



Earthcycle Packaging

Simple. Natural. The Smart Choice.

Earthcycle has used the design brilliance of nature to develop innovative sustainable packaging made from a renewable resource, called palm fiber, which composts in less than 90-days, turning into a healthy contribution to the soil.

Earthcycle's President, Shannon Boase, was first introduced to palm fiber packaging while managing a technology commercialization fund for the Malaysian government from May 2002 to July 2004. Inspired by the renewable resource – formerly considered a waste product and incinerated – Boase was compelled to introduce this agricultural phenomenon to the North American market.

Since its inception in November 2005, Earthcycle's durable packaging has proven to be an innovative and eco-responsible way of reducing the ever-growing packaging crisis that is the chief contributor to North America's mounting waste problem. Having gained immediate momentum in the US – Earthcycle's packaging is now currently available in select Wal-Mart, Whole Foods, Wegmans, Trader Joe's, Loblaws, Alidi's and Sobeys.

Earthcycle's packaging offers a smart packaging choice to consumers, while protecting the natural world that sustains us. Of the 9.3 billion clear plastic produce containers used each year in the US, roughly 8.4 billion of these containers end up in the trash – this equals 184,527 tons of plastic with an annual disposal cost of more than \$10.9 billion. If the 9.3 billion units of pre-packed produce were packed in Earthcycle's palm fiber packaging, more than 410 million pounds of waste could be diverted from landfill to compost, turning into healthy humus for the soil.

Learn more at www.earthcycle.com

-30 -

Media Contact:

Laura Murray, Curve Communications

T: 604.684.3170 (ext. 112), C: 778.231.3128, F: 604.684.3171

lmurray@curvecommunications.com



Fast Facts

- Earthcycle packaging is made from palm fiber. Conventionally, palm fiber is considered waste from the palm fruit, which is used in the production of palm oil, an ingredient in many different everyday products including food and cosmetics.
- Historically, palm fiber has been incinerated, not an environmentally-friendly way of disposing of the waste product
- Palm fruit is a renewable resource, harvested year-round, with a raw material cycle time of just six months.
- To put that in perspective, petroleum-based plastic packaging such as PET, PE and PP have a raw material cycle time of 150 million years.
- It is palm fiber's long strands that contribute to the phenomenal strength and durability of Earthcycle packaging.
- Malaysia provides up to 60 percent of the world's palm oil.
- Natural wax present in palm fiber makes the packaging repellant to water and oil.
- Earthcycle's palm fiber pulp is FDA and CFIA certified for food packaging.
- Earthcycle is certified home compostable, is non-genetically modified and is recyclable.
- Earthcycle packaging decomposes in less than 90 days and can be tossed into backyard composters, balcony composts or it can be included in community green bin programs.



By the Numbers:

- If the 9.3 billion units of rigid (i.e.: plastic) pre-packed produce sold annually were packaged in Earthcycle packaging, more than 410 million pounds of waste would be eliminated.
- For every 100 pounds of product manufactured in the United States, we create at least 3,200 pounds of waste.
- When plastics are buried in a landfill, they occupy 25 percent of all landfill space.
- Roughly 10 percent of the fossil fuel consumed in the US is used to manufacture plastics and fibers. This equates to roughly 740 million barrels of oil per year.
- The world's annual consumption of plastic materials has increased from around five million tonnes in the 1950s to nearly 100 million tonnes today.
- Packaging represents the largest single sector, or 35 percent, of plastic use; plastic is the material of choice in nearly half of all packaged goods.

-30 -

Media Contact:

Laura Murray, Curve Communications

T: 604.684.3170 (ext. 112), C: 778.231.3128, F: 604.684.3171

lmurray@curvecommunications.com



Shannon Boase, President, Earthcycle Packaging Ltd.



With more than 20 years of experience successfully commercializing ideas and technologies in the Asia Pacific region, Shannon Boase is a proven senior international business executive. Her specialities lie in developing and orchestrating the fine details of bringing ideas to market, including operations, branding, marketing, communications and talent management.

As C.E.O and founder of Earthcycle Packaging Ltd., a Vancouver, BC-based company specializing in home compostable product packaging, Shannon has positioned herself as a leader in bringing eco-responsible packaging alternatives to the North American market.

