

# CA's Evolving Sustainable Packaging Requirements



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# CALIFORNIA'S EVOLVING SUSTAINABLE PACKAGING REQUIREMENTS

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## PANELISTS

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**DAIRY INSTITUTE**  
OF CALIFORNIA

- **SB 343 Material Characterization Study**
  - Determines “recyclable” claim for single-use packaging
- **SB 54 Extended Producer Responsibility Regulations**
  - Finalized December 2024
  - Pulled back by Governor Newsom over cost increases to consumers and small businesses – March 2025
  - Revised regulations issued – May 2025
    - Producer Definition
    - Categorical exemption for packaging necessary to comply with federal regulations, rules, guidance or standards
      - Food, Drug and Cosmetic Act
      - FDA Food Safety Modernization Act
      - Poultry Products Inspection Act
      - Federal Meat Inspection Act
      - Egg Products Inspection Act



REGULATORY PRESSURES



- **SB 14 (Blakespear) State Agencies: Single Use Bottle/Carton Reduction**

- State agencies prohibited from contracting for the purchase of single-use plastic bottles made of less than 90% recycled plastic
- Single-use plastic bottle is defined to include cartons
- Exemption for milk and plastic-coated cartons

- **SB 45 (Padilla) Tethered Caps**

- January 1, 2027 beverage manufacturers must ensure containers (2 liters or less) have a tethered cap
- Until January 1, 2028 containers with a recycling rate of better than 70% is exempt
- Exemption for milk/dairy based beverages and cartons



LEGISLATIVE PRESSURES

# CA SB 343: TRUTH IN LABELING LAW

IMPACTS AND OPPORTUNITIES FOR  
FOOD AND BEVERAGE CARTONS



# Background Information

## The California SB 343 “Truth in Labeling Law” Final Report was released on April 4th, 2025

- The Final Report (Report) contains data from CalRecycle and industry-submitted comments/information that is meant to be used by companies to make an informed decision about whether a package can carry the on-pack recyclable logo – they have 18 months to comply = October 2026
- To carry the logo, the law states a package must have:
  - **60%** household access to recycling
  - Sortation into a defined stream by MRFs that serve **60%** of the state’s recycling programs
- The Report’s data showed food and beverage cartons’ rates at:
  - **72 – 74%** household access to recycling
  - MRFs sorting cartons cover **47%** of the state’s recycling programs (a shortfall of 13%)





# Amending the Final Report with New Data

**In SB 343, statute allows the CalRecycle to amend the Report at any time.**

- Section 42355.51(d)(1)(B)(iii) states: “...the department may publish additional information that was not available at the time of the most recent periodic material characterization study regarding the appropriate characterization of material types and forms.”
- Carton Council submitted attestations, data, and information that shows new MRFs sorting into defined streams for recycling with an increase in counties served that was not available during their initial data collection.
- Adding Alameda County Industries (ACI) and Athen’s Sun Valley **pushed cartons to 53% vs. the final report figure of 47%** per CalRecycle update provided 6/20/2025.
- Working with our lobbyist, Gov. Office, CalRecycle, and a large coalition including those from the wine and the dairy sectors.

**This would add information and the necessary concurrence such that cartons now meet the set criteria within SB 343 to be deemed recyclable.**





