Carton Recycling is Officially Mainstream with 60% of Houses Able to Recycle

The Carton Council of North America is proud to announce that carton recycling is officially mainstream, with 60 percent of U.S. households able to recycle food and beverage cartons through their local recycling programs. This is an important milestone because food and beverage carton recycling is now available to a substantial majority of consumers, according to the Federal Trade Commission green guidelines.

“This is an exciting achievement that could not have been achieved without the hard work and collaboration among our partners across the industry,” said Jason Pelz, vice president of recycling projects for the Carton Council of North America and vice president, environment, Tetra Pak Americas. “Thanks to the growing list of recycling program coordinators, facility operators and recycling company representatives who recognize firsthand the value of carton recycling, we have been able to achieve this tremendous success and are proud that carton recycling is now considered mainstream.”

The Carton Council will launch a new digital education campaign on February 1 that will provide ways communities can get involved to promote carton recycling in a fun and engaging way. Please email CartonCouncil@fenton.com if you are interested in learning more about the campaign.

The Carton Council continues to leverage the strong foundation built with significant access and remains committed to advancing sustainable carton recycling in the U.S. and growing carton recycling rates. Thank you to all who have supported us on this journey!