



June 15, 2021

The Honorable Luz M. Rivas, Chair
 Assembly Natural Resources Committee
 1020 N Street, Room 164
 Sacramento, California 95814

SUBJECT: SB 343 (Allen): Truth in Recycling Labeling - SUPPORT

Dear Assembly Member Rivas:

We, the undersigned, write to record our support for Senate Bill 343 (Allen) as amended April 6, 2021, the Truth in Recycling Labeling Bill, which will end consumer confusion about which materials are suitable for the recycling bin, and reduce contamination in the recycling system.

Most consumers lack a clear understanding of what is recyclable or acceptable to put in the curbside “blue bin” and dutifully fill their bins with materials they believe are recyclable, especially when the material displays the “chasing arrows” recycling symbol. However, due to misinformation by labeling tactics, most materials have been falsely considered “recyclable” by consumers. This confusion contaminates and overwhelms the recycling stream, which places an

incredible strain on local recycling and waste collection systems, and leads to a less efficient, more expensive system that falls to local jurisdictions and their ratepayers. This is further exacerbated by the confusion caused by the plastic resin identification coding system (RIC), which was introduced in 1988. The RIC is the number code (1-7), that is displayed on plastic packaging, intended to be used by waste facilities to properly sort the different types of plastic. However, the chasing arrows symbol that typically surrounds the RIC falsely conveys recyclability and leads to widespread confusion for consumers when they are sorting their waste into different bins. Despite consumers dutifully placing their materials in the blue bin, less than 15 percent of single-use plastic is actually recycled, with the remainder landfilled, incinerated, or dumped into the environment.


Manufacturers have used this confusion to their advantage by greenwashing unrecyclable products and confusing consumers. According to a recent report by the [Statewide Commission on Recycling Markets and Curbside Recycling](#), “Since consumers equate the 'recycle' word and symbol with what is accepted in curbside recycling bins, the 'recycle' word and symbol must be reserved for materials which are accepted in curbside bins and do not cause contamination.” Consumers need a reliable way of knowing what is truly recyclable.


SB 343 extends the existing “Truth in Environmental Advertising” law that prohibits the use of the word “recyclable” on unrecyclable products and the use of the “chasing arrows” symbol or any other suggestion that a material is recyclable. The use of the word “recyclable” and the “chasing arrow” symbol will be reserved for the materials that are truly recycled in most California communities and is routinely sold to manufacturers to make new products. The Department of Resources and Recycling and Recover (CalRecycle) will, through regulations, determine which materials are truly recyclable and publish a list of acceptable material types on its website. The bill includes a process for producers of material that do not yet meet the criteria to demonstrate a commitment to increasing the collection, sorting, and recycling of their material – allowing them to continue to encourage consumers to put their material in the blue bins.

SB 343 will reduce contamination in the recycling system, lower the costs for local governments and ratepayers, and empower consumers to make informed purchasing choices based on a product’s recyclability. This will encourage producers to make sustainable packaging choices, and support companies looking for a steady supply of material to invest in recycling and reprocessing facilities in California.

For these reasons, we strongly support SB 343 and urge your “Aye” vote when it is heard in the Assembly Natural Resources Committee.

Sincerely,


Heidi Sanborn, Executive Director
National Stewardship Action Council

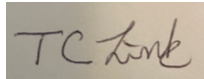

Nick Lapis, Director of Advocacy
Californians Against Waste



David Stitzhal, President
Full Circle Environmental



Beverly Hanstrom, CEO/Owner
Colorado Medical Waste



Teri Cohan Link
LINKCO Inc



Katherine O'Dea, Executive Director
Save Our Shores



Martin Bourque, MA, Executive Director
Ecology Center



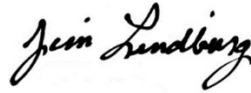
Anna Cummins, Interim Executive Director
& Co-Founder
The 5 Gyres Institute



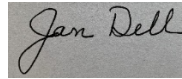
Darby Hoover, Senior Resource Specialist
NRDC



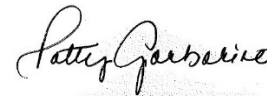
Charles Helget, Director, Government
Affairs
Republic Services



Jim Lindburg, Legislative Consultant
Friends Committee on Legislation of
California



Jan Dell, Independent Engineer
The Last Beach Cleanup



Patty Garbarino, President
Marin Sanitary Service



Miho Ligare, Plastic Pollution Policy
Coordinator
Surfrider Foundation



Hernan de la Vega, CEO
PreZero



Emily Rusch, Executive Director
CALPIRG



Michael Gross, Director of Sustainability
Zanker Recycling



Eric Zetz, Director
Merced County Regional Waste
Management Authority



Laura Anthony, Program Coordinator
Save the Albatross Coalition



Emily Parker, Coastal and Marine Scientist
Heal the Bay



Lauren Cullum, Policy Advocate
Sierra Club California



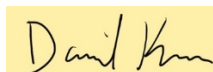
Dianna Cohen, Chief Executive Officer
Plastic Pollution Coalition