Prior to Earthcycle's start-up, Shannon managed a technology commercialization fund for the Malaysian Government from May 2002 to July 2004. During her work, she was introduced to the concept of using waste from the palm oil industry to make packaging. Her work in Asia paved the way for Shannon's entrance into the eco-responsible packaging market in North America.

Shannon has earned an MBA in Technology and Innovation from the Theseus Institute in France, a Graduate Diploma in Asian Studies from the McRae Institute of International Management (Capilano University) and a Bachelor of Business Administration (Marketing) from Simon Fraser University.

Shannon is conversationally fluent in Thai and is an avid road cyclist and ocean kayaker.

-30 -

Media Contact:

Laura Murray, Curve Communications

T: 604.684.3170 (ext. 112), C: 778.231.3128, F: 604.684.3171

lmurray@curvecommunications.com



Earthcycle Evolution

- April 2002 to September 2004: Earthcycle President Shannon Boase hired by the venture capital arm of the Malaysian Government to help bring palm fiber usage to market.
- October 2004: Back in Canada, Shannon sees the opportunity to bring palm fiber packaging to North America and returns to Asia to negotiate the exclusive distribution rights of palm fiber packaging for North America.
- November 2004: Earthcycle Packaging Ltd. is formed. Research and market development kicks into high gear.
- November 2004 to October 2005: Earthcycle signs on with the Oppenheimer Group (international marketers of fresh produce) to develop products specific for fresh produce packaging.
- Development of product design, moulds and tools gets underway.
- Oppenheimer product trials begin.
- November 2005: Earthcycle officially launches at the Produce Marketing Association Annual Convention and Trade Show in Atlanta, GA.



- May 2006: Wal-Mart USA and Whole Foods sign on to carry Earthcycle packaging in their stores, wanting to minimize their environmental impact.
- June 2006 to present: Earthcycle is chosen by major national retailer such as Wegmans, Trader Joe's, Aldi's, Loblaws and Sobeys for packaging fresh produce.
- October 2007: Earthcycle and Oppenheimer are awarded the PMA's Inaugural Impact Award for Excellence in Produce Packaging (Sustainability).
- April 2008: Earthcycle receives the prestigious Dupont Award for Innovative Packaging.
- May 2008: Shannon Boase is honored as the Distinguished Alumni from Capilano University.
- September 2009: Earthcycle receives the Social Venture Network Innovation Award.

-30 -

Media Contact:

Laura Murray, Curve Communications

T: 604.684.3170 (ext. 112), C: 778.231.3128, F: 604.684.3171

lmurray@curvecommunications.com



WHAT CUSTOMERS SAY

The following is a sample of the feedback we are receiving through our website feedback form from retail customers who have tried Earthcycle.

"I would like to see ALL PACKAGING be compostable or reusable, no more 10,000 year plastic. Recycleable is ok for now but it still needs to be transported away and reconstituted which requires significant resources. Let's make standard size packaging and REUSE it. Thanks you!"

-Retail customer, Oakland, CA

"Great! Packaging is very important to me – as in, the less packaging the better! Earthcycle packaging doesn't make me feel guilty and it keeps produce products from getting smooshed!"

-Retail customer, Suffolk, VA

"I'm going to be looking for this type of packaging from now on, especially since I'm intending to start composting in the near future. Thank you so much for helping the earth, but most of all for helping PEOPLE. I'm always concerned about traditional plastic containment for foods - it's really not good for us. THANKS!!"

– Retail customer, Hagerstown, MD

"I bought the kiwi because it was organic. The compostable packaging is a bonus."

– Retail customer, Waterloo, IL

"Totally impressed! What really caught my eye was the print - backyard compostable. Now you have given me the ability to take care of my own imprint! Thank you! Thank you! Now I will be looking for your packaging and I will buy for that reason! I'm behind you as a concerned consumer 100%!"

– Retail customer, Mammoth Lakes, CA

"Cool;finally no Styrofoam!"

-Retail customer, Royal Oak, MI

"Thank you for caring about the earth! I will continue to buy the kiwi fruit and hope Walmart will carry more of your products. I only buy organic and I am an avid re-cycler! The kiwi fruit are so much more delicious than non-organic! Thank you so much for your product!! Keep up the great work!"

-Retail customer, Yorktown, VA

"Loved it. Want to see more products packaged in this way."

-Retail Customer, San Anselmo, CA

"This was the first time I noticed your packaging and I love it. I want all my food and product packaging to be like this. Compostable! No evil dies, no bleaches! Wow! And it feels great – the smooth side is lovely, and the rough side is perfect."

