



To: House Environment and Transportation Committee
House Economic Matters Committee

From: Ellen Valentino

Date: February 22, 2023

Re: HB 31 Environment Products and Packaging – Labeling, Marketing, and Advertising for Recycling Opposition

MD-DE-DC Beverage Association member companies share a strong commitment to the environmental sustainability of their products and packaging. They are carefully designing 100% recyclable packaging that has high market value, something that is critically important in the current recycling market.

While we support the objective of the legislation to improve recycling, we are concerned that several provisions in HB 31 set unrealistic or complicated recycling rate measurements or collection targets and would prohibit most, if not all, consumer packaging from being considered or labeled “recyclable,” including our industry’s recyclable bottles and cans, which far exceed the FTC’s 60% access threshold, comply with current recycling processes and have robust end markets to pull material through the system.

Instead of using a national uniform labeling standard, HB 31 would create a state-specific standard for what is recycled and recyclable. This would lead to a state-specific labeling standard for a term like recyclable that would be unworkable for businesses that market and sell products at a national level.

At a time when supply chains are stretched and companies are having to transport products from across the country to meet the needs of consumers, this additional requirement would add complexity to businesses and further impact product availability without fully achieving our mutual goal of supporting increased recycling.

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