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SUSTAINABLE PACKAGING COALITION

SINGLE SERVE COFFEE AND THE JOURNEY TOWARDS A SUSTAINABLE FUTURE

Coffee Summit 2015 | October 30, 2015 | Austin, TX





GreenBlue is an environmental nonprofit dedicated to the sustainable use of materials in society. Our mission is to promote the principals of sustainable materials management — use wisely, eliminate toxicity, and recover more.



The Sustainable Packaging Coalition

- Membership organization that brings together hundreds of companies & stakeholders
- Working *together* to broaden the understanding of packaging sustainability, develop meaningful improvements
- Currently over 150 members

Reports



Packaging
design tools



Educational
courses



Conferences



SPC ADVANCE
CHARLOTTE, NC – OCT 6-8

Consulting



Q. What do you think has the biggest impact on the footprint of a cup of coffee?

A.) The coffee production

B.) The packaging

C.) The coffee brewing



Q. What do you think is better for the environment?

A.) Recycling

B.) Composting



Possible Sustainability Strategies

Sourcing

- Certified fibers
- Biopolymers
- Recycle content

Optimization

Environmental impact

- Carbon
- Energy
- Water

Recovery

- Recyclability
- Compostability



EPA Report: Material Generation & Recovery 2013

Figure ES-3. Materials Generation in MSW, 2013
254 Million Tons (before recycling)

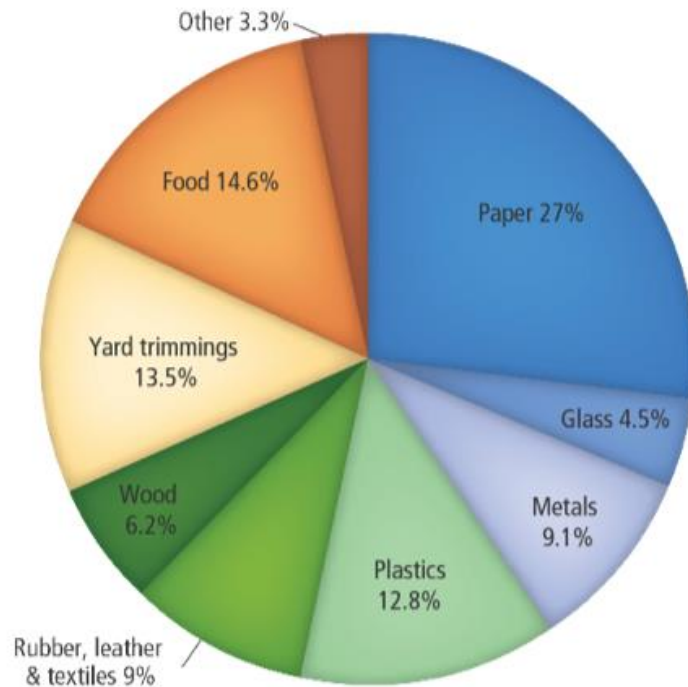
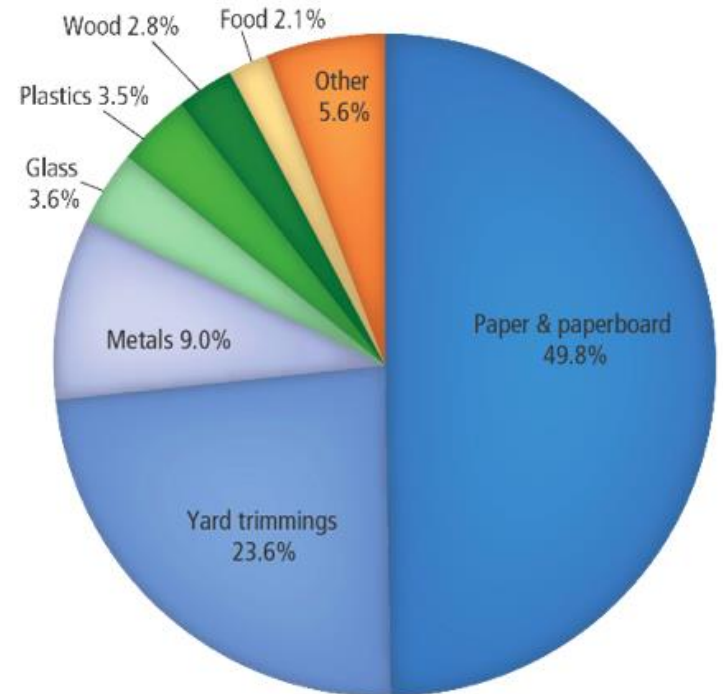
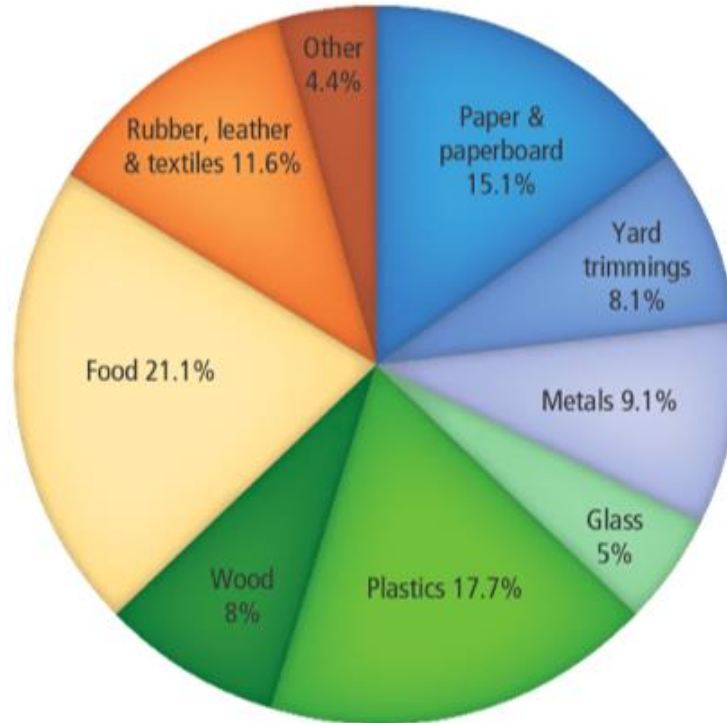


