

For Immediate Release

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GLOBAL GREEN USA'S COALITION FOR RESOURCE RECOVERY RELEASES VIDEO ON RECYCLABLE BOX TESTING

Pilots Conducted in California and New Jersey

January 15, 2013 (Santa Monica, CA)—Global Green USA [released a video today](#) detailing the promising results of their 2012 pilots to test recyclable produce boxes that are designed to withstand wet cooling processes.

For the pilots, Global Green USA teamed up with members of their Coalition for Resource Recovery (CoRR) to test alternatives to paraffin-coated produce boxes, which cannot be recycled and are a contaminant within bales of uncoated cardboard. Boxes were tested with a variety of wet cooling processes in California and New Jersey and the results show that many box products with recyclable coatings are robust enough to withstand vacuum cooling, hydro-vac, and hydro-cooling processes.

"The move to recyclable-coated boxes will divert waste from landfills and save money for the food service and retail industry," said Lily Kelly, interim Director of CoRR and coordinator of the pilots. "It is an exciting time."

Greens, vegetables, seafood, and meats are often transported in paraffin-coated cardboard, generating 1.45 million tons of solid waste that must be sent to landfills or burned. If designed for recycling and recycled, retailers and restaurants could realize a net benefit of combined cost savings and revenue generation of \$200 million nationwide. CoRR has worked since 2008 to accelerate the industry adoption of alternative recyclable-coated packaging and recycling it, which could reduce America's annual carbon emissions by 4.5 million mtCO₂e—the equivalent of eliminating an entire coal-fired power plant with no loss of energy.¹

Food producers report finding recyclable boxes easier to use than paraffin-coated boxes, and have benefitted from being able to recycle them on the farm. "This is good news for farmers and our customers," said Vince Consalo of Consalo and Sons, a produce distributor in Vineland, NJ, who helped to test the recyclable boxes in September. "Recyclability is a big selling point." Other participants in the pilot program also expressed satisfaction with the results, including Lakeside Organic Gardens in Watsonville, California.

The results are advantageous for grocers, who may soon be receiving more recyclable-coated boxes that they can bundle with their regular cardboard instead of paying to send them out with the

¹ The Fibre Box Association estimates that 5% of OCC is wax coated. EPA's 2010 Solid Waste Facts and Figures, EPA WARM Tool and Greenhouse Gas Equivalencies Calculator were used to calculate potential greenhouse gas savings. Savings assumes 100% of the boxes and packaging generated is recycled. National restaurateur and grocers' savings are based on a national average tipping fee of \$44.09 based on the 2010 data in BioCycle's State of Garbage report. A spot market price of \$100/ton of OCC was assumed.

trash. "Selling cardboard is a revenue stream for us and it helps contribute to our Zero Waste Goals of 2020," said Dom D'Agostino of Ahold International, which operates several grocery store chains, including Stop and Shop and Giant. "If we could recycle coated cardboard, it would significantly help us meet these goals."

Global Green USA's pilot series is slated to continue in 2013. "As a third party, our job is to document these tests and spread the word about what is recyclable and what works," said Kelly. "Our next steps are to document increasingly tough use of the boxes—wetter cooling and longer distance travelled. We're confident that these boxes can handle it, and we're excited to document next year's story in video as well."

[The video](#) is on the Global Green USA YouTube Channel.

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About Global Green USA:

Global Green USA is a humanitarian environmental group dedicated to helping the places, the people, and the planet in need through catalytic projects, transformative policy, and cutting-edge research. Global Green USA's signature programs include greening affordable housing, schools, neighborhoods, and cities as well as rebuilding communities — such as New Orleans and areas of New York and New Jersey — who have suffered from the impacts of climate change, sea level rise, and environmental degradation. Global Green USA is the U.S. affiliate of Green Cross International, which was founded by President Mikhail Gorbachev in 1993 to foster a global value shift toward a sustainable and secure future. Global Green USA's Coalition for Resource Recovery was founded in 2008 as an industry working group dedicated to generating business value through transforming waste into assets. www.globalgreen.org