-Retail customer, Medford, MA

"I didn't know such a product existed, so I was glad to see steps were being taken. The packaging maintained its integrity and served its purpose well."

-Retail customer, Stockton, CA

"Which Toronto based grocers use your packaging? I think you have a great idea and would like to support it by purchasing from those grocers."

-Retail customer, Toronto, ON

"I stumbled upon your website in search for sustainable packaging alternatives. LOVE, LOVE, LOVE what you are doing and you have a very informative and interesting website. THANK YOU!"

"I would choose Earthcycle packaging over anything else, but I buy organic whenever possible so I would weigh those two against each other. I always recycle, so the organic would be foremost in my mind. What you're doing is AWESOME and I completely support and applaud. Would buy whenever available. Thank you."

-Retail customer, Pasadena, CA

"It's awesome. It's about time someone came up with this. Keep it up. In other words, I was very excited."

-Tucson, AZ

"It looks very earthy. I was excited to see the compostable sticker. I hope to see a whole lot more of your packaging around. Great job!"

-Retail customer, Roseville, CA

"I am really glad you are out there. I hope you'll get to spread throughout the world."

-Retail customer, Los Angeles, CA

"I had no idea that this kind of packaging was available. I was very impressed that I could compost the packaging instead of throwing it in the recycle bin. Is there a way to find out about other products and companies that use your packaging?"

-Retail customer, Lake Mary, FL

"Great look and happy that it is BACKYARD compostable, not commercial. I haven't disposed of it. I am keeping the tray! I am a sustainability educator and consultant, and am always looking for products to refer to my clients."

-Retail customer, Los Angeles, CA

"Although I didn't realize the packaging was compostable when I bought it, I was delighted to see the sticker that I can compost the packaging! I am an avid gardener and have had a compost pile for approximately two years! I am going to school to be a science teacher, and consider one of the most valuable lessons a student can be taught is how to lessen their footprint on the earth!"

-Retail customer, Temecula, CA

-30 -

Media Contact:

Laura Murray, Curve Communications

T: 604.684.3170 (ext. 112), C: 778.231.3128, F: 604.684.3171

lmurray@curvecommunications.com



Earthcycle's Ethical Sourcing of Palm Fiber

North Americans are largely unfamiliar with the bright orange and red clusters of palm fruit that grow on giant husks, even though they produce palm oil, an ingredient found in a wide range of food and beauty products. More than 70 percent of palm oil is derived from plantations in Malaysia and Indonesia, where the first palm tree was planted in the 1800's. Palm oil is highly efficient—it is eight times more productive per acre than soybean oil and accounts for roughly a third of the world demand for vegetable oils.

Palm oil is a main source of calories for people in developing nations and the farming of it provides employment to many. In recent years, the price for palm oil has jumped by 70 percent due to increasing demand from traditional food sources and from new demand for palm oil in the form of biodiesel, which in many cases is being subsidized by western governments. This hunger for palm oil has not only had a major impact on household expenditures in the developing world, but has also threatened the lush, diverse rainforests of Borneo and Sumatra that are home to numerous endangered species, such as orangutans.

Earthcycle's products are made from a waste product of the palm oil industry. Specifically, our packaging material is a moulded pulp product made from the husks where the palm fruit grow. One palm tree can give fruit up to three times per year and has a life span of up to 14 years before replanting.

Each husk is plucked from the palm tree when the fruit are ripe and one husk can contain up to 3,000 fruit. Once harvested, the fruit is mechanically separated from the husk and pressed into oil. The remaining husk—now called an Empty Fruit Bunch—has traditionally been considered waste and is incinerated. Through innovation, Earthcycle has developed a way to turn this waste into an environmentally responsible packaging material that is certified biodegradable and compostable, while meeting all US FDA and Canadian CFIA guidelines for food contact packaging. Suitable for backyard compost situations, the packaging breaks down and forms healthy and productive humus for the soil within 90 days.

After years of living in South East Asia, Earthcycle's President and Founder, Shannon Boase, was well aware of the destructive tendencies of industrial agriculture and the impact excessive demand was having on the natural world. As a result, Earthcycle chose its productive input carefully and became an early member of the Roundtable for Sustainable Palm Oil (RSPO) (see www.rspo.org).