Figure ES-4. Materials Recovery in MSW, 2013
87 Million Tons



EPA Report: Material Generation & Recovery 2013

Figure ES-5. Material Discards* in MSW, 2013
167 Million Tons (after recycling and composting)

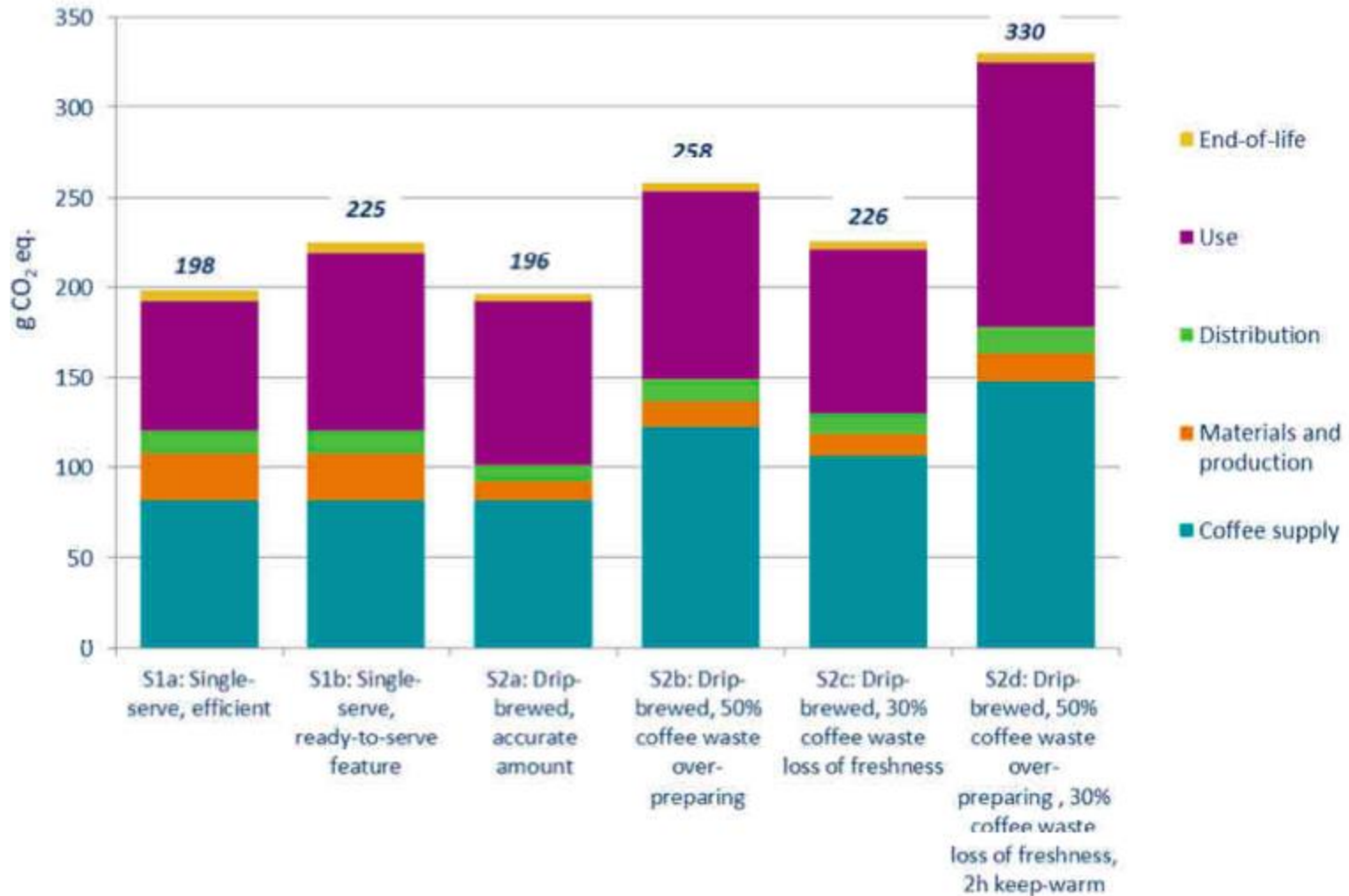


*Discards in this figure include combustion with energy recovery

Single-Serve Material Components



Life Cycle Analysis: Where are the Impacts?



PAC Food Waste Infographic

What does this mean for coffee?



A science-based research study was performed called a **Life Cycle Assessment**

☞ It compares two systems:

**SINGLE
SERVE
COFFEE**



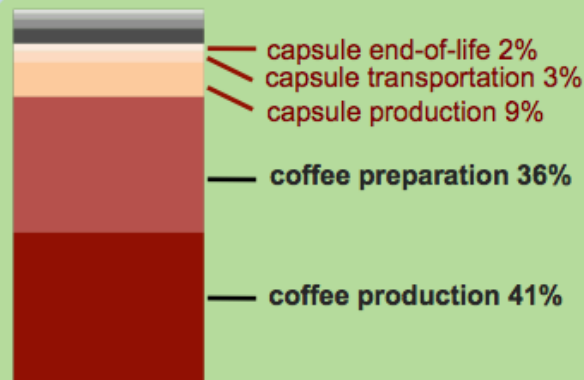
**BULK
COFFEE
BREWING**



☞ It does this by measuring impacts on AIR, WATER & LAND, collectively called the **environmental footprint**



The study found that the **capsule** footprint is a **small contributor** to the overall footprint of the single serve system!



