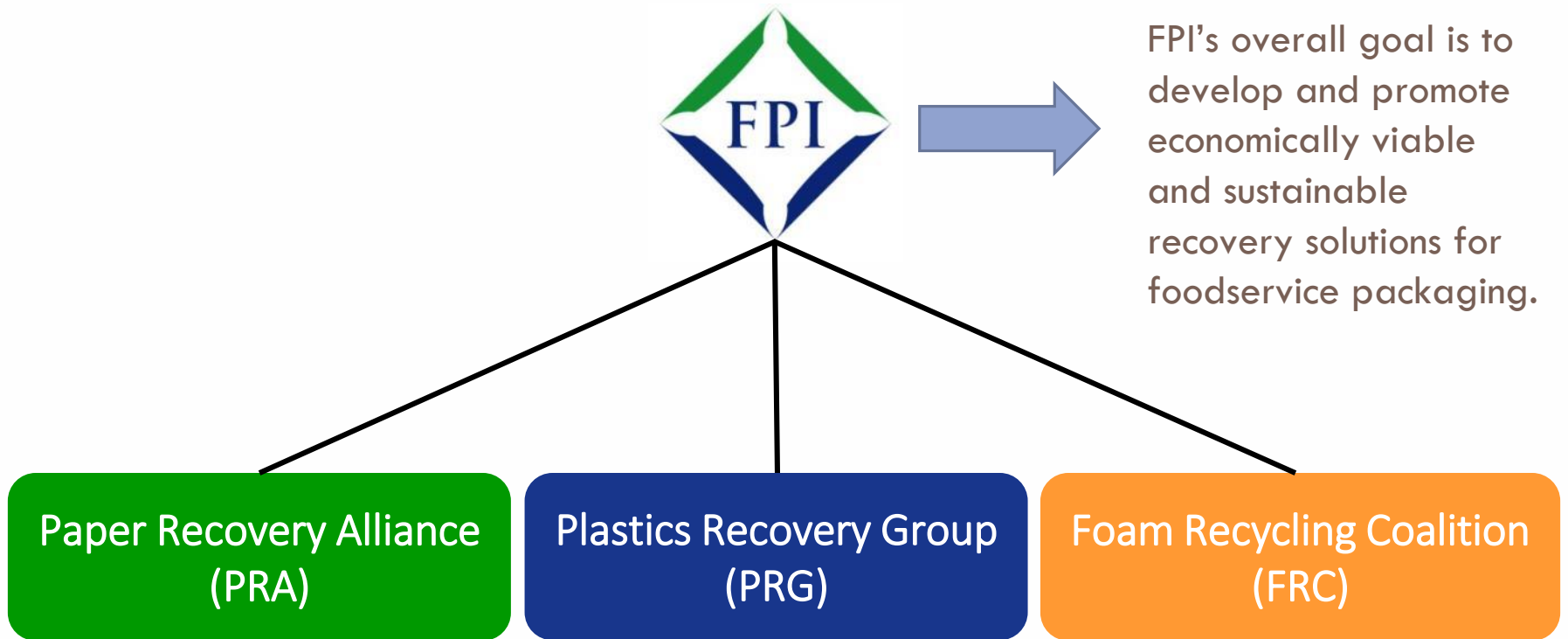
- Small Business Listening Sessions
  - Dayton's Bluff - East Side Enterprise Center
    - 1/3, 1/4 or 1/6 10:00am
  - Rondo Community Center
    - January 3rd and 4th (before 5:30) , or 5th (before 4pm)
- Skyway Walk
- Community Listening Session
  - Combined with Short-Term Rental session





