



February 16, 2022

The Honorable Kumar P. Barve
Chair of the Environment and Transportation Committee
251 Taylor House Office Building, 6 Bladen Street
Annapolis, MD 21401

RE: Public Testimony Opposing House Bill 700, relating to: environmental claims

Dear Chair Barve and Members,

On behalf of the organizations listed above, thank you for this opportunity to provide comments to House Bill 700, relating to: environmental claims. We are **opposed** to this legislation in its current form.

We support the intent of reducing consumer confusion and eliminating inaccurate recycling labels, but achieving these goals will require industry, manufacturers, brands and retailers, recyclers and waste haulers, as well as citizens, communities, non-profits, academics, and federal, state and local governments to come together to support policies and programs to increase the supply of and demand for recycled materials and build a more circular economy.

This bill creates restrictions the use of chasing arrows and other recycling labeling. We support uniform labeling standards as an important aspect of increasing recycling. Additionally, we support states' adoption of the US Federal Trade Commission (FTC) Green Guides as a complement to existing state truth-in-advertising laws.

Creates a state-specific label. This proposed labeling standard will be very difficult for manufacturers to comply with, if not impossible. These standards will cause conflict across jurisdictions since these manufacturers do not exclusively distribute in Maryland. There may be inherent conflicts with how the labeling restrictions can coexist with future initiatives on extended producer responsibility, recycled content, and other packaging policy initiatives.

New definition of recyclability with unworkable criteria. Currently, no materials are being collected outside the curbside that are recovering 60 percent of their value as this bill proposes. Labeling restrictions in this bill will prevent manufacturers from communicating with their consumers on how to properly recycle those materials, resulting in fewer materials being recycled and manufactured into new packaging and products. As a result, more materials will end up in landfills, negatively impacting the state's ability to achieve its diversion goals.

Extended producer responsibility. We believe this issue should be incorporated into a broader

discussion of extended producer responsibility that moves Maryland closer to a more comprehensive circular economy solution.

Again, thank you for this opportunity to provide this information to the committees. If you have any questions or if I may be of further service, please feel free to contact Josh Young at Josh_Young@americanchemistry.com.

Sincerely,

A handwritten signature in black ink, appearing to read 'AS Peer', with a stylized flourish at the end.

Adam S. Peer, Senior Director
American Chemistry Council