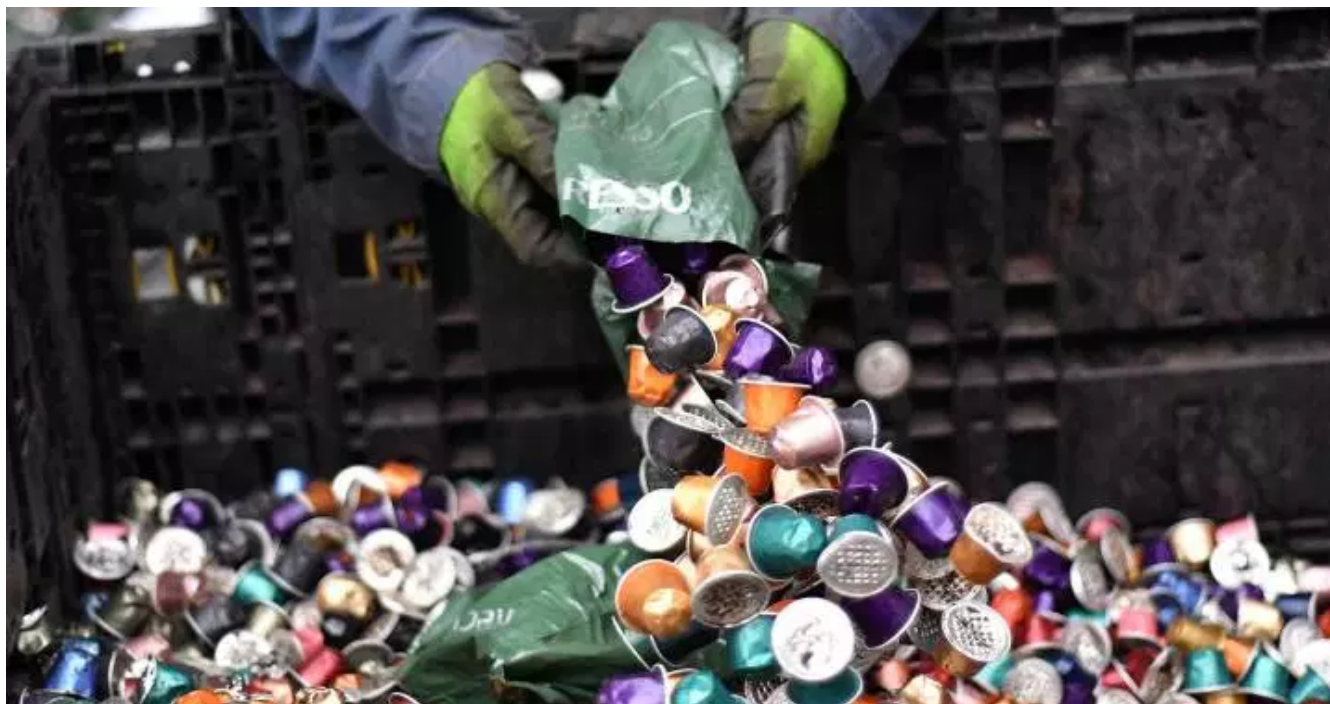


K-CUPS AND SPEAKING UP



The Keurig plastic, single-serve K-cup at some point constituted a very large source of plastic pollution. According to one study, close to 25% of American homes own a single cup brewing machine, with around 75 million homes using single use coffee pods, like K-cups, everyday (and possibly multiple times a day). So what did we do with all of these non-reusable, non-recyclable plastic coffee pods? We sent them to landfills and incinerators, of course!

While some of these K-cups could be recycled, according to reports many recycling programs did not accept the kind of plastic used in K-cups. K-cups that weren't recycled would take decades to decompose in a landfill. At least one article suggested that "the amount of K-cups trashed into landfills ... could wrap around the planet more than 10 times." And incinerating K-cups is both energy intensive and can put toxins into our air and water.

So one solution was to make K-cups compostable, and in the last four or five years compostable K-cups have become available. Still, most of the K-cups we see in the grocery store are made of non-compostable plastic.

While there is nothing more convenient than popping a single-use non-compostable K-cup into your Keurig coffee machine, everything, including convenience, has its price. And with our fragile planet possibly in peril some people decided it was time to do something (other than switch to tea) and created compostable pods, which probably wasn't easy given the effect of the boiling hot water on the pod.

Every day more and more people are composting and taking stock of what they presently do, don't do, and possibly can do in the future, to help our planet. After all, it's the only planet we have. And the saying "where there's a will there's a way" has never been more meaningful than in the context of protecting our environment. Consumers speak loudly with their actions, whether it pertains to demanding companies to make compostable K-cups available or something somewhat more monumental, like saving the rainforests of the world and the myriad of species that inhabit them. It's time to determine your priorities, and to speak up and be heard.

What we do makes a difference!