# City Of St. Paul, Sustainable “To Go” Food Packaging - Rhea Hale, WestRock

## INCREASING THE RECOVERY OF FSP





# Current PRA and/Cor PRG Members

Absolute Plastics, LLC  
Serving Today ... Preserving Tomorrow™

**BASF**  
The Chemical Company

**BERRY**  
PLASTICS CORPORATION  
AND SUBSIDIARIES  
LEADERSHIP BY DESIGN

**Cascades**

**Chick-fil-A**

**CKF**

**CONVERMEX**  
USA

**DART**

**DW**  
Fine Pack

**ECO**  
PRODUCTS®

**FK** Fabri-Kal®  
EXPERIENCE A BETTER PACKAGE™

**Genpak**®

**GP** Georgia-Pacific  
Professional

**HUHTAMAKI**

INTERNATIONAL **PAPER**

**KAPSTONE**

**LBP**

**NatureWorks**

**McDonald's**

**OMYA**

**PACTIV**  
Foodservice / Food Packaging

**Seda**  
INTERNATIONAL  
PACKAGING GROUP

**Stalk Market**  
COMPOSTABLE PRODUCTS

**Starbucks**

**Tim Hortons**

**WestRock**

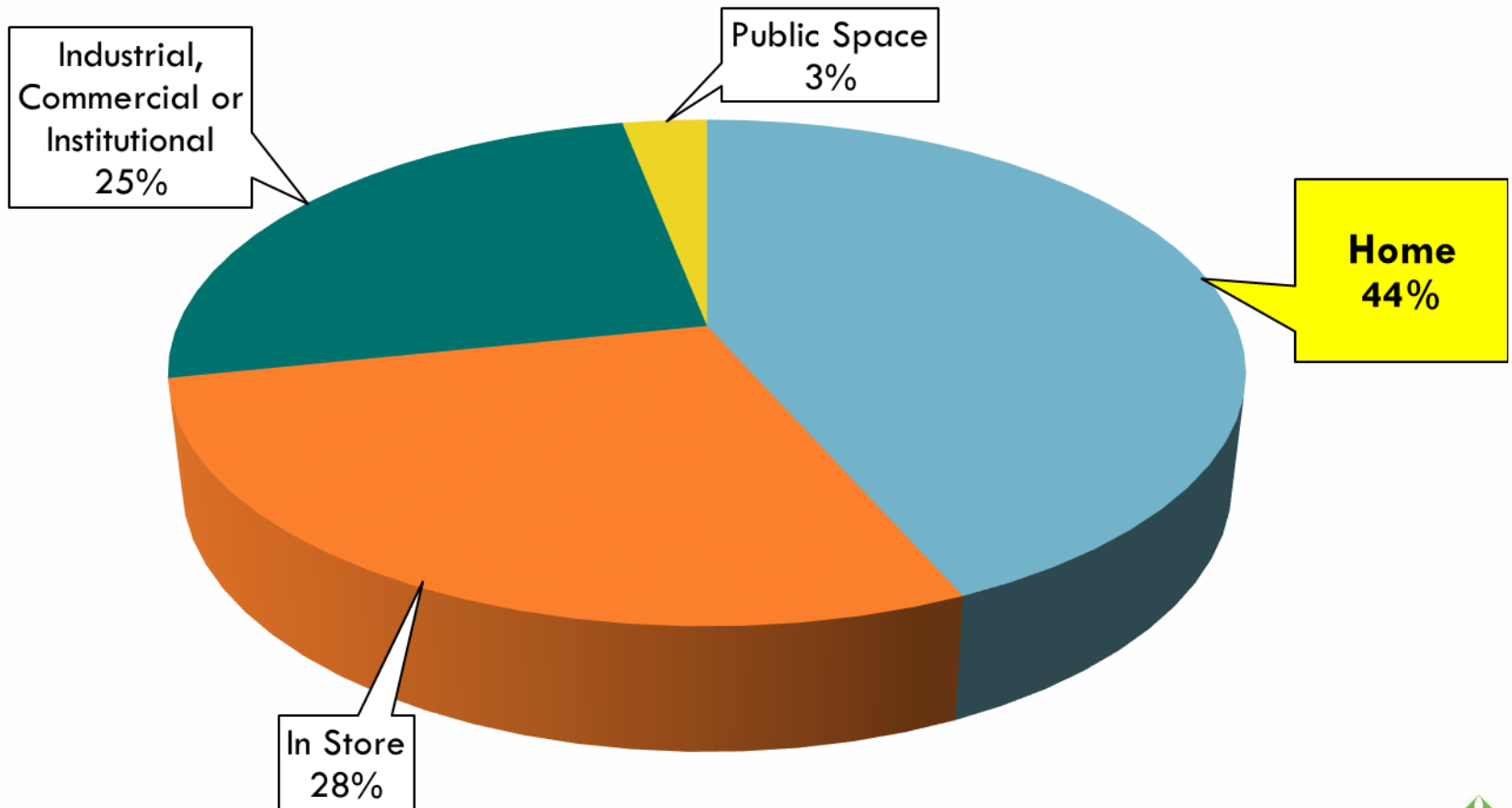
Sustainable Fiber Solutions  
**SFS**  
The Sustainable Fiber Solutions Group

**White Castle**

**FPI**  
FOODSERVICE PACKAGING  
INSTITUTE®



# Where does FSP end up?





# What is Foodservice Packaging?

Single-use foodservice ware & packaging used by foodservice establishments.

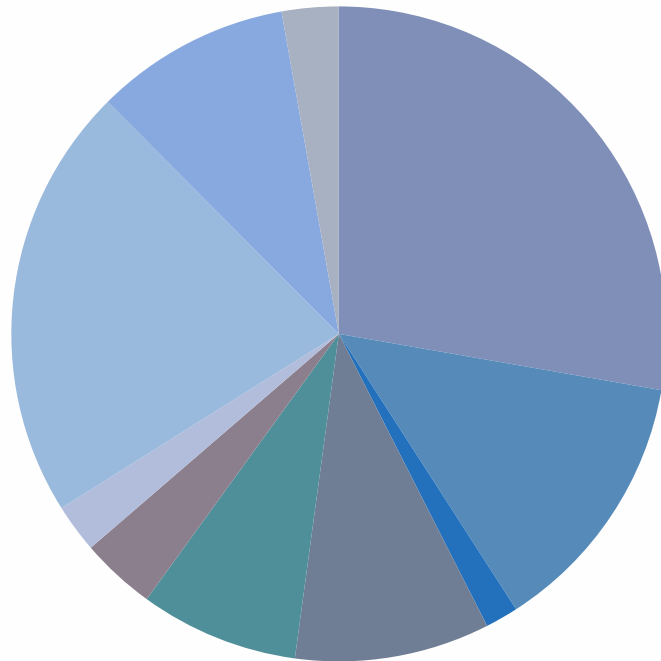
Specifically, our work focuses on:

- Cups (including sleeves)
- Containers, including:
  - Beverage Carriers
- Boxes
- Paper bags





# How much FSP is generated?



- Clay Coated Paper
- Poly Coated Paper
- Other Coated Paper
- Napkins
- Paper Bags
- OCC
- Molded Pulp
- PS/PP/PET/PLA
- EPS

In a city of 250,000 people, roughly 3,000 tons generated annually.

- A 10% recovery rate would mean the addition of about 300 tons annually for the facility = approximately 240 tons of paper and 60 tons of plastic.

Total: ~5.5 million tons in U.S.



