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& **PREFERRED** by Consumers

Amy's Kitchen emphasizes recycling promise with RPA-100% partnership.

Headquartered in Petaluma, California, Amy's Kitchen began in 1987 as an independent, family-owned business dedicated to making it easy and enjoyable to eat well. Since then, Amy's has focused on cooking authentic, great-tasting food that's accessible to every consumer and made with meticulously chosen organic ingredients.

Equally important are the sustainability measures the company has been making behind the scenes.

Take packaging, for example. Amy's firmed up their recycling commitment by working with the 100% Recycled Paperboard Alliance (RPA-100%).

RPA-100% is a nonprofit trade group that promotes the use and labeling of 100% recycled paperboard.

The organization serves as a bridge between recycled paperboard manufacturers and consumer products companies. Through a stringent certification program, RPA-100% verifies that no virgin fiber is included in the packaging.

And for companies like Amy's, that means one less thing to worry about.

Organic before organic was cool

At Amy's, they like to say they were organic before organic was cool. When the U.S. Department of Agriculture created organic standards, they looked to Amy's for guidance.

So it makes sense that Amy's continues to innovate and look for ways to lighten the company's environmental impact.

Renaud des Rosiers, senior manager for environmental impact at Amy's, says signing a partnership with RPA-100% not only made sense, but was also the right thing to do.

The commitment firms up and protects a practice that was already in place, but the significance can be seen internally and externally.

"It's one way for us to show our credentials as a brand, living up to these values that our consumers expect of us. At Amy's we like to lead. Being part of RPA-100% sends a clear signal to consumers, who expect the company to be a leader around recycling, deforestation and responsible fiber use," des Rosiers says.

"Some labels speak to something that sounds virtuous, but you don't really know what they mean," he says. "100% recycled content fiber is a straightforward message that people can connect with."

Leading the way on sustainability

The team at Amy's leads by example. Luckily, converting to 100% recycled paperboard packaging is a relatively painless step for other companies to follow.

RPA-100% has done all the heavy lifting and established a reliable, transparent system. A fiber certification process established in 2014 means member companies can see what mills they're working with and substantiate the recycled fiber claims of all uncoated and coated recycled paperboard.

And as des Rosiers says, "This step can be a gateway behavior" for other sustainability measures. "It makes you think, 'That was manageable. What else can we do to scale impact?'"

It's also a way for companies to work together to improve the recycling system for the long run.

"You can create momentum to move markets and start to increase demand for recycled content," he says.

What's next for Amy's?

About 75% of the company's packaging is recyclable. Amy's is focused on the next sustainability goal: To make 100% of Amy's packaging recyclable or compostable by 2030. To get there, they are developing compostable films and food trays for their frozen products.

That will be one more circular economy solution that others can emulate.

The team at Amy's know they are in a good position to set the bar.

"Look at our brand," des Rosiers says. "We're not just any anonymous company. We're in the natural food space. We're an organic food company. We always have been."

And when it comes to using 100% recycled fiber, they are in good company.

More than 200 companies use the 100% recycled paperboard symbol, including 3M, Ben & Jerry's, Chobani, Danone, General Mills, Kellogg's, Nestle', Proctor & Gamble, Reynold's Consumer Products, SC Johnson and Unilever. These companies label more than 10 billion recycled paperboard cartons with the RPA-100% symbol.

For additional information about RPA-100%, including its members and license program, go to rpa100.com.