What you can say about recycled content in Canada

1) The reference document for this information is Environmental claims: A guide for industry and advertisers, developed by the Canadian Standards Association (CSA) in partnership with the Competition Bureau Canada. See http://www.competitionbureau.gc.ca/.

2) Recycled content is understood to be an average measurement since the amount of recycled content used in a mill can vary over different production runs. A 12-month rolling average is commonly used. Some customers request their specific averages.

3) Recycled content average refers only to the paper fibre component (it does not include other non-paper materials that may be added to the box, bag or carton). We suggest you use the word “paper” rather than “fibre” since it is more commonly understood by consumers.

4) Mill broke is not to be included in any calculation of average recycled content. Broke is regarded as part of the original production process. However, corrugated cuttings and boxboard trim can be counted as part of a mill’s average recycled content because they are paper materials coming from off-site back to the mill for recycling.

5) PPEC supports the position that no distinction should be made that implies that post-consumer recycled paper is somehow superior to pre-consumer recycled paper. However, some customers do ask for this breakout. Here are the definitions:

   **Pre-Consumer:** Material diverted from the waste stream during a manufacturing process. Excluded is reutilization of materials such as rework, regrind or scrap generated in a process and capable of being reclaimed within the same process that generated it. (Corrugated cuttings and boxboard trim are examples of pre-consumer recycled).

   **Post-Consumer:** Material generated by households or by commercial, industrial and institutional facilities in their role as end-users of the product which can no longer be used for its intended purpose. This includes returns of material from the distribution chain.

6) For the appropriate recycled content logo, its positioning, and guidelines on wording, refer to the reference document noted at 1) above.
Canadian Mill Average Recycled Content of Paper Packaging (Domestic Shipments, 2016)

Average Recycled Content
By the Numbers

- **Paper Packaging**: 77%
- **Containerboard**: 83%
- **Boxboard**: 73%
- **Kraft Paper**: 0%

Canadian Domestic Shipments (2016)