# Community Partnership – Prerequisites



**MRF Acceptance**  
Operations



**MRF Acceptance**  
End Markets (impact,  
options, location)



**Haulers**  
Community contracts, Suite of  
materials collected



**Community Engagement**  
Director of Public Works, Solid Waste  
Director, Solid Waste/Recycling Staff



**Market Assurances**  
Trade Association and Oversight  
Organization support



**End Markets**  
What can they handle? Volume,  
quality, overall impact?



# Additional studies

Food residue / contamination studies

MRF flow study

Bale composition audits

Bale impact projections

Community Access

Resident messaging survey

Tool kit







# FOODSERVICE PACKAGING: SUPPLY CHAIN AND SUSTAINABLE SOURCING ISSUES

[www.recyclefsp.org](http://www.recyclefsp.org)



FOODSERVICE PACKAGING  
INSTITUTE

- HOME
- ABOUT FPI
- FOODSERVICE OPERATORS
- COMMUNITIES
- MATERIALS RECOVERY FACILITIES
- END MARKETS
- COMPOSTING & AD FACILITIES
- FAQs

## Foodservice Packaging Recovery Toolkit

Recovering Foodservice Packaging (FSP) can have substantial benefits in cost-saving waste reduction, revenue generation, reduction of environmental impact and positive expectations from residents and customers. No matter what role you play in recovering foodservice packaging, this Toolkit has something for everyone.

This Recovery Toolkit presents lessons learned in successful recovery of foodservice packaging. It is a comprehensive resource on what foodservice packaging is currently being recovered, collected, processed and marketed. Let's get started!



Foodservice Operators



Communities



Materials Recovery Facilities



End Markets



Composting & Anaerobic Digestion Facilities





# Foam Recycling Coalition

Establish and fund a proactive, multi-year grant program to...

- Increase public access to post-consumer foam recycling through curbside and/or drop off programs
- Drive actual recovery of foam (increased tons)
- Generate success stories to document and leverage in communications to variety of stakeholders

Grants will provide:

- Foam recycling equipment.
- Technical assistance to grant recipients and others interested in adding foam to their curbside recycling programs.





FOODSERVICE PACKAGING  
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# Resident Messaging Survey

*Conducted Summer 2016*

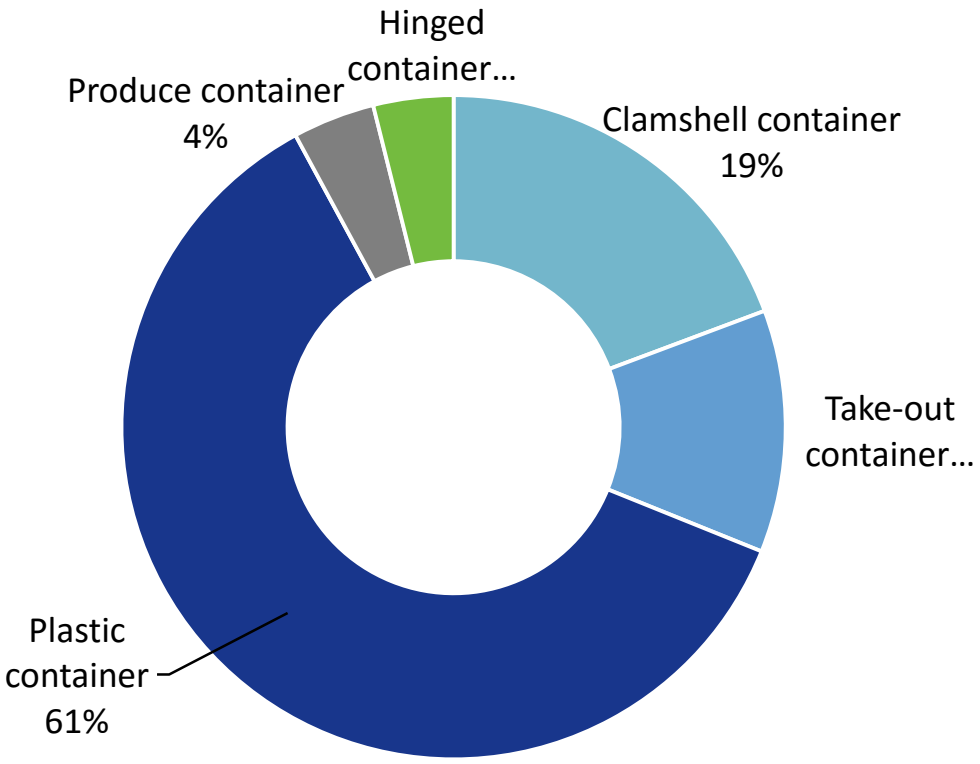


# Speaking Their Language

How does the language on outreach material impact curbside behavior?



# Effective Recycling Terms



**61%** of residents call this a “plastic container”

**19%** say “clamshell container”



*Term Tip: Avoid industry specific terms when referring to recyclables*

# Effective Recycling Instructions

Before



Nearly **40%** of residents said that “cups should be empty & clean” was **clearest**

After



More **clear** than “clean” or “empty” alone

*Guideline Tip: Use the terms “empty & clean” are clearest when referring to recycling paper cups*

