



May 6, 2022

The Honorable Stephen Fenberg
President of the Senate
200 East Colfax Avenue
Denver, CO, 80203

Senator Kevin Priola
200 East Colfax Avenue
Denver, CO 80203

Representative Lisa Cutter
200 East Colfax Avenue
Denver, CO 80203

Senator Julie Gonzales
200 East Colfax Avenue
Denver, CO 80203

Re: Support for HB 22-1355, a bill concerning the creation of the producer responsibility program for statewide recycling.

Dear Representative Cutter, President Fenberg, Senator Priola, and Senator Gonzales:

The undersigned companies are members of the Sustainable Food Policy Alliance and the American Beverage Association, and we write to express our strong support for a model Extended Producer Responsibility program for packaging and paper products introduced in Colorado. We are writing to encourage Senate passage of HB 22-1355 which we believe would establish a top-tier curbside recycling system in the United States.

We believe now is the time for action and remain fully supportive of HB 22-1355, urging the Senate to pass a bold, proven model that will benefit Colorado citizens, businesses and the environment.

As a group of seven leaders in the consumer-packaged goods value chain who do substantial business in Colorado, our companies are supportive of well-designed EPR systems as a solution for packaging waste and helping to create a circular economy. We have taken a leadership position to develop principles and key design parameters for optimal EPR programs. We are collectively advocating for EPR solutions in the U.S. and worldwide. Please also note that ABA and global, environmental non-profit, World Wildlife Fund, developed joint-principles for a national EPR model. You may find those [here](#). Additionally, 4 signees developed principles under the Sustainable Food Policy Alliance, which you may find [here](#).

As described in our priorities, we support well-designed EPR founded on the following principles:

- Strong environmental outcomes,

- Efficient, cost-effective and accountable,
- Producer financial responsibility and control,
- Convenient for consumers,
- Long-term financial sustainability,
- Allow producers to secure material for closed loop recycling, and
- Social inclusiveness and fairness, especially in developing markets with informal sector involvement.

These principles are largely represented in HB 22-1355 and aim to shift from the status quo toward a waste and recycling future with high recycling rates, activated consumers, and circular use of materials, including recycled content in our packaging. Our companies are investing in the improvement of recycling systems around the world, innovating our packaging designs, and collaborating with suppliers, local communities, and customers to advance solutions that are good for consumers, the environment, and our industry.

As producers, our companies have learned through decades of experience that EPR systems can be an effective way to improve and manage collection and recycling systems depending on a set of critical design features. Producers need to be empowered to run the program under the supervision of public authorities, with appropriate provisions for transparency, reporting, performance, auditing, and compliance. We applaud the state in drafting strong EPR legislation that will invest in solutions for packaging waste and help create a more circular economy.

HB 22-1355 provides industry with a strong management role that would enable producers to achieve robust collection and recycling targets efficiently while reducing costs and achieving strong environmental outcomes over time. HB 22-1355's 'full financial responsibility' model is tailored to the unique environment in Colorado and is best suited to meet the state's recycling needs. HB 22-1355 offers strong operational control while providing the PRO flexibility to manage costs and drive improvements in infrastructure and recycling rates in the state.

We believe that HB 22-1355 mirrors the principles that have enabled EPR systems to perform at extremely high levels in other markets. If enacted, this legislation would establish an EPR program that will achieve increased recycling rates for all materials and set a standard for other states as they consider ways to improve their recycling systems. Our membership brings decades of experience evaluating EPR systems and applauds the introduction of excellent legislation.

Thank you for your hard work toward establishing a best-in-class EPR system. We are eager to work together with you to help HB 22-1355 over the finish line and be signed into law.

Sincerely,

Danone North America
Mars, Incorporated
Nestle
Unilever United States

The Coca Cola Company
Keurig Dr Pepper
PepsiCo

Please contact David Thorp, Vice President State Government Affairs, West at American Beverage [dthorp@americanbeverage.org] and Aleta Greer, Sustainable Food Policy Alliance [Aleta.Greer@fgh.com] with any inquiries.