# WHAT'S NEXT

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Trending Towards Recyclable



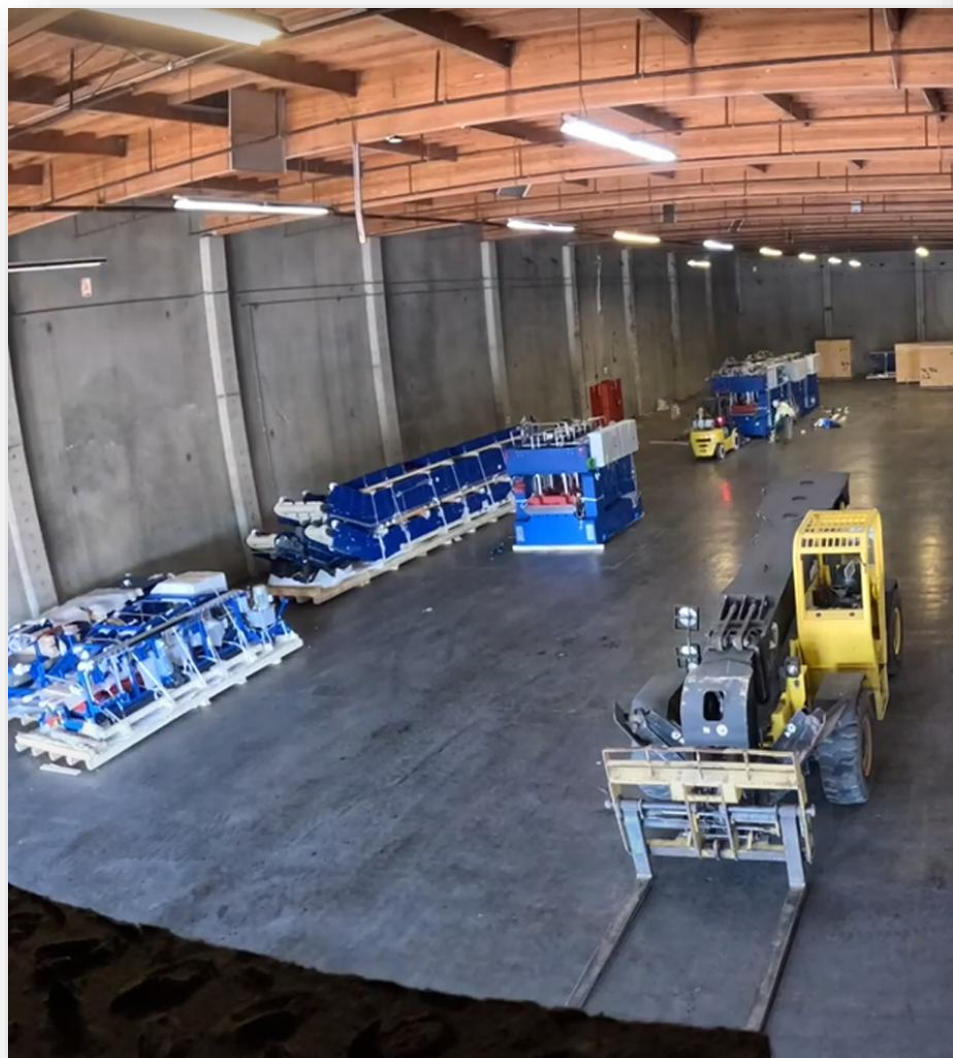
# Trending Towards Compliance Pathway

**Existing SB 54 (EPR law) statute states CalRecycle can issue and publish a “trending towards compliance” pathway for materials that have:**

- Measurable increase of statewide collection and sorting rates, and
  - For which the continued increase in the collection, sorting, and viable responsible end market development the department determines will be disrupted by a loss of a recyclable designation.
  - ***Those material types and forms shall be considered recyclable in the state and may be labeled as recyclable.***
- 
- With ACI and WM West Sacramento County MRFs coming online since January 2024 and Burrtec’s West Valley Recycling & Transfer Facility sorting cartons to Grade 52 beginning in April 2025, and FCC Placer County coming online soon, we can show a measurable increase in sorting rate to a defined stream over just the past year.
  - Carton Council continues to engage with LVTPs to either have them sort to a cartons stream or actively sort cartons into mixed paper. Continued progress is jeopardized without the requirement for communities to continue to collect and LVTPs to sort cartons that would be afforded by a “trending toward” designation.
  - The new Lodi cartons end market for cartons bales, which stems from viable responsible end market development through investment by Carton Council, is scheduled to open summer of 2025 and will have a capacity to responsibly recycle a large volume of cartons from California in carton bales.



