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LOUISVILLE-BASED HORSE FEED MANUFACTURER REINS-IN PACKAGING WASTE WITH HELP OF COMMUNITY-SUPPORTED RECYCLING PARTNERSHIP

Excel Equine® Feeds Recycles Empty Feed Bags with TerraCycle and Rewards Customers for Participation

LOUISVILLE, KY (June 7, 2021) – Excel Equine® Feeds, a Louisville-based premium horse feed manufacturer, has announced a new recycling program in partnership with international recycling leader TerraCycle®.

Saddled with large empty plastic bags of horse feed which are not recyclable curbside throughout Louisville, Excel Equine Feeds has partnered with TerraCycle, a New Jersey-based recycling company that specializes in hard-to-recycle waste, to process the feed packaging and reward customers for participating in the program.

To participate, Excel Equine Feeds asks customers to drop-off their empty bags at their Louisville store or to mail back their empty packaging for recycling after they receive a new shipment. The collected bags are then cleaned, shredded, melted and extruded into a pelletized format for use in recycled plastic applications like outdoor furniture and decking, shipping pallets or flooring tiles.

“Excel Equine® Feeds is proud to be partnered with TerraCycle® to become one of the only feed companies with recyclable bags in the nation,” said Dr. Kent Thompson, Owner of Excel Equine “Through this partnership, Excel Equine® BOPP plastic bags can be recycled and diverted from the landfill.”

TerraCycle specializes in collecting and re-purposing hard-to-recycle waste through a variety of platforms, including large-scale recycling, which helps manufacturing facilities like Excel Equine Feeds recycle large volumes of waste.

“Horse owners not only want what’s best for their animals, they also want to preserve the natural spaces where they and their horses can do what they love,” said Tom Szaky, TerraCycle Founder and CEO. “Partnering with brands like Excel Equine Feeds ensures we can help limit plastic packaging in the landfill and preserve the outdoors for future generations of riders everywhere.”

For more information about Excel Equine Feeds, visit [ExcelEquineFeeds.com](https://www.ExcelEquineFeeds.com). More information about TerraCycle and their recycling programs can be found by visiting [TerraCycle.com](https://www.TerraCycle.com).

[About Excel Equine Feeds](#)

Excel Equine® Feeds is a premium horse feed manufacturer located in Louisville, KY. Excel Equine® has earned respect for creating premium feed blends that focus on supplying high quality nutrition in a variety of feed forms. Excel Equine produces a variety of feeds and supplements for all lifestyles of horses, ranging from top racehorses, senior horses to broodmares and babies. Excel Equine® manufactures all of its feed in a medication-free, equine-only facility. Excel Equine® has also launched a recycling initiative in partnership with TerraCycle® to keep as many of the company's BOPP plastic feed bags out of landfills as possible. Feed Excel Equine® and be Fueled for EXCELlence.

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.

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