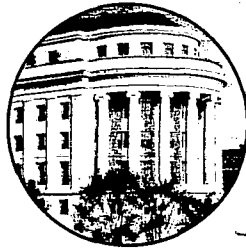


# Question Card Martha LeFlar

Green The

There are so many barriers to recovering materials - consumers putting packaging in the right bin, the waste haulers putting the bin in the right



truck, the truck being dumped in the correct pile at the transfer station, the existence

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of end markets for the material  
Given all of this - should  
"consumer deception" be the only  
consideration to developing a  
better labeling scheme that  
enables higher participation in  
a recovery system? Can we  
separate instruction for recovery from  
marketing claims? Do the current  
guidelines limit us from doing  
this?