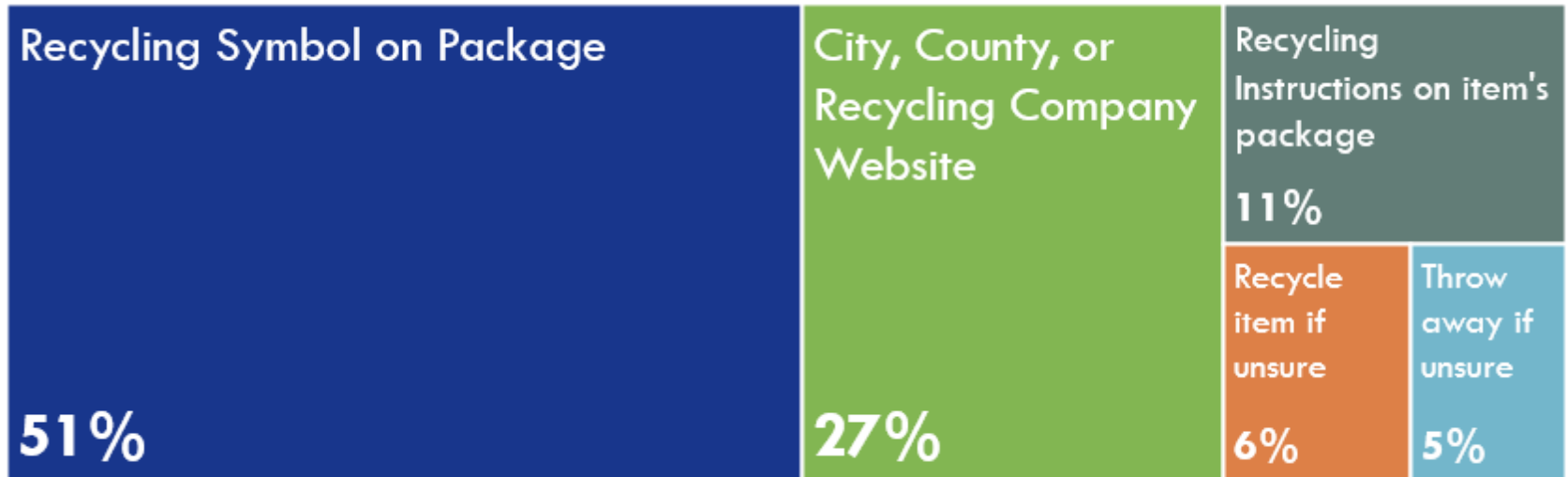
# Reliable Recycling Resources

Where do residents go to find out what's recyclable?



# Is it Recyclable?

Where do residents look **first** to find out if an item is recyclable?



Outreach Tip: Educate residents on recycling symbols on packaging



# Recycling Flyer Format

Which flyer format do residents find clearest?

## Flyer 1

Images grouped by Recycling, Compost, Garbage

**Where Does It Go?** ★ PLEASE NO!  
See what goes in your recycling, food and yard waste or garbage bins

**Recycling** Place clean and empty items loose in cart, not bagged or in boxes.  
*No Food. No Liquid. No Single Plastic Bags.*

**Food+Compostables** Compost Food. It's Not Garbage Anymore!  
*No Plastic Bags. No Plastic. No Metal. No Glass. No Animal Waste.*

**Garbage** See back page for reuse & recycling options.  
*No Food. No Recyclables. No Yard Waste.*

**PLEASE NO!**

- styrofoam
- electronics
- ceramics or dishes
- food waste
- plastic grocery bags
- motor oil containers
- household hazardous waste
- yard waste or trash
- shredded paper
- light bulbs, window glass, or mirrors

## Flyer 2

Images grouped by category- paper, plastic, glass and metal

**Recycling**

**Paper**

- Newspapers, inserts, magazines, catalogs & phone books
- Advertising mail, envelopes, mixed paper
- Paperback books
- Cereal & dry food boxes (remove liner), clean paper cups
- Shredded paper (bag & tie in clear plastic bag. Recycle in the blue cart OR layer in the yard cart)
- Non-foil wrapping paper
- Cartons, frozen food & juice boxes
- Flattened cardboard (Please bundle, 3 ft. x 3 ft. or smaller)

**Plastic**

- Clean plastic food containers & cups
- Milk, water, juice & pop bottles
- Stretch wrap & plastic bags (No white or Black plastic bags. Bag & tie in clear plastic bag.)
- Plastic bottles (all colors)
- Pill bottles (non-prescription)
- Lids 3" or larger (Remove from containers, rinse)
- Clean plastic plant pots

**Glass**

- Bottles & jars (empty & rinse, labels okay)

**Metal**

- Lids 3" or larger. Scrap metal (2 ft. x 2 ft. x 2 ft. or smaller)
- Clean aluminum & metal cans
- Clean foil & foil trays

**PLEASE NO!**

- electronics
- ceramics or dishes
- food waste
- plastic grocery bags
- motor oil containers
- household hazardous waste
- yard waste or trash
- shredded paper
- light bulbs, window glass, or mirrors

**How to prepare your recyclables:**

- No food, liquid, loose plastic bags. Bag all plastic bags together.
- Remove all lids from containers & no lids less than 3 in.
- Do not bag or box recyclables; leave loose.
- Put additional recyclables in sturdy bins, boxes, large paper bags, or 32-gal. cans marked "Recycle" next to your recycling cart, not to exceed 60lbs.

**REPUBLIC SERVICES** [www.RepublicServicesNW.com](http://www.RepublicServicesNW.com)

## Flyer 3

Images appear individually, not sorted by category

**ALL TOGETHER NOW!**  
MIX THE FOLLOWING RECYCLABLES IN HERE:

**PLEASE NO!**

- styrofoam
- electronics
- ceramics or dishes
- food waste
- plastic grocery bags
- motor oil containers
- household hazardous waste
- yard waste or trash
- shredded paper
- light bulbs, window glass, or mirrors

**WASTE CONNECTIONS INC.**  
Connect with the Future!  
316-838-6664

**RecycleBank**  
REWARDS/FOR PEOPLE & PLANET

# Recycling Flyer Format Preference



## Recycling

### Paper



Newspapers, inserts, magazines, catalogs & phone books



Advertising mail, envelopes, mixed paper



Paperback books



Cereal & dry food boxes  
(remove liner),  
clean paper cups



Shredded paper (bag & tie in clear plastic bag. Recycle in the blue cart OR layer in the yard cart)



Non-foil wrapping paper



Cartons, frozen food & juice boxes



Flattened cardboard  
(Please bundle, 3 ft. x 3 ft. or smaller)

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### Plastic



Clean plastic food containers & cups



Milk, water, juice & pop bottles



Stretch wrap & plastic bags (No white or Black plastic bags. Bag & tie in clear plastic bag.)



