



ENVIRONMENTAL SERVICES DEPARTMENT PRESS RELEASE

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San Diego Launches Carton Recycling Public Education Campaign

*Food & Beverage Cartons added to City's Residential Curbside Recycling Program -
Part of Growing National Trend*

San Diego, CA – September 11, 2012 – San Diego City Council President Tony Young, in partnership with the Carton Council, announced today a comprehensive public education campaign to promote the addition of food and beverage cartons to the City of San Diego's recycling program. The addition of carton packages marks another innovation in the City's successful recycling record, and nearly all household containers used by residents are recyclable. Residents that receive City of San Diego refuse collection service should place all empty food and beverage cartons in their blue curbside recycling bin. Commonly used carton containers include milk and juice cartons, along with soup, broth and soy milk cartons.

"San Diego is committed to increasing recycling as part of our efforts for a cleaner and greener city," said San Diego City Council President Tony Young. "We are excited to partner with the Carton Council to expand our recycling program, and I encourage residents to recycle their cartons!"

This initiative will enable the City of San Diego to boost its recycling rates. The City currently has a waste diversion rate of 65 percent, and having residents recycle their cartons will help to increase that number.

San Diego is part of a national movement of major cities that now offer curbside residential carton recycling, and is one of the largest cities in California to recycle cartons. This expansion of their recycling program is being supported through a public private partnership with the Carton Council, a collaborative of carton manufacturers committed to expanding carton recycling in the United States.



Carton recycling is becoming increasingly popular across the nation. In 2008, only 18 percent of American households had access to carton recycling programs. Today, thanks in part to the Carton Council, this number has more than doubled to nearly 40 percent, with more than 1 in 3 households now having access. San Diego joins cities in over 40 states representing over 46 million households that now accept cartons as part of their residential curbside collection programs.

“Carton recycling is a win for San Diego’s residents and the environment,” said Debbi Dodson, representing the Carton Council. “We are excited to be working in San Diego to expand its recycling program, and support education efforts to keep cartons out of landfills and in recycling bins.”

To support the initiative, the City and the Carton Council will launch a public education campaign to encourage residents to recycle their food and beverage cartons. Key supporters and partners in the campaign include Horizon Organic dairy brand; Silk plant based natural and organic beverages, and International Delight flavored, liquid non-dairy creamers. Each of these food and beverage product companies utilizes carton packaging, and wants to ensure that consumers recycle these products.

The City of San Diego, the Carton Council, Horizon, Silk, and International Delight will be spending the next few months getting the word out to residents to raise public awareness about carton recycling. The campaign will include direct mail, radio promotions, advertising in local community newspapers, outreach at local community events, along with on-line and social media efforts. Local grocery stores have also committed to distribute informational materials about carton recycling to their customers.

The recycled carton paper fibers are a valuable resource for making new products and consist of some of the highest quality fiber among recyclable products. Consequently, cartons have global demand and are shipped to paper mills, where the paper fiber is extracted to make new products such as paper towels, tissue, and even building materials.

Residents seeking additional information about the City of San Diego’s recycling program should visit www.RecyclingWorks.com



About the San Diego Environmental Services Department

The Environmental Services Department was established by the San Diego City Council in 1988 to protect the environment and to provide all San Diego residents with properly disposed municipal solid waste, along with an environment free of litter and illegal dumping. The department's Collection Services Division has provided City refuse pickup for 90 years and curbside recycling and yard waste collection for two decades. The department pursues waste reduction and recycling; composting and environmentally-sound landfill management to meet the City of San Diego's long-term waste disposal needs. This includes managing and implementing recycling programs, education and outreach for the residential, business and government sectors.

About the Carton Council

The Carton Council is a group of carton manufacturers united to deliver long term collaborative solutions in order to divert valuable cartons from the landfill. The members of the Carton Council are Elopak, Evergreen Packaging, SIG/SIG Combibloc and Tetra Pak. They are working with local government officials, recycling facilities, paper mills and communities across the United States to build a robust system to recycle liquid food and beverage carton packages. Cartons have some of the lowest environmental impacts within the packaging industry, and the Carton Council seeks to reduce the impact further by expanding recycling programs across the country and further improving the environmental performance of cartons. This includes milk and juice cartons found in the refrigerated case or cartons merchandised on nonrefrigerated shelves, containing products such as juice, soy, broth, soup, wine and meal replacement beverages. As of August 2012, the Carton Council's Carton Recycling Access Campaign has resulting in increasing the number of households with access to carton recycling from 18 percent to nearly 40 percent. Today, nearly 46 million households across the country can now recycle their cartons.

About WhiteWave Foods

The mission of WhiteWave Foods is to be the Earth's favorite food company, by creating nutritious, innovative, responsibly-produced foods that nurture people and the planet. WhiteWave brands include Horizon®, the leading national organic dairy brand; and Silk®, the national category leader in natural and organic plant-based beverages, including Silk® Soymilk, Silk® Pure Almond and Silk® Pure Coconut. WhiteWave also makes International Delight®, the nation's leading provider of flavored, liquid non-dairy creamers and LAND O LAKES®* liquid dairy products, including America's number one nationally branded Half & Half and Fat Free Half & Half.

Based in Colorado, WhiteWave is committed to sustainability, from encouraging the use of renewable energy to reducing waste, water use and greenhouse gas emissions at its farms, plants and offices. WhiteWave's progress against its corporate sustainability goals include reductions to greenhouse gas emissions by 21 percent, waste to landfill by 35 percent and non-ingredient water consumption by 8 percent. For more information, visit WhiteWave online at www.whitewavefoods.com, explore the WhiteWave blog at www.thegrazingmind.com, or follow WhiteWave on Facebook and Twitter. *The LAND O LAKES brand is owned by Land O'Lakes, Inc. and is used by license.

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