



March 27, 2025

Assemblymember Isaac Bryan
Chair, Assembly Committee on Natural Resources
1021 O Street, Room 164
Sacramento, CA 95814

Re: AB 473 (Wilson) – **SUPPORT**

Dear Chair Bryan and Committee Members,

On behalf of a broad coalition of producers and community leaders committed to achieving California's recycling goals, we are writing in strong support of AB 473 (Wilson), which allows producers to continue the use of environmental claims such as the chasing arrows symbol so long as specific recycling and environmental requirements are achieved. This critical piece of legislation provides the clarity and feasibility necessary to help businesses continue to promote recycling while maintaining transparency for consumers, thereby advancing California's ambitious environmental goals.

California has long been a national leader in recycling and environmental sustainability. With landmark laws like SB 343 (Allen, Chapter 507, Statutes of 2021) and SB 54 (Allen, Chapter 75, Statutes 2022), the state has set aggressive targets for packaging recycling and waste reduction. However, as we work toward achieving these goals, there are challenges for producers navigating the complexities of recyclability policies, especially in the period between updates to CalRecycle's Material Characterization Study.

AB 473 addresses a gap in the law by amending the “on-ramp” provision included in SB 343. SB 343 implemented first-in-the-nation “truth-in-labeling” requirements and prohibited products and packaging from labeling material as recyclable, including using the recycling “chasing arrows” symbol, unless the material meets specific collection, sorting, and remanufacturing standards. AB 473 ensures that producers who are participating in statewide recycling programs and are in compliance with California’s environmental laws can continue to use recycling symbols, like the chasing arrows, to encourage consumers to recycle and incentivize investment into new material and recycling technologies.

AB 473 provides businesses with the necessary time to transition smoothly and meet the deadlines set forth in SB 54, including ensuring that 100% of single use packaging is recyclable or compostable by 2032. This phased-in approach also ensures that consumers are provided with accurate and trustworthy recycling information.

As a coalition of diverse stakeholders committed to achieving a sustainable, circular economy, we believe AB 473 is a crucial step forward. We strongly urge you to support this legislation, as it will empower both businesses and consumers to meet California’s recycling targets and protect the state’s leadership in environmental stewardship.

Thank you for your consideration of our support for AB 473. We look forward to working with you to further California’s recycling goals.

Sincerely,

Agricultural Council of California
American Chemistry Council
American Forest & Paper Association
California Chamber of Commerce
California Farm Bureau
California League of Food Producers
California Manufacturers & Technology Association
California Retailers Association
Carton Council of North America
Consumer Brands Association
Dairy Institute of California
Ferrara Candy Company
General Mills, Inc.
Hormel Foods Corporation
Household & Commercial Products Association
International Dairy Foods Association
Keurig Dr. Pepper
Meat Institute
Moody Dunbar, Inc.
Nestle
Pet Food Institute

cc: Assemblywoman Lori Wilson
Members, Assembly Committee on Natural Resources
Elizabeth MacMillan, Principal Consultant, Assembly Committee on Natural Resources