Plastic bottles (all colors)



Pill bottles (non-prescription)



Lids 3" or larger  
(Remove from containers, rinse)



Clean plastic plant pots

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### Glass



Bottles & jars (empty & rinse, labels okay)

### Metal



Lids 3" or larger, Scrap metal  
(2 ft. x 2 ft. x 2 ft. or smaller)



Clean aluminum & metal cans



Clean foil & foil trays

#### How to prepare your recyclables:

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www.RepublicServicesNW.com



Overall, **85%** of residents said that Flyer 2 was **clearest** in describing how to recycle this container

*Flyer Design Tip:*  
Categorize your recyclables, and use clear images with short text descriptions

26

# City of Saint Paul – Sustainable “To Go” Food Packaging Initiative

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Partnerships: Successful approaches to  
reduce litter & waste (case studies)

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Nov 21, 2016 Working Group: Mike Levy, ACC PFIG

# Partnership Case Studies

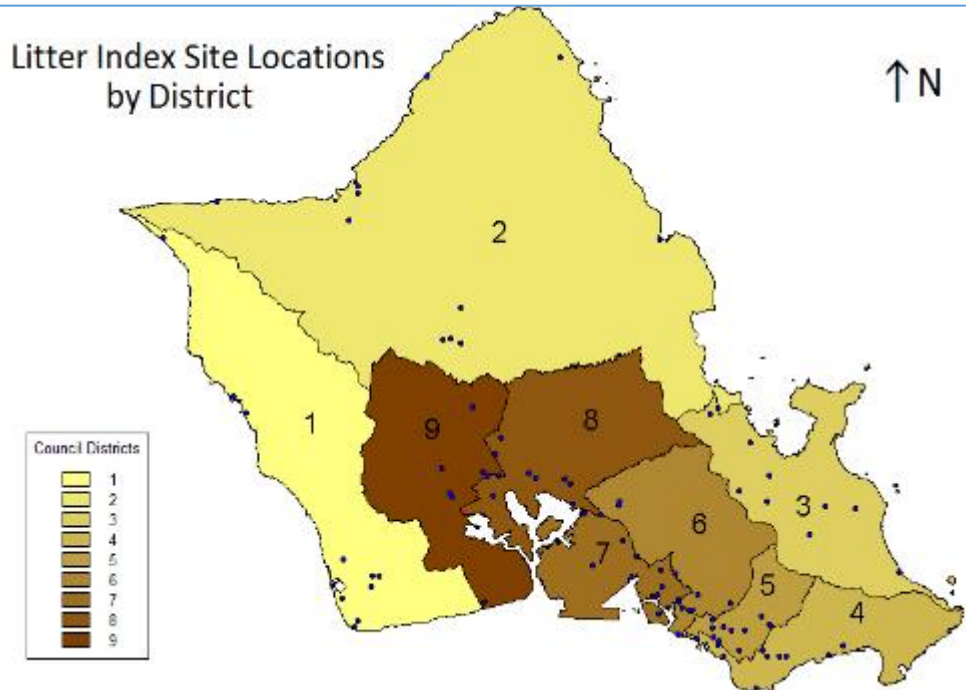
## Litter & Waste Reduction Case Studies

- Partnership approach – deals with litter/waste reduction for packaging without impacting specific products
- Industry/City Partnerships – ACC experience
  - Honolulu (Oahu), Hawaii
  - Baltimore, MD
  - Los Angeles, CA
  - Moore Recycling/industry associations – web resources for recycling

# 2016 Activities

- Honolulu – Implementing Litter Abatement Programs

1. Kupu Intern – Litter
2. Litter Index - Including Storm Drain Inlets
3. Ala Moana - Lidded Receptacles Pilot Program
4. Environmental Court Training - Focus on Litter and Stormwater Trash



## Site 9-1

**Survey Type:** Driving  
**Survey Target:** Lumiaina Street  
**Starting Point:** Lumiaina Street starting at 94-799 Paiwa Street  
**Direction to travel:** Southeast  
**End Point:** Largo Bldg. (Church) just past Pulelo St.

**Site Length:** 0.5 miles  
**GPS Coordinates:** 21.401265, -158.008853  
**Road Type:** Arterial  
**Area Type:** Commercial

**Google Streets link:** [Site 9-1](#)

**Street map of Site 9-1 start point**



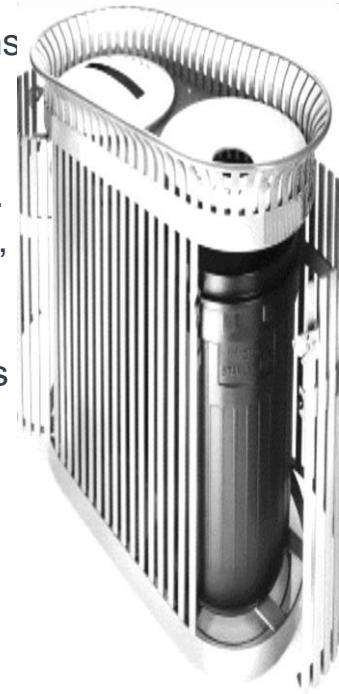
# Ala Moana Park – Lids make a difference to prevent blowing litter than becomes packaging waste in ocean

*KHIB (Keep Hawaiian Islands Beautiful) and KAB (Keep America Beautiful)* - KHIB, KAB and the William S. Richardson Law School in Honolulu is development and presenting enforcement training materials based on local ordinances and state laws related to litter, illegal dumping, marine debris and storm water trash. Training to law and code enforcement officials, prosecutors and justices will also explain how litter-related problems negatively impact Honolulu as a community as well as the vitality of its tourism industry.