Capsule life cycle impacts are **less than 15%** of the total carbon footprint

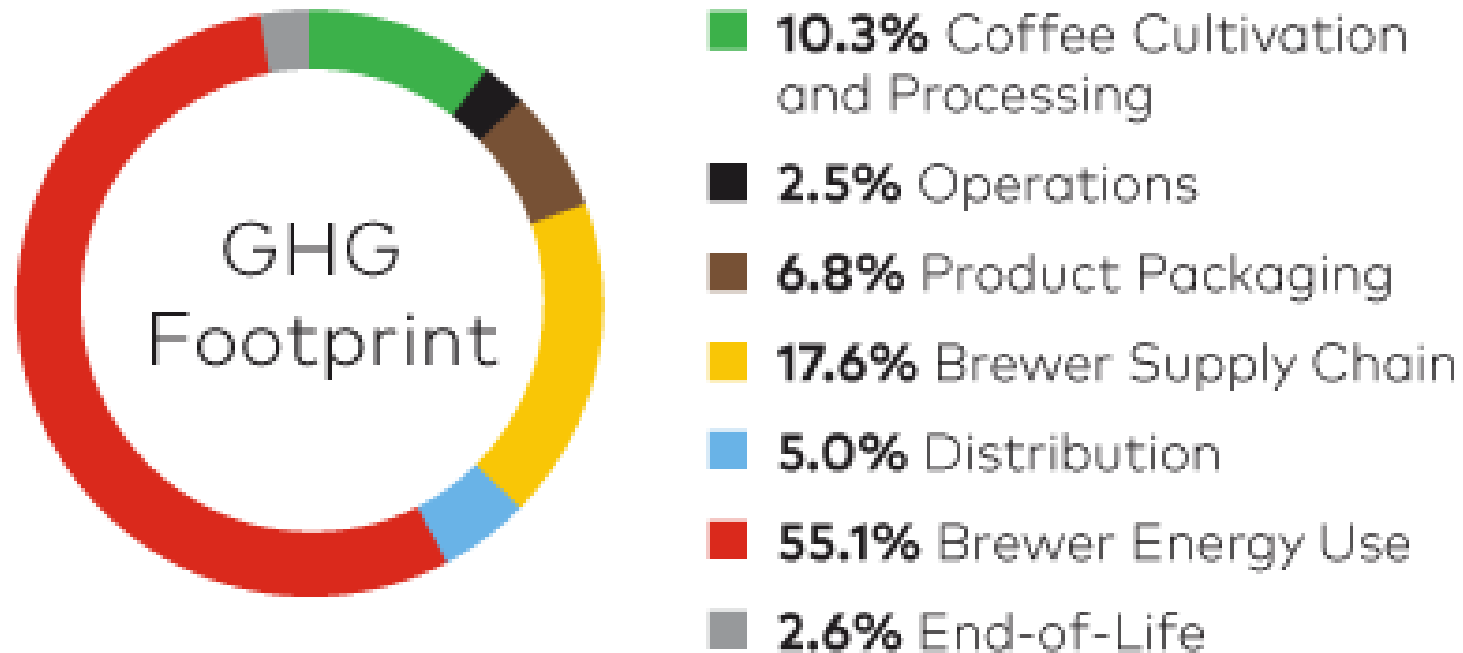
Packaging waste is a small factor

GreenBlue Note: Packaging waste is a small part of the total footprint, but it is visible and valuable. It needs a next life strategy



Keurig's GHG Footprint & LCA

CORPORATE GHG FOOTPRINT*



*Percentages do not total 100% due to rounding.

Deeper Dive into Recovery Strategies



3 of 4 Current Pod Formats are Recyclable

On a mission to deliver recyclable K-Cup pods in 2016

Current Pod Portfolio:

K-Cup Pod	K-Carafe Pod	K-Mug Pod	Vue Pod
			
			
On a path to recyclability	Recyclable today	Recyclable today	Recyclable today

Current recyclable pods are **Polypropylene #5**, recycled in 60% of US communities and 93% of Canadian communities