Christopher Chin, Executive Director
The Center for Oceanic Awareness,
Research, and Education (COARE)



Leslie Mintz Tamminen, Director
Seventh Generation Advisors



David Krueger, President
Northern California Recycling Association



Miriam Gordon, Policy Director
UPSTREAM



Melissa Romero, Legislative Affair
Manager
California League of Conservation Voters



Joe La Mariana, Executive Director
RethinkWaste



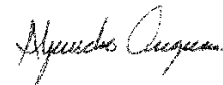
Shell Cleave, Founder
Sea Hugger



Leslie Lukacs, Executive Director
Zero Waste Sonoma



Doug Kobold, Executive Director
California Product Stewardship Council



Alex Oseguera, Director of Government
Affairs
Waste Management



Richard Valle, President
Tri-CED Community Recycling



Nicholas J. Mallos, Senior Director, Trash
Free Seas
Ocean Conservancy



Jennifer Lombari, General Manager
Mendocino Solid Waste Management
Authority



Claudia Bill de la Pena, Mayor
City of Thousand Oaks



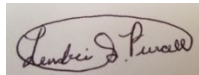
Mitchell Colbert, CEO, Founder, and Head
Lobbyist
Full Spectrum Strategy



Jeff Donlevy, GM of Business Development
Ming's Recycling



Jackie Nuñez, Founder
The Last Plastic Straw



Lendri Purcell, Co-Founder and President
Families Advocating for Chemical & Toxins
Safety (FACTS)



John Snyder, Vice President & CAO
EDCO Disposal



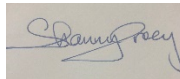
Tracie Bills, Executive Director
California Resource Recovery Association



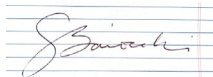
Mia Davis, VP of Sustainability & Impact
Credo Beauty



Ken Etherington, Executive Director
Central Contra Costa Solid Waste Authority
(RecycleSmart)



Shanny Covey, CEO
Robin's Restaurant



Gia Baiocchi, Owner
The Nectary



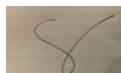
Shira Lane, Founder and CEO
The Atrium



Wendy Sommer, Executive Director
StopWaste



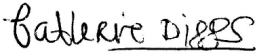
Melissa Jung, Community Engagement
Manager
Inland Ocean Coalition



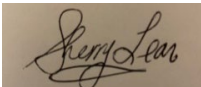
Cheryl Auger, President
Ban SUP



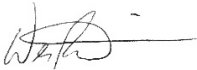
Kate Bailey, Founding Member
Alliance of Mission-Based Recyclers



Catherine Diggs, Program Manager
Detroitans Working for Environmental
Justice



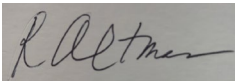
Sherry Lear, Organizer
350 South Bay Los Angeles



Wes Reutimann, Special Programs Director
Active San Gabriel Valley



Elizabeth Lewis, Executive Director
Zero Waste Marin



Rachel Altman, Organizer
Santa Barbara Standing Rock Coalition



Julie Millett, Assistant Planner
Richard Watson & Associates, Inc.



Bob Gedert, President
National Recycling Coalition



Catherine Dodd, RN
Alliance of Nurses for Healthy
Environments



Anika Ballent, Education Director
Algalita



Susan Collins, President
Container Recycling Institute



Bill Allayaud, California Director of
Government Affairs
Environmental Working Group



Darcie Collins, PhD, Chief Executive
Officer
League to Save Lake Tahoe



Ruth Abbe, President
Zero Waste USA



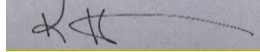
Mati Waiya, Executive Director
Wishtoyo Chumash Foundation



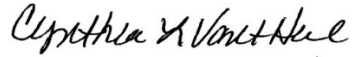
Julie Andersen, CEO
Plastic Oceans International



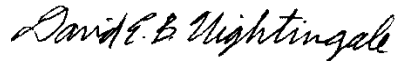
Andria Ventura, Legislative and Policy
Director
Clean Water Action



Karen Harrington, Legislative Analyst
Volunteer
350 Bay Area Action



Cynthia Vant Hul, President
Mariposa Eco Consulting, Inc.



David Nightingale, Principal
Special Waste Associates



Sam Pearce, Campaign Manager
Story of Stuff