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## **In celebration of Earth Day, Earthcycle Packaging joins forces with Quebec-based mushroom