Today, Keurig is the largest manufacturer of recyclable pods in North America



COOL



PEEL

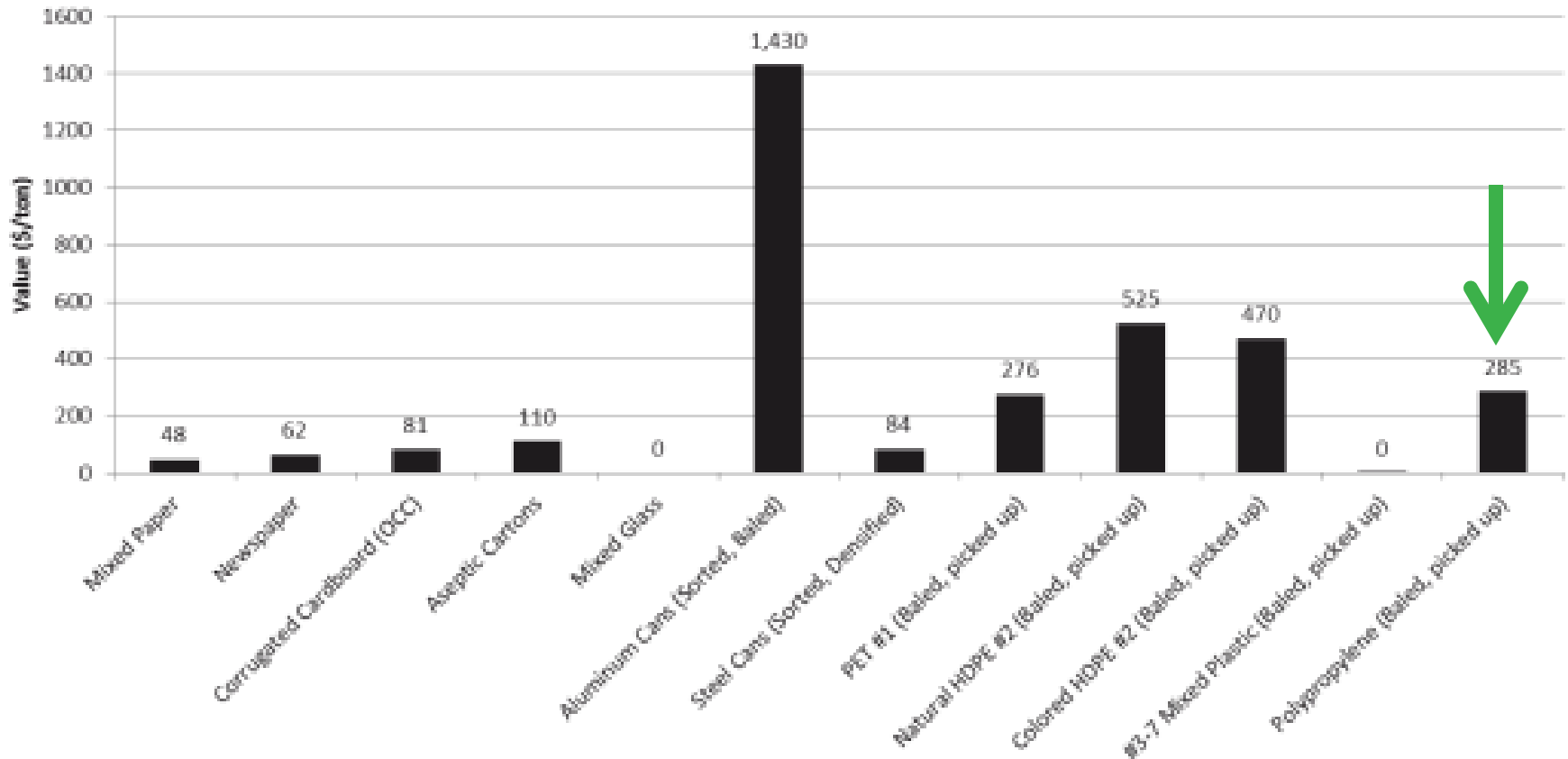


RECYCLE

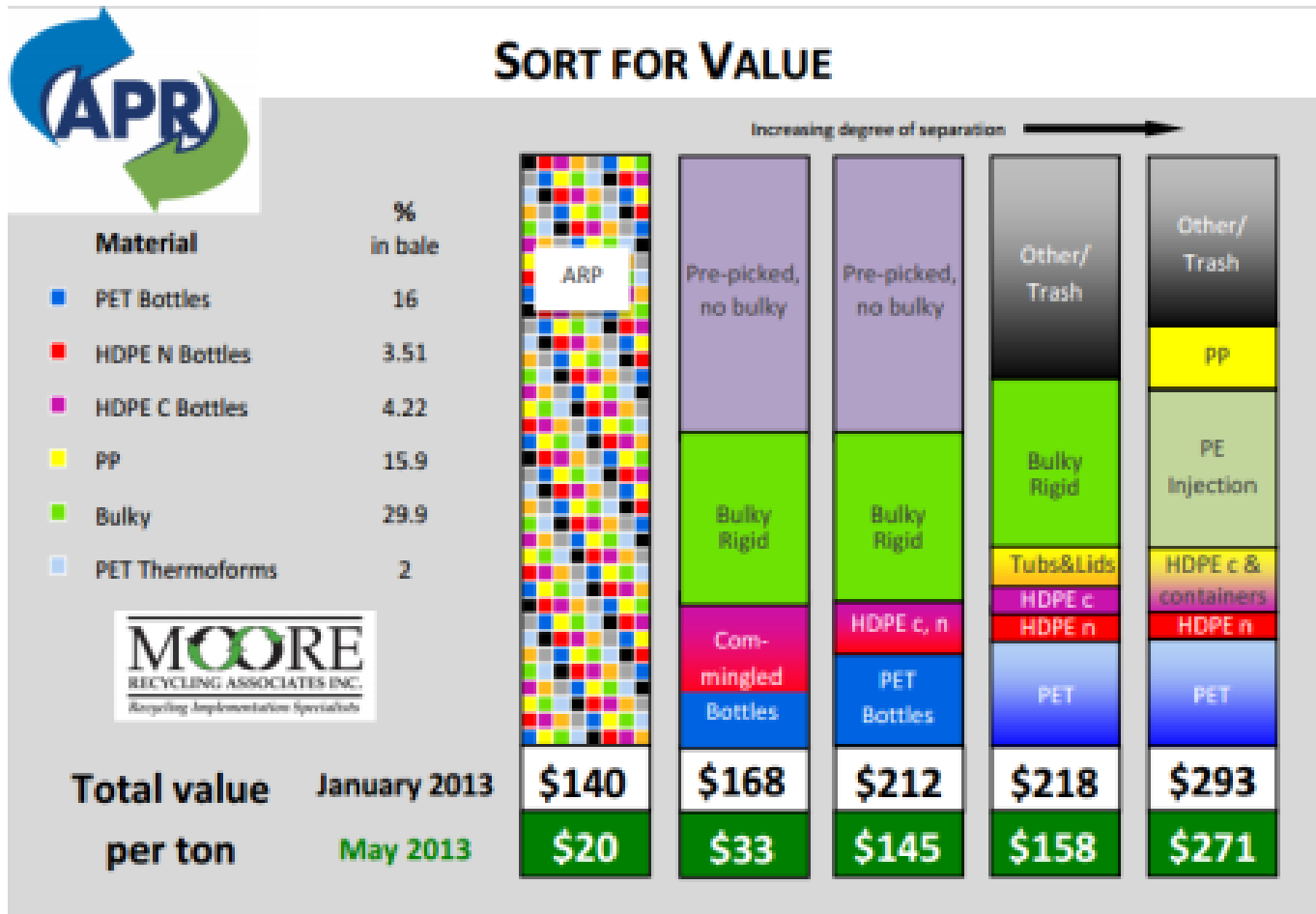


Material Selection: The Case for Polypropylene

Value of Recycled Materials - as of April 1, 2015



Material Selection: The Case for Polypropylene



Additional Strategies



Mother Parkers Tea & Coffee's Numi Tea

Recyclable "RealCup"

Rogers Family's OneCup



Plant-based ring,
poly mesh pod, lid is
transitioning to
paper

Nestlé's Nespresso aluminum pods



Aluminum capsules.
Nestlé has a program
to collect used pods for
recycling



PLA Pods
Compatible
with Nespresso

Boyd's (note foil pouch)



Compostability Strategy

Primary Benefits

- Recover coffee and packaging
- No separation required of the coffee from the pod

Primary Challenges

- Materials
- Access to Industrial Composting



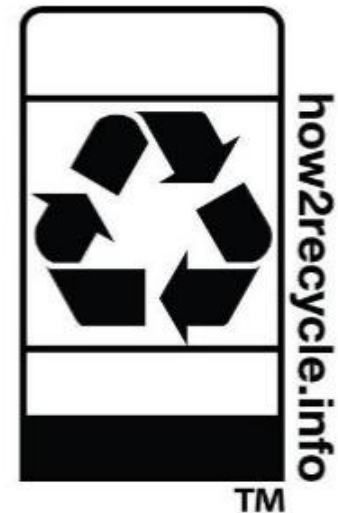
Photo Courtesy of San Francisco Bay Coffee.com

