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H-E-B committed to maximizing recycling initiatives

Throughout the year, H-E-B is committed to reduce its impact on the environment through waste diversion efforts along with several other initiatives to help conserve and protect our great state, now and for generations to come. This Texas Recycles Day, H-E-B reinforced its commitment to maximize its recycling efforts and shares ways Texans can improve recycling habits at home.

Through Our Texas, Our Future, H-E-B's mission is to increase awareness and education around sustainability efforts that help preserve land, water and air in Texas. Regularly recognized for its commitment to environmental sustainability, H-E-B recycled more than 636 million pounds of cardboard, plastics, office paper, food waste, metal and truck tires in 2021. As part of this practice, H-E-B recycled 54 million pounds of food into animal feed and compost and H-E-B's Hunger Relief Program donated 34 million pounds of food to families in need last year. H-E-B's recycling efforts last year saved the equivalent of 11 million trees, 1.6 million barrels of oil, and enough energy to power more than 83,000 homes for an entire year.

In addition to its own initiatives to divert waste, H-E-B also has rolled out a product line, joined a product labeling program, and provides plastic collection bins at all stores to support customers in their sustainability and recycling practices. Last year, H-E-B launched Field & Future by H-E-B, an environmentally minded brand of household, personal care and baby products designed to be clean and green. Many products across the brand are made with recycled or recyclable content, such as Field & Future by H-E-B bath tissue, paper towels and scour pads. Currently, there are nearly 120 Field & Future by H-E-B products on shelf.

Also in 2021, H-E-B became part of How2Recycle, a program that places clear, easy-to-read labels on products to let customers know if the packaging can be recycled, which parts are recyclable, and importantly, how to prepare material for recycling to reduce contamination. The How2Recycle labels are already on more than 2,300 H-E-B branded items, which include H-E-B, Hill Country Fare, H-E-B Select Ingredients, H-E-B Organics, and Central Market products.

Furthering its commitment to supporting sustainable efforts within the community, H-E-B works with Keep Texas Recycling to help fund municipal recycling grants to cities and counties that need support launching and improving recycling programs. Most recently, H-E-B gifted \$150,000 to support the creation of a community recycling center in Ingleside, which opened this summer and will service several communities near the Gulf Coast town.

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