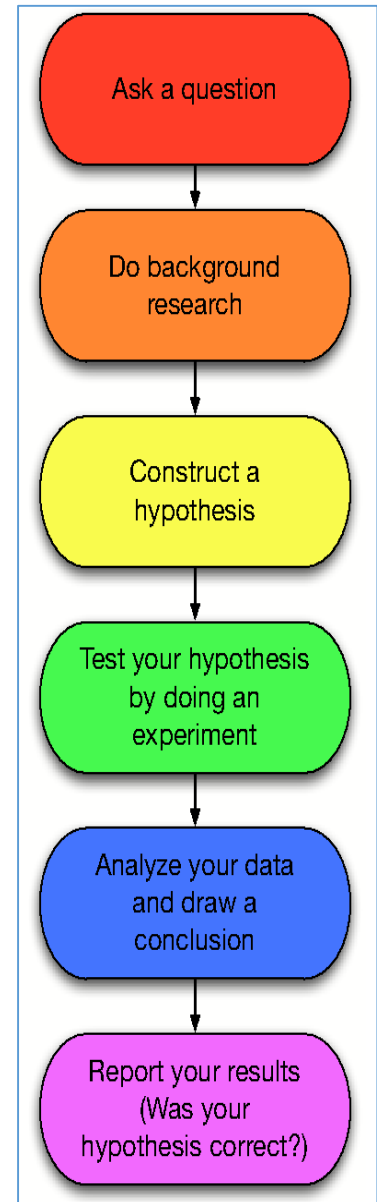
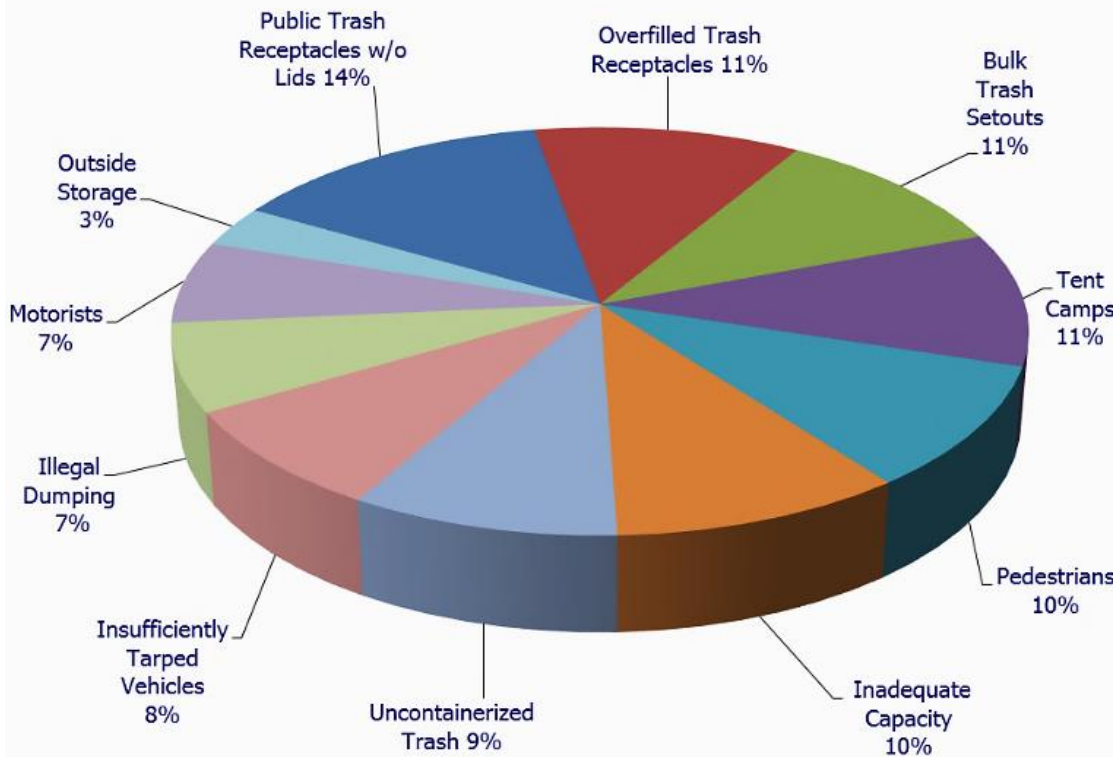
*Local Hawaiian Restaurants* - Hawaiian local restaurants play a special role in Hawaii culture. Led by Zippy's and several other local restaurants, with the guidance of ACC consultants, they have developed a local restaurant pledge based on *Aloha Aina* (Love of the Land), called "Malama 808" to take measures to prevent trash and litter from leaving their establishments. "Malama" is the Hawaiian word for "care for" or "take care of," and 808 is Hawaii's area code.

KUPU, whose mission is to empower youth to serve their communities through character-building, service learning, and environmental stewardship opportunities that encourage integrity (pono) with God (Ke Akua), self and others, is working with KHIB in an intern program to help foster positive litter prevention and education messages.

*Commercial Harbor (implementing EPA and Hawaii Department of Health/HDOH) ERP* will coordinate with KHIB to develop materials for and conduct a workshop to educate harbor tenants on and help them implement best practices for reducing harbor litter and storm water trash that can become marine debris. This training and promoting tenant's participation in the Adopt-a-Harbor program will show that the Harbor and its tenants are making good faith efforts to comply with the HDOT Consent Decree of 2014.