The SPC's How2Recycle Label

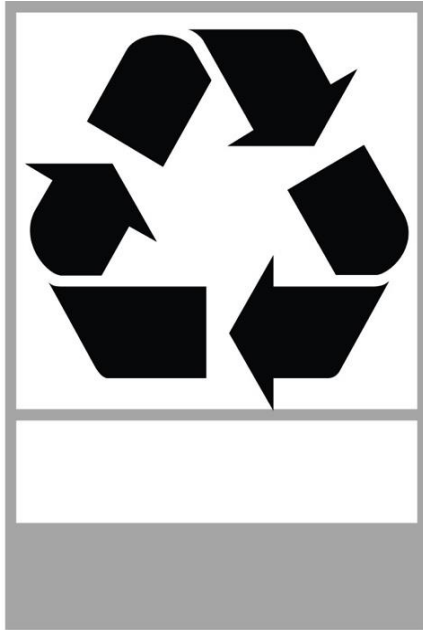
Consistent: harmonizing recyclability messages for all packaging categories.

Credible and compliant: leveraging **access-to-recycling data** and the SPC's expertise on recycling.

Clear and concise: validated through consumer testing and stakeholder feedback.



How Access-to-Recycling Data is Used:



***Not recycled in all communities**

WIDELY RECYCLED

At least 60% of the U.S. population can recycle this package type at curbside or municipal drop-off locations.

LIMITED RECYCLING

Between 20 - 60% of the U.S. population can recycle this package type at curbside or municipal drop-off locations. Check your local program.

NOT YET RECYCLED

Less than 20% of the U.S. population can recycle this package type OR includes a known contaminant to common recycling systems.

STORE DROP-OFF

Polyethylene bags and films are widely recycled at store collection points, including grocery and other retail stores. Check for participating locations.

How2Recycle Label design

Example for
Frozen Food Package

RECYCLABILITY ICON

Indicates the recyclability of
the packaging component

SPECIAL INSTRUCTIONS

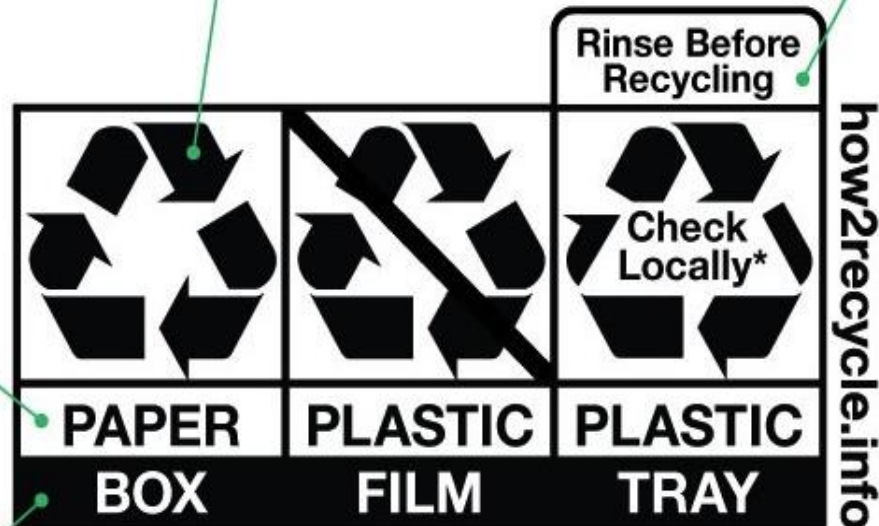
Specific directions for the
consumer to ensure successful
recycling

PACKAGING MATERIAL

Identifies the material
type of packaging
component

PACKAGING COMPONENT

The specific part of the package
referenced by the label



PROGRAM WEBSITE

Provides resources and
information on the label, local
recyclability and proper recycling

DRAFT

How2Compost Label

Preferred for a rigid
plastic cup, lid, bowl or tray



***Not in Backyard;
Composting
programs for
packaging may not
exist in your area**



Thank you!

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