

FOR IMMEDIATE RELEASE

October 11, 2010

Contact: Natalie Reitman-White

541-501-6083 natalie_RW@ftsla.org

Organic Industry to Honor Brands with Responsible Packaging Awards

(Boston, MA) Packaging Awards, to be held on October 14, 2010 4:00 PM Room 109A, during Natural Products Expo East and All Things Organic at the Boston Convention Center. The public event will showcase and celebrate the latest brands to receive this special acknowledgement.

The Awards judging committee used a three-part set of criteria to evaluate nominees, including commitment to transparency, extended producer responsibility, and ecological systems design principles. Each package was rated based on an assessment of its environmental and social impact throughout the product lifecycle.

The awards recognize industry achievements and innovations in environmentally responsible packaging including materials reduction and the use of 100% recycled PET & HDPE, 100% post-consumer recycled, non-GMO, compostable, regional, reusable, refillable, returnable, and Forest Stewardship Council Certified content.

The Responsible Packaging Project is a non-profit collaboration of the organic and natural products industry to drive ecologically and socially responsible packaging innovation. Its purpose is to raise the bar in company practices through open inquiry and cross-supply chain collaboration. Awards are given biannually to companies that are leading the way in the organic and natural industry. The draft *Packaging Guidelines for the Organic Industry* to provide a common "open source" framework that will guide action and catalyze innovation.

The eleven brands receiving awards are:

- EcoNature Care for single material & refillable aluminum body care containers
- ECOvention for 100% post-consumer recycled content and innovative use design pizza box
- Eldorado Springs Water for 100% rPET bottle (recycled PET)
- IFCO Systems for reusable container systems with the organic produce industry
- KTM Industries for non-GMO compostable green cell foam for shipping containers
- Nature's Path Foods for reduced packaging, FSC-Certified, 100% recycled granola bar boxes
- Numi Tea for 100% recycled paperboard with 85% post-consumer content with eco-audit table
- Preserve Products for design and commitment to extended producer responsibility
- Stone Hearth Pizza for reusable container system with customers of to-go pizza
- Stonyfield Farms for reducing weight and material use for yogurt cups
- Sagomonian Farms for 70% rPET clamshell manufactured with 50% onsite solar energy

The next round of acknowledgments will occur at Natural Products Expo West in Anaheim, CA. A call for nominations will be distributed in early 2011.

The Awards are co-sponsored by Food Trade Sustainability Leadership Association, Independent Natural Foods Retailers Association, National Cooperative Grocers Association, Organic Trade Association, United Natural Foods Inc., and Whole Foods Market's Green Mission.

More information on the Responsible Packaging Project and the draft Guidelines at <http://www.responsible-packaging.org/>

###