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## New Recycler Coming to California Will Produce Sustainable Building Materials Using Recycled Food and Beverage Cartons



NEWS PROVIDED BY

[The Carton Council of North America](#) →

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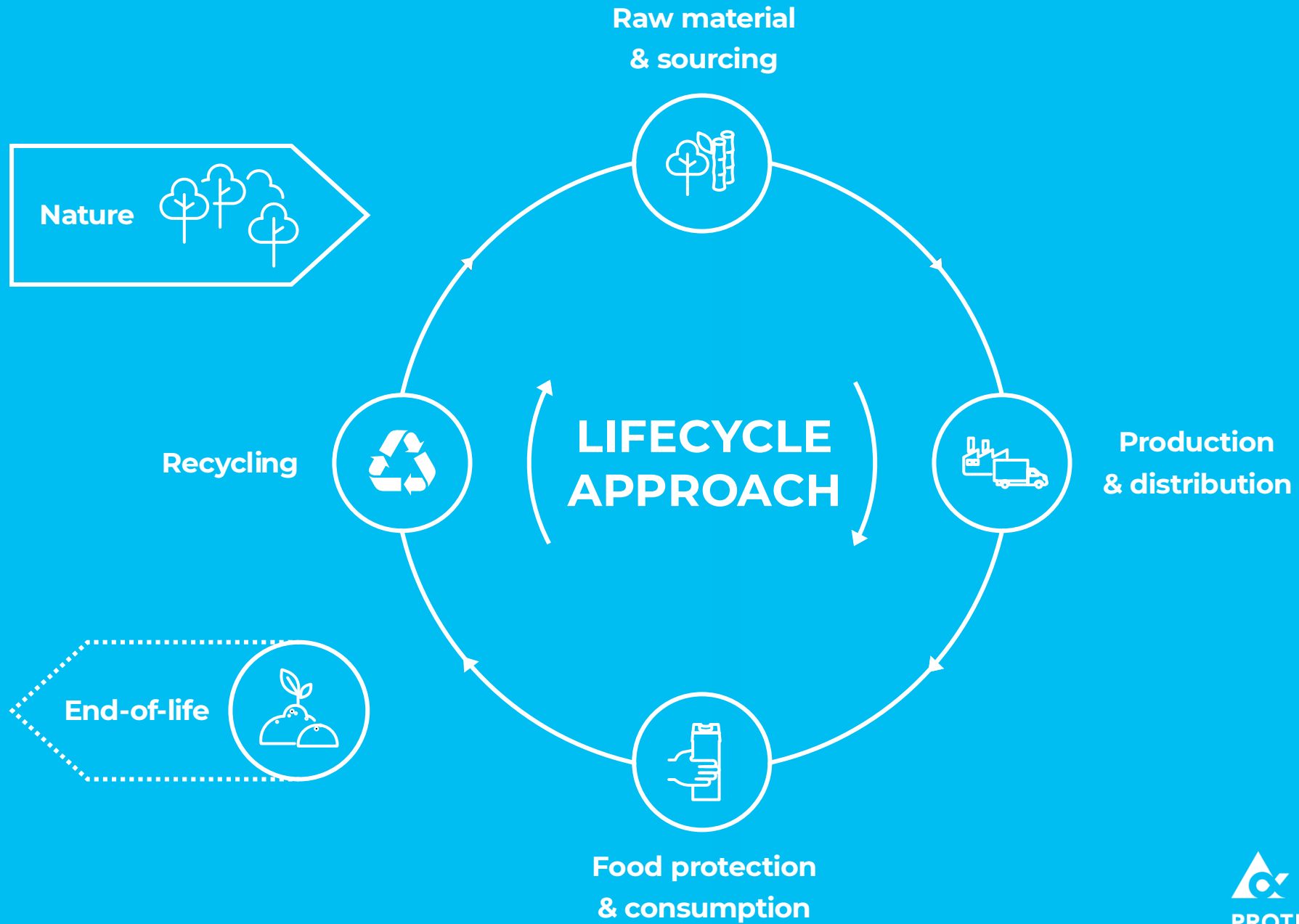
# Who is Tetra Pak?

