

**Environmental Choice<sup>M</sup> Program**  
**CERTIFICATION CRITERIA DOCUMENT**  
**CCD-123**  
**Verification and Licensing Criteria**  
**Panel Review Process**



**Product type: Pouch Packaging System for liquid milk**

**Notice**

Throughout this document, any reference to a standard or guideline means to its latest edition.

The Environmental Choice<sup>M</sup> Program (ECP) reserves the right to accept equivalent test data for the test methods specified in this document.

**Interpretation**

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1. In this set of requirements, please note the following definitions:

"CSA" means Canadian Standards Association.

"HDPE" means high density polyethylene plastic.

"Material source reduction" means the percentage reduction in packaging used to deliver the same amount of product. This percentage should be calculated using the common base of kilograms of solid packaging material per 1000 litres of liquid milk.

"Pouch Packaging System for liquid milk" means a packaging delivery system for four litres of liquid milk which is comprised of three individual 1 litre milk pouches, one outer bag and a closure.

## General Requirements

2. In order to minimize the solid waste burden, conserve resources, and reduce quantities and impacts of toxic substances and other pollutants associated with packaging, the ECP requires the submission of an attestation of commitment to the objectives of the National Packaging Protocol.
3. To be authorized to carry the EcoLogo<sup>M</sup>, *the Pouch Packaging System for liquid milk* must:
  - (a) meet or exceed all applicable governmental and industrial safety and performance standards; and
  - (b) be manufactured and transported in such a manner that all steps of the process, including the disposal of waste products arising therefrom, will meet the requirements of all applicable governmental acts, by laws and regulations including, for facilities located in Canada, the *Fisheries Act* and the *Canadian Environmental Protection Act (CEPA)*.

## Product Specific Requirements

4. To be authorized to carry the EcoLogo, *the Pouch Packaging System for liquid milk* must:
  - (a) be manufactured using material which offers a material source reduction of at least 50% by weight when compared to the following other liquid milk packaging delivery systems:
    - (i) HDPE jugs (both two litre and four litre sizes),
    - (ii) paperboard cartons (both one litre and two litre sizes), and
    - (iii) refillable glass bottles (based on 5.0% and 6.7% replacement rates).
5. To be authorized to carry the EcoLogo, *the company* must:
  - (a) ensure that the EcoLogo symbol and associated statements are used on the outer bag of the Pouch Packaging System for liquid milk and not on the individual 1 litre milk pouches themselves;
  - (b) ensure that the statement "Source Reduced Packaging" appears below the EcoLogo in all applications of the EcoLogo symbol and the words "Environmental Choice" and "EcoLogo";
  - (c) ensure that a paragraph (approved by the ECP prior to use) of approximately thirty words outlining the reasons for ECP certification of the product (i.e. the environmental benefits of the liquid milk delivery system) appears on all outer bags of the Pouch Packaging System for liquid milk.

## Verification

6. To verify a claim that a product meets the criteria listed in this document, the ECP will require access, as is its normal practice, to relevant quality control and production records and the right of access to production facilities on an announced basis.

7. Compliance with requirement 3(b) shall be attested to by a signed statement of the Chief Executive Officer or the equivalent officer of the licensee. The ECP shall be advised in writing immediately by the licensee of any noncompliance which may occur during the term of the license. On the occurrence of any noncompliance, the license may be suspended or terminated as stipulated in the license agreement.

### **Conditions for EcoLogo Use**

8. The EcoLogo may appear on the outer bags of the Pouch Packaging System for liquid milk, signs or sign boards, point-of-purchase displays, delivery vehicles, and any accompanying advertising or corporate literature provided that the product meets the requirements in this document. It may not appear on the individual 1 litre milk pouches themselves so as to avoid consumer misconceptions regarding this ECP certification.
9. All licensees and authorized users must comply with the ECP's *Guide to Proper Use of the EcoLogo<sup>M</sup>* regarding the format and usage of the EcoLogo.
10. Any accompanying advertising must conform with the relevant requirements stipulated in this guideline, the license agreement and the ECP's *Guide to Proper Use of the EcoLogo<sup>M</sup>*.

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