# Importance of Good Litter Science



# Baltimore, MD Partnership - 2013



STEPHANIE  
RAWLINGS-BLAKE  
MAYOR



VALENTINA I. UKWUOMA  
BUREAU HEAD

- Baltimore city wanted to adopt zero waste policy by banning visible littered products
- ACC and City discussed positive solution approach
- City asked to get neighborhoods engaged to take litter ownership (packaging)
- ACC sponsored “Clean Community Competition”
  - \$24,000 in award money to winners
- Mayor/City/community benefited
- Waste Management sponsored similar event
  - continuity now



# Los Angeles City and County Partnership to address zero waste – recycling promotion efforts

- City of L.A. sought education for “New to the Blue” recycling program
  - ACC contributed \$250,000 to help citizens with identification of plastics
- Litter (packaging) prevention programs.
  - For 10 years, ACC has sponsored Friends of the L.A. River (FoLAR) and the L.A. Conservation Fund (education group) to collect, measure and clean up L.A. River
    - measuring how much waste reduced year by year
- ACC teamed with California Restaurant Association (CRA) to promote “Rinse and Recycle” program with restaurants to recycle polystyrene and other plastics foodservice.
  - Over a thousand restaurants put posters and education materials to encourage customers who take home food Packaging to “rinse and recycle”

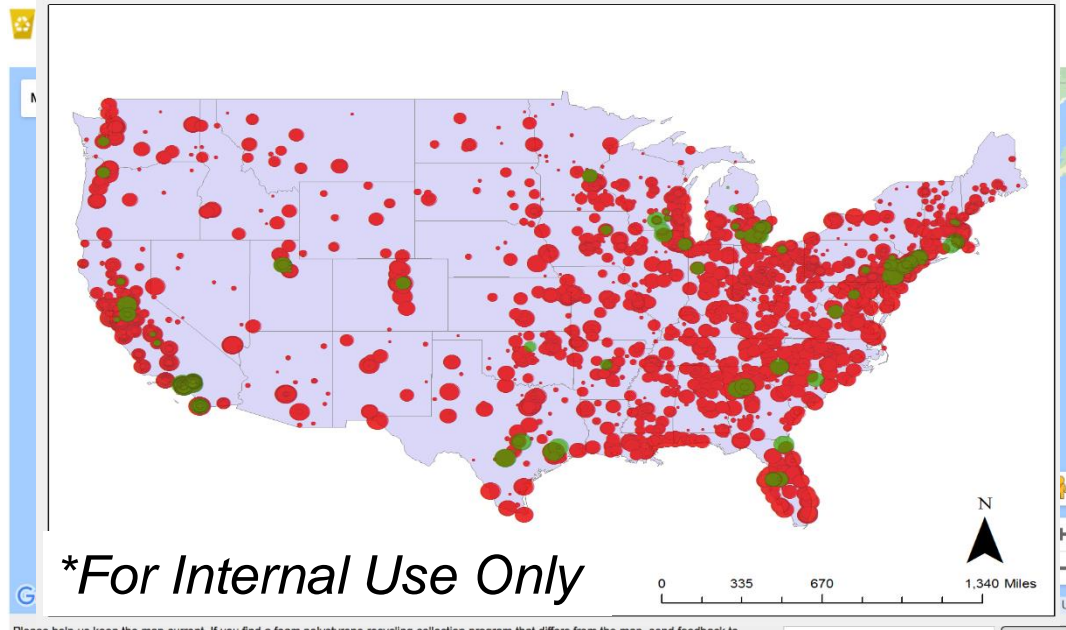
# LA Conservation Corps and ACC

The Plastics Division of the American Chemistry Council is proud of our decade-long history of promoting recycling and environmental responsibility to youth in the Los Angeles region



We are especially proud to have supported the LA Conservation Corps River Corp program since its inception to help teach responsible consumer behavior toward the environment through education and clean up. Thank you for all you do!

# Availability of Recycling Study Update: Material Specific Update



- Add material specific drop-offs to availability study
- Original study did not capture them
- Very common for foam PS recycling

