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**ONCE UPON A FARM ORGANIC BABY FOOD ANNOUNCES EXPANDED  
RECYCLING PARTNERSHIP WITH TERRACYCLE**

*Once Upon a Farm Packaging Nationally Recyclable Through TerraCycle®*

**TRENTON, N.J., October 22, 2019** – Once Upon a Farm, the beloved kid nutrition brand that makes organic, cold-pressed baby food, smoothies and applesauce, has expanded their partnership with international recycling company TerraCycle® to offer consumers a free, easy way to recycle packaging from their entire product line.

“Sustainability is an ongoing journey for Once Upon a Farm and we are always striving to do better and leave a better planet for the next generation,” said Ari Raz, President and Co-Founder of Once Upon a Farm. “While our ultimate goal is a recyclable pouch, our partnership with TerraCycle gives consumers an easy, free option to recycle our packaging.”

Participation in the Once Upon a Farm Recycling Program is easy. Simply sign up on the TerraCycle program page <https://www.terracycle.com/en-US/brigades/onceuponafarm> and mail in the packaging using a prepaid shipping label. Once collected, the packaging is cleaned and melted into hard plastic that can be remolded to make new recycled products. Additionally, for every pound of waste shipped to TerraCycle, collectors can earn \$1 to donate to a non-profit, school or charitable organization of their choice.

“Thanks to companies like Once Upon a Farm, families can offer their children the high-quality, real food nutrition they need, while being rewarded for doing the right thing,” said TerraCycle CEO Tom Szaky. “Through the expansion of their recycling program, consumers have an opportunity to divert even more packaging from landfills and while making a positive impact on the environment for future generations.”

The Once Upon a Farm Recycling Program is open to any interested individual, school, office, or community organization. For more information on TerraCycle’s recycling program, visit [www.terracycle.com](http://www.terracycle.com).

**ABOUT ONCE UPON A FARM**

Headquartered in Berkeley, California, Once Upon a Farm was founded with the dream of providing yummy and nutritious “farm-to-family” food to children of all ages. The company currently offers lines of baby food, applesauce and smoothies that are cold-pressed (HPP) to better lock in nutrients, taste and color compared to shelf-stable alternatives. Once Upon a Farm is B-Corp certified and committed to nurturing our children, each other, and the earth in order to pass on a healthier and happier world to the next generation. For more information, please visit [www.onceuponafarmorganics.com](http://www.onceuponafarmorganics.com).

**ABOUT TERRACYCLE**

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste®. Operating nationally across 21 countries, TerraCycle partners with leading consumer product companies, retailers, cities, and facilities to recycle products and packages, from dirty diapers to cigarette butts, that

would otherwise end up being landfilled or incinerated. In addition, TerraCycle works with leading consumer product companies to integrate hard to recycle waste streams, such as ocean plastic, into their products and packaging. TerraCycle has won over 200 awards for sustainability and has donated over \$44 million to schools and charities since its founding 15 years ago. To learn more about TerraCycle or get involved in its recycling programs, please visit [www.terracycle.com](http://www.terracycle.com).

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