The RSPO is a unique organization, bringing together groups that would normally be on opposite sides of the table, to define and certify sustainability in the palm oil industry. Members of the RSPO include social and environmental NGO's, grassroots organizations and members along the entire supply chain—plantation owners, millers, traders, retailers and financiers. The RSPO agreed on a set of Principles and Criteria for the Production of Sustainable Palm Oil in 2006, quickly launching the certification system in 2007.

Earthcycle commissioned SGS Qualipalm, an authorized auditor for the RSPO; to assess its source of palm fiber against the RSPO defined guidelines for land title, High Conservation Value (HCV) areas and agrochemical use.

Based on the SGS Qualipalm report, Earthcycle can safely say the following:

The plantation first planted palm trees in 1976. Land titles exist and serve as legal proof of occupation and use.

All pesticides used are officially registered in Malaysia.

Our partner plantation is located in an area of Peninsular Malaysia, where there is no significant High Conservation Value (HCV) forests or habitats. No orangutans were lost in development of the plantation—Peninsular Malaysia has not recorded sightings of orangutans. Sightings of species protected under Malaysian law on the plantation include monitor lizards, barn owls and forest cats.

There has been no conversion of Environmentally Sensitive Areas (ESAs) to oil palm as per Malaysia's National Plan. Issues of HCVF are minimal since current activities do not involve clearing of natural areas.

The quest for sustainability is a journey—if we were all perfect, there would be no need for the certification in the first place. So, it is expected that there are areas in the plantation management that need improvement as measured against the RSPO Principles and Criteria.

Major areas where improvement is needed:

Boundary stones along perimeter to adjacent state land are assumed to be in place, but not observed.

Integrated management system on pesticides needs to improve. There needs to be a standard operating procedure for storing and handling of pesticides.

Earthcycle acknowledges that there is still much work to be done and is committed to working with our current partners to help them improve best practices in their operations. We also commit that all future sources of fiber will

need to be assessed against the RSPO criteria for land title, HCV areas and agrochemical use.

-30 -

Media Contact:

Laura Murray, Curve Communications

T: 604.684.3170 (ext. 112), C: 778.231.3128, F: 604.684.3171

lmurray@curvecommunications.com



earthcycle

Earthcycle ~ *The Natural Packaging Choice*

- Made from a renewable resource – palm fiber
- Natural product – no bleach, dyes or chemicals
- Certified compostable and renewable
- FDA Certified, Food Grade Packaging
- Water and grease resistant
- Microwavable
- Cost competitive with PET and PLA
- Variety of shapes, sizes and applications: fresh produce, seafood, meat and poultry, nuts, seedling & herb pots, food service and consumer goods
- Lid solutions for specific needs: netting, NatureFlex™ compostable film, stretch wrap, and recyclable PET lid
- Two color choices available: 'vanilla' & 'earth'



www.earthcycle.com

T: (604) 899-0928

E: info@earthcycle.com



The "R's" and Earthcycle ~ <i>Down to Earth Packaging</i>	
<u>R</u> emove Packaging	If packaging is necessary, it should be natural packaging that returns to where it came from – the earth – with minimal inputs of water, moisture and sunlight. Earthcycle's molded palm fiber packaging is certified compostable to the ASTM D6400/D6868 standard. Within 90 days in a backyard composter or city composting facility, the packaging breaks-down into a healthy, productive humus for the earth.
<u>R</u> educe Packaging	Earthcycle provides strength and durability without requiring excessive packaging or weight.
<u>R</u> euse Packaging	Earthcycle material has the tensile strength of titanium alloy and is produced without the use of harmful bleach, dyes or chemicals. The consumer may re-use the containers in various applications.
<u>R</u> enewable	Earthcycle Packaging is made from an annually renewable resource called palm fiber – a waste product discarded when palm fruit is harvested throughout the year for its oil. Its bio-based analysis, using ASTM D6866, is 98% (+/- 3%).
<u>R</u> ecyclable	Earthcycle Packaging is made from 100% post industrial material and is recyclable through coordinated city and state mixed paper streams.
<u>R</u> evenue	Earthcycle Packaging is priced to compete with alternative packaging choices. Using Earthcycle products provides a consistency of message with organic and natural products and can help extend and strengthen messages from brand owners.
<u>R</u> ead	<i>For additional information and creative packaging solutions, visit or contact:</i> www.earthcycle.com T: (604) 899-0928 E: info@earthcycle.com