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Paper Foodservice Packaging: Today's Trash, Tomorrow's Treasure

(November 14, 2011 - Falls Church, Va.) The Foodservice Packaging Institute, Inc. (FPI) announced today the founding of the "Paper Recovery Alliance" (PRA), a group of organizations working together to create solutions for the recovery and processing of used paper foodservice packaging.

Today, most foodservice packaging items are thrown in the trash and destined for landfills primarily due to limited infrastructure and lack of end markets for the recovered materials. To address these issues, the group plans to:

- Develop the necessary collection infrastructure;
- Expand the end use markets for recovered fiber;
- Educate consumers to increase recovery; and
- Collaborate with government officials.

The PRA will set up pilot projects that include all parts of the value chain to understand, then overcome, the existing challenges to paper foodservice packaging recovery. "Through these pilot projects, we hope to identify best practices and ultimately develop economically viable recovery strategies for all used paper foodservice packaging in North America," said FPI President Lynn M. Dyer.

PRA's founding members include:

- Eco-Products, Inc.
- Georgia-Pacific Consumer Products LP
- HAVI Global Solutions
- International Paper
- MeadWestvaco Corporation
- Pactiv Foodservice/Food Packaging
- RockTenn (Recycling and Waste Solutions)
- Solo Cup Company
- Starbucks Coffee Company
- Tim Hortons
- YUM! Brands Inc.

Additional members are sought from and will include other paper recycling mills; fiber raw material suppliers; manufacturers of foodservice packaging products; retailers; foodservice operators; waste haulers; material recovery facilities; composters; and waste-to-energy facilities. In addition, the PRA will collaborate with other associations, non-governmental organizations, colleges/universities and governmental officials with valuable knowledge on the subject of paper and packaging recovery.

“Our industry is committed to reducing the environmental impact of our products. Many of our member companies have already launched recovery initiatives. However, now is the time to take their efforts further by building scale and developing sustainable solutions for the entire value chain,” said Ms. Dyer.

The PRA is a member-funded project within the Foodservice Packaging Institute. A similar initiative related to plastic foodservice packaging will be launched in early 2012.

For more information or to join the Paper Recovery Alliance, please contact Lynn M. Dyer at (703) 538-3551 or ldyer@fpi.org.

Established in 1933, the Foodservice Packaging Institute, Inc. is the trade association representing the foodservice packaging industry in North America.

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