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Ocean Spray Advances Sustainable Packaging Strategy and Launches National Recycling Program with TerraCycle

Consumers Can Now Recycle Select Ocean Spray® Products for Free, Giving the Brand's Packaging an Innovative Second Life

Boston, MA, September 22, 2020 -- Today, [Ocean Spray Cranberries, Inc.](#), the agricultural cooperative owned by more than 700 farmer families, announces a partnership with innovative waste management company [TerraCycle](#) to launch a free recycling program that enables consumers to recycle Ocean Spray® flexible plastic Craisins® dried cranberries and snack packaging for an alternative use. Through the partnership, Ocean Spray is advancing its sustainable packaging strategy by helping to divert waste from landfills and extending the life of materials to reduce the overall environmental footprint of a product.

Starting today, participants can send their Ocean Spray® Craisins® dried cranberry products that are in flexible plastic packaging to TerraCycle, where the packaging is cleaned and melted into hard plastic that can be remolded to make new recycled products, such as park benches and picnic tables. As an added incentive, for each shipment of Ocean Spray® Craisins® dried cranberries packaging sent to TerraCycle through the Ocean Spray Recycling Program, participants earn points that can be donated to a non-profit, school or charitable organization of their choice.

In addition, Ocean Spray is working with TerraCycle's new [Loop](#) platform to develop a program where together they will design and launch products in reusable packaging to create a truly circular economy. Consumers will be able to order Ocean Spray products from Loop's e-commerce platform, and once done with the product, will be able to simply return the packaging to Loop to clean, sanitize and refill with the original products to reuse.

"We are thrilled to partner with TerraCycle and their new Loop program to advance Ocean Spray's commitment to sustainability so that we can leave the earth a better place for the farmers and families we serve," says Christina Ferzli, Head of Global Corporate Affairs at Ocean Spray. "We embrace TerraCycle's innovative platform as a brand-new way to approach the process of recycling, especially as we honor Climate Week and consider the steps we are taking as an organization through all of our sustainability efforts to continue this work in a meaningful way."

"Since our founding, TerraCycle has made it our objective to 'Eliminate the Idea of Waste' by recycling the unrecyclable and diverting waste from landfills and local communities," said Tom Szaky, TerraCycle CEO. "Through the Ocean Spray Recycling Program, we are joining forces with this iconic brand to offer a simple solution to packaging waste that helps preserve our environment for future generations."

Earlier this year, Ocean Spray announced it is the first major fruit cooperative worldwide to achieve [verification](#) that its crop is sustainably grown through the Sustainable Agriculture Initiative Platform's

(SAI Platform) Farm Sustainability Assessment (FSA). To continue these efforts, Ocean Spray is also working with National Geographic to support fieldwork in regenerative agriculture and is tapping into the cooperative's community giving program to support grassroots sustainability efforts in its cranberry farming regions.

For more information on how to participate in the Ocean Spray Recycling Program, go to <http://www.terracycle.com/oceanspray>.

About Ocean Spray

Founded in 1930, Ocean Spray is a vibrant agricultural cooperative owned by more than 700 cranberry farmers in the United States, Canada and Chile who have helped preserve the family farming way of life for generations. The Cooperative's cranberries are currently featured in more than a thousand great-tasting, nutritious products in over 100 countries worldwide. Leading by purpose, Ocean Spray is committed to the power of good—creating good, nutritious food that has a direct and powerful impact for the health of people and planet. All for good. Good for all. For more information, visit: www.oceanspray.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 and cities 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. Its new division, Loop, is the first shopping system that gives consumers a way to shop for their favorite brands in durable, reusable packaging. TerraCycle has won over 200 awards for sustainability and has donated over \$44 million to schools and charities since its founding more than 15 years ago and was named #10 in Fortune magazine's list of 52 companies Changing the World. To learn more about TerraCycle or get involved in its recycling programs, please visit www.terracycle.com.