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FOR IMMEDIATE RELEASE March 4, 2024

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**WASTE REDUCTION AND RECYCLING ACT GAINS KEY SUPPORT
BI-PARTISAN TENNESSEE BILL BACKED BY PACKAGING INDUSTRY
PROMISES SOLUTION TO TRASH AND LANDFILL CRISIS**

Nashville, TN—This week, an industry consortium expressed its support for the Tennessee Waste Reduction & Recycling Act (SB0573/HB0550). This bi-partisan bill seeks to expand the recycling infrastructure in Tennessee and ease the strain on our region’s landfills.

The Sustainable Food Policy Alliance, including member companies Mars, Nestlé, Danone and Unilever, has authored a letter of support for the bill, currently being considered by Tennessee lawmakers. The letter states “we know that passing this bill will take us another step closer to a waste and recycling future where companies like ours can set and meet ambitious packaging and recycling goals, consumers are educated to better navigate their local recycling systems, and we can all be better stewards of the environment.”

This support comes at a critical time in the legislative session, as the bill is scheduled for a vote in the Senate Energy, Agriculture and Natural Resources committee on Wednesday, March 6th.

The bill has gained bipartisan support in the Tennessee House and Senate, including senate sponsors Heidi Campbell, Frank Nicely, Charlane Oliver, Richard Briggs, Sara Kyle, and Raumesh Akbari.

“The support from the industry is a green light for advancing this critical legislation, and I am confident my colleagues on both sides of the aisle will step up to support it, and provide real solutions for our solid waste crisis,” says Senator Heidi Campbell. “This is the right thing for the people and economy of Tennessee,” says Campbell.

If approved, the legislation will shift many of the costs of recycling from local governments and taxpayers to the companies who produce the packaging that ends up as litter or in our landfills. The companies that comprise the Sustainable Food Policy Alliance are advocating for this legislation that will ultimately improve recycling and make recycling opportunities more accessible to all Tennessee communities in the coming years.

“We are pleased that our state’s leadership and the companies that have a footprint in Tennessee are taking this challenge seriously and presenting a workable solution that benefits everybody,” says Jeffrey Barrie, CEO of Tennessee Environmental Council.

[Review the letter of support from the Sustainable Food Policy Alliance at this link.](#)

[Learn more about the SB0573 at this link.](#)

For more information, visit reimaginepackagingtennessee.org

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