A world-leading food packaging and processing company.

## Our purpose:

We commit to making food safe and available, everywhere and we promise to protect what's good: food, people and the planet.

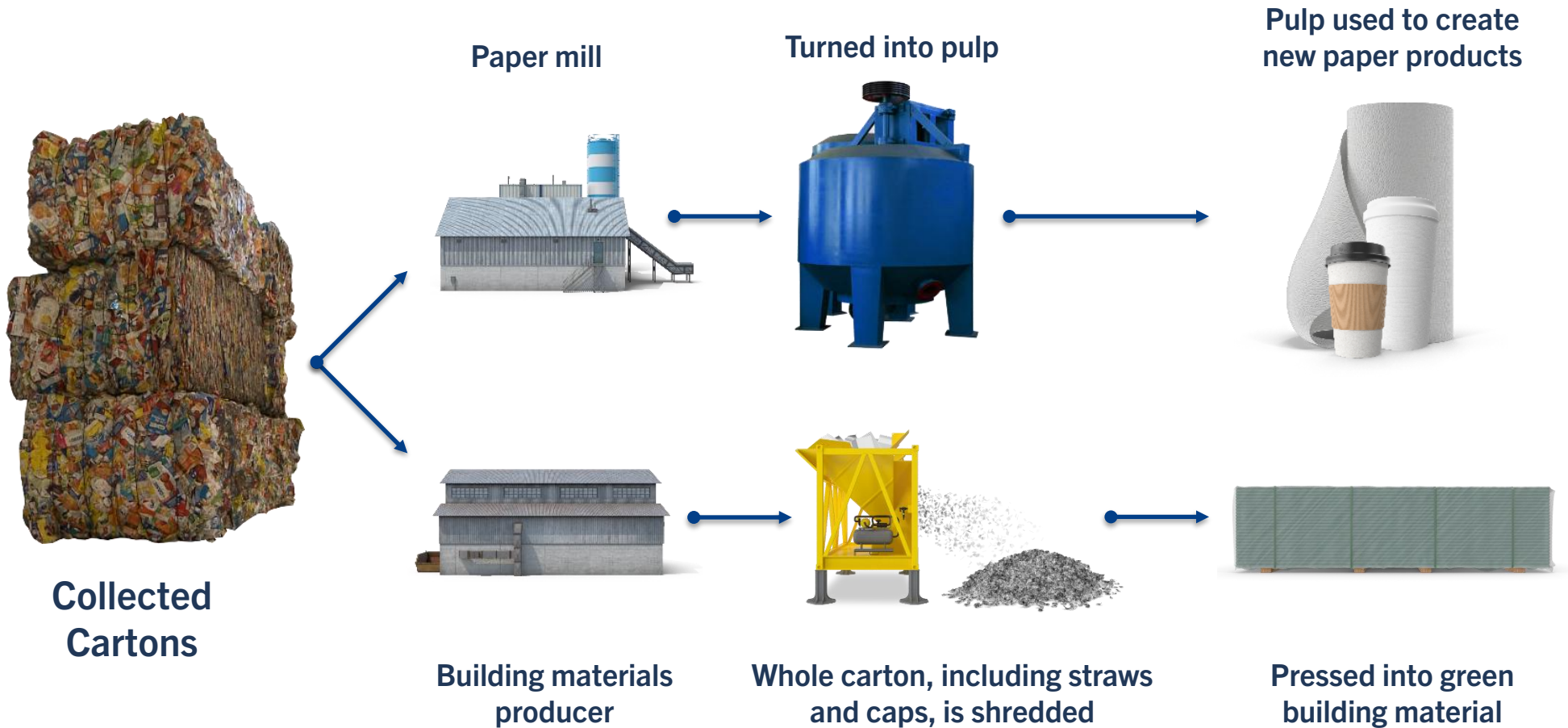








# Two Paths to Transformation



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UPCYCLING GROUP  
INVESTMENTS





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