



April 10, 2024

Senator Ben Allen, Chair
California State Senate
Environmental Quality Committee
1021 O Street, Suite 3230
Sacramento, CA 95814

Re: SB 1231 (Allen) - **SUPPORT**

Dear Chair Allen and Committee Members,

We represent a variety of producers and community leaders committed to achieving California's recycling goals and are in strong **SUPPORT** of SB 1231 (Allen).

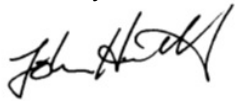
In 2021, California passed SB 343 (Allen, Chapter 507, Statutes of 2021), regarding "truth-in-labeling" for recyclable material. That measure prohibited products and packaging from labeling material as recyclable, including using the recycling "chasing arrows" symbol, unless the material meets specific collection, sorting, and remanufacturing standards. In 2022, the state passed SB 54 (Allen, Chapter 75, Statutes 2022) to require producers to only use packaging that could meet that standard. However, the implementation dates in the two measures make compliance with both difficult and could have the unintended result for reducing recycling rates.

SB 1231 resolves an unanticipated internal conflict with the implementation of SB 343 and SB 54 by expressly authorizing a petition process to allow producers to continue to make recyclability claims, including displaying the chasing arrows symbol, on packaging that is compliant with SB 54. During the SB 54 discussions, this process was commonly referred to as

an “on-ramp” for emerging markets / material types. SB 1231 would also extend the effective date of SB 343 from 18 to 24 months after the department publishes the first material characterization study (approximately summer of 2026). This extension is critical to bring SB 343 implementation into alignment with SB 54.

The producer community is committed to helping propel California into a circular economy for single-use packaging and certain single-use plastic products. The undersigned entities are ready to meet that challenge through actions such as funding infrastructure improvements and converting all single-use packaging and single-use plastic food ware to be recyclable or compostable by 2032. To achieve this SB 1231 is necessary to harmonize existing state requirements and we respectfully urge an Aye vote and its expeditious passage.

Thank you,



John Hewitt
Consumer Brands Association

Dylan de Thomas

Dylan de Thomas
The Recycling Partnership



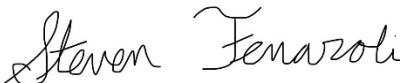
Tim Shestek, Senior Direct, State Affairs
American Chemistry Council



Jacob Cassady, Director, Government Relations
Association of Home Appliance Manufacturers



Adam Regele, Vice President of Advocacy and Strategic Partnerships
California Chamber of Commerce



Steven Fenaroli, Director of Political Affairs
California Farm Bureau



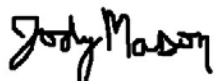
Trudi Hughes, President and CEO
California League of Food Producers



Robert Spiegel, Vice President, Government Affairs,
California Manufacturers & Technology Association



Katie Davey, Executive Director
Dairy Institute of California



Jody Mason, Senior Manager, State Government & Industry Affairs
Danone North America



Alison Keane, President & CEO
Flexible Packaging Association



Danielle Quist, Vice President, Regulatory Affairs and Counsel
International Dairy Foods Association



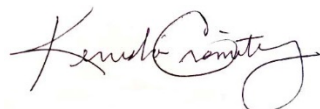
Gina Mordeaux, Senior Director, Government Affairs
Keurig Dr Pepper Inc.



Sarah Doran, Associate Director, State Government Affairs
The Kraft Heinz Company



Colby J. Sholler, Corporate Affairs Manager
Nestlé U.S.



Kenisha Cromity, Staff Counsel, Legal
Personal Care Products Council

Savonne Caughey

Savonne Caughey, Senior Director of Advocacy and Government Relations
Pet Food Institute

Kate Bailey

Kate Bailey, APR Chief Policy Officer
The Association of Plastic Recyclers



Erin Radan, Senior Director, State Government Affairs
The Toy Association



Stefani Millie Grant, Associate Director, External Affairs & Sustainability
Unilever United States