



**TESTIMONY SUBMITTED TO THE  
HOUSE ENVIRONMENTAL REGULATION COMMITTEE**

April 20, 2023

In Support of

**HB 3210 An Act relating to the establishment of the Texas Cleaner Landscapes for the Economy, Agriculture, and Nature (CLEAN) Advisory Council**

Good morning, Chairman Landgraf and honorable members of the Committee. My name is Louis Mixon, III. I am a professional environmental engineer and the Natural Resource Manager for Ozarka® Brand 100% Natural Spring Water, now owned by BlueTriton Brands, Inc. We take tremendous pride in the Ozarka® brand and the hard work of our 1,100 Texas employees across 9 locations including factories in Dallas, Hawkins, Houston, and Pasadena. We sustainably source our water locally from our three Texas springs and strive to be fiercely good to the communities we operate in. We are so proud to call Texas home.

For years we have been strong supporters of The Meadows Center for Water and the Environment, USGS Texas Stream Team, the Texas Alliance of Groundwater Districts, Texans for Clean Water, and Keep Texas Beautiful, whom we work together with to promote education, awareness and protect the natural resources in this amazing State. This year Ozarka partnered with “Don’t Mess With Texas” to help prevent littering during SXSW.

BlueTriton Brands is an industry leader in packaging sustainability, and we welcome this opportunity to testify on HB 3210. We lead our industry in source reduction initiatives, recyclability design, consumer education, and material innovations such as the use of recycled content in our packaging. We are committed to reducing our waste footprint and keeping Texas beautiful. In 2022, approximately 24% of our total portfolio was made from recycled plastic. This winter we introduced 100% recycled plastic 700mL and 1L bottles. This is currently quite a challenge given the high demand for recycled plastic into downcycled items like carpets. We want to foster a strong circular economy where bottles are recycled directly into bottles and strive to raise the recycled content in our portfolio further.

To that end we have a commitment that 100% of our products will be in packaging that is either reusable or made from an average of 35% recycled materials by 2025. We would like those recycled feedstocks to come from Texas.



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HB 3210 will boldly pave the way to prevent and reduce litter, improve in-state recycling and further develop circular markets within Texas for aluminum, glass, and plastic recycled content. This will help our natural environment AND, also create jobs and further grow our economy. There are ample feedstock of potential recycled plastics, aluminum and glass in Texas to support the manufacturing base but right now there is not a reliable way to access it. Instead, these recycled commodities like plastic bottles are being imported from places like California or overseas to be processed into rPET and then manufactured locally. Right now aluminum can recycling in Texas is at 16%, if it increased to 90%, it would generate \$157.3 million for Texas through materials sales. There is no doubt that the Texas environment and economy is improved by locally sourcing these products.

Unlocking Texas' feedstock with a recycling plan unique to Texas would be a huge opportunity for OZARKA® and the many brands like us. The OZARKA® brand team is committed to supporting a dynamic and efficient planning process to reduce litter and improve recycling across Texas – wherever our customers are. To best serve Texans, any plan that is developed needs to be (1) performance-based, (2) convenient to customers, (3) an inclusive circular system, (4) industry-led, and (5) transparent & accountable. A plan like HB3210 authorizes would also help to reduce costs and grow jobs and the economy.

I look forward to and urge the members of this esteemed committee and the Texas Legislature to support the proposed work of HB 3210 and the CLEAN Advisory Council to Keep Texas Beautiful, improve our recycling capacity, and become a best-in-class leader for circular markets of recycled materials.

Thank you for your time and your service. God Bless Texas.



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