



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).

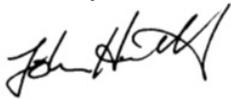
In 2021, California passed SB 343 (Allen, Chapter 507, Statutes of 2021), regarding "truth-in-labeling" for recyclable material. That measure prohibited products and packaging from labeling material as recyclable, including using the recycling "chasing arrows" symbol, unless the material meets specific 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 committed 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,



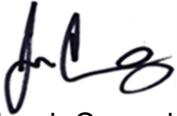
John Hewitt, Vice President, Packaging Sustainability  
Consumer Brands Association

*Dylan de Thomas*

Dylan de Thomas, Vice President of Public Policy and Government Affairs  
The Recycling Partnership



Tim Shestek, Senior Director, State Affairs  
American Chemistry Council



Jacob Cassidy, 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



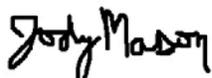
Trudi Hughes, President and CEO  
California League of Food Producers



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



Katie Davey, Executive Director  
Dairy Institute of California



Jody Mason, Senior Manager, State Government and 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