# Foam PS Map and Webpage

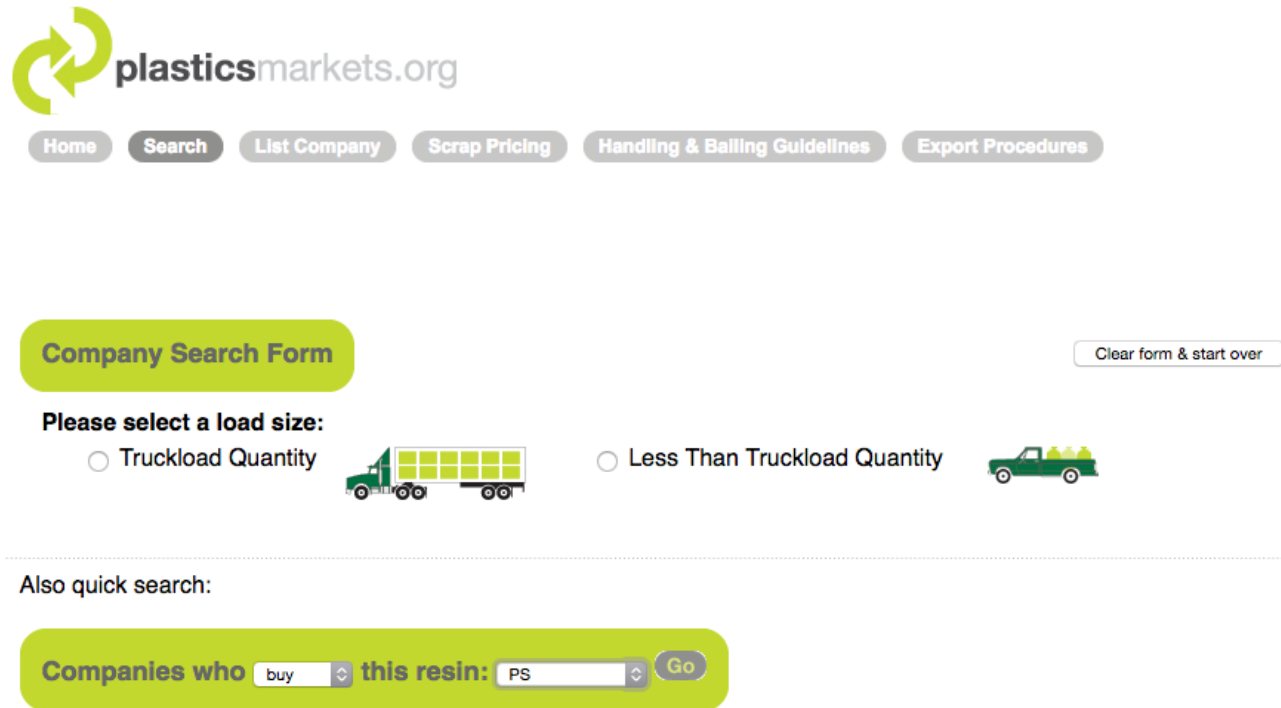


- Regularly Updated
- Add new locations quarterly (489 locations)
- Immediately remove bad locations
- Spot-check website links regularly

[http://www.recyclemoreplastic.org/plastics/eps\\_map.html](http://www.recyclemoreplastic.org/plastics/eps_map.html)

# Foam PS listings: PlasticsMarkets.org

- Plastics Markets:
  - 9 suppliers
  - 19 buyers



The screenshot shows the homepage of plasticsmarkets.org. At the top is the logo, which consists of two green arrows forming a circle, followed by the text "plasticsmarkets.org". Below the logo is a horizontal navigation bar with buttons for "Home", "Search", "List Company", "Scrap Pricing", "Handling & Baling Guidelines", and "Export Procedures".

The main content area features a "Company Search Form" with a "Clear form & start over" button. Under the heading "Please select a load size:", there are two radio button options: "Truckload Quantity" (selected) and "Less Than Truckload Quantity". Each option is accompanied by a small icon: a green truck for "Truckload Quantity" and a green pickup truck for "Less Than Truckload Quantity".

Below the search form, there is a section titled "Also quick search:" which contains a search bar with the text "Companies who buy this resin: PS" and a "Go" button.

# MN Restaurant Association

## Comparative Price Exhibit



Product	Quantity Per Case	Case Price	Unit Price2	Source	Manufacturer
16 o. PE lined paper hot cup	1000	\$32.99	\$ 0.0330	Webstaurant Supply	Choice
10 oz. PE lined paper hot cup	1000	\$42.33	\$ 0.0423	Food Service Direct	International Paper
16 oz. PE paper lined hot cup	1000	\$38.99	\$ 0.0390	Webstaurant Supply	Choice
16 oz. hot cup - compostable	1000	\$ 128.15	\$ 0.1282	Food Service Direct	International Paper
16 oz. hot cup - compostable	240	\$ 54.14	\$ 0.2256	Food Service Direct	World Centric
16 oz. hot cup - compostable - ripple	500	\$ 208.15	\$ 0.4163	Food Service Direct	Nature House
16 oz. hot cup - PE lined	1000	\$ 89.35	\$ 0.0894	Food Service Direct	International Paper
20 oz. PE lined hot cup	600	\$ 29.99	\$ 0.0500	Webstaurant Supply	Choice
PS lids - 16 Oz hot flat style	1000	\$ 36.05	\$ 0.0361	Food Service Direct	International Paper
PS "dome" lids for hot cups	1000	\$ 24.99	\$ 0.0250	Webstaurant Supply	Choice
PS "dome" lids for hot cups - black	1200	\$ 24.99	\$ 0.0208	Webstaurant Supply	Choice
Compostable lid for hot cups - white	1000	\$ 69.55	\$ 0.0696	Food Service Direct	Ingeo
Soup cup - 12 oz PE	500	\$ 104.45	\$ 0.2089	Food Service Direct	Solo
Soup cup lids - PS	500	\$ 125.05	\$ 0.2501	Food Service Direct	Solo
14 oz. PE lined cold cup	1000	\$ 29.49	\$ 0.0295	Webstaurant Supply	Choice
32 oz. PE lined cold cup	500	\$ 35.49	\$ 0.0710	Webstaurant Supply	Choice
21 oz. PE lined "Coke" brand cold cup	1000	\$ 44.99	\$ 0.0450	Webstaurant Supply	Dart Solo
16 - 18 oz PE lined "Coke" brand cold cup	1000	\$ 39.49	\$ 0.0395	Webstaurant Supply	Dart Solo
16 - 18 oz. wax treated cold cup	1000	\$ 73.99	\$ 0.0740	Webstaurant Supply	Dart Solo
21 oz. wax treated cold cup	1000	\$ 97.99	\$ 0.0980	Webstaurant Supply	Dart Solo
16 oz. Compostable clear PLA	1000	\$ 78.99	\$ 0.0790	Webstaurant Supply	Fabri Kal
12 oz. Compostable clear PLA	1000	\$ 69.99	\$ 0.0700	Webstaurant Supply	Fabri Kal
20 oz. Clear PLA cold cups	1000	\$ 243.55	\$ 0.2436	Food Service Direct	Eco-Products

# Regional Comparisons



## Education –

What is happening now, what needs to happen in the future?

- Consumer Education
- Business Education







# Marketing Opportunities

- [Green Star Business Benefits - Eco-Cycle](#)

- Green Star Business Benefits Consulting and Concierge Support. In-depth sustainability assessment on all aspects of your organization and facility.

- [Recyclebank](#)

- Recyclebank rewards people for taking everyday green actions with discounts and deals from local and national businesses.



# Where are the gaps?



# Next Assignments





# Questions and Answers

