



Source: Unigrains based on EPA

US consumer awareness of the environmental footprint of packaging has increased in recent years, as evidenced by surveys. Although the coronavirus crisis has turned the spotlight onto the role of packaging in food safety, this awareness persists, particularly among Millennials and Gen Zs.

That said, recycling rates for household packaging are still at modest levels (54% overall in 2018, 14% for plastics), lower than in the EU (70% and 42%, respectively). These levels reflect a complex and heterogeneous context in terms of regulatory framework and waste management.

In the United States, there is currently no federal framework addressing the environmental impact of packaging. However, discussions are under way. In November 2020, the EPA (Federal Environmental Protection Agency) announced a recycling goal of 50% of waste by 2030 (32% in 2019) and is

working on a national recycling strategy. In parallel, the *Break Free from Plastic Pollution Act*, which was rejected in 2020, was reintroduced in March 2021 in an amended form (and under a new administration). This project aims, among other things, to ban certain single-use plastics, to encourage recycling and reuse, and to introduce requirements for recycled material content. However, some of the provisions remain highly contentious.

On the other hand, there are regulations and bills at the state level to reduce the marketing of certain materials or to require a minimum recycling rate. The national average hides major disparities, linked to the level of requirement of the specific provisions for packaging, or to the existence of deposit schemes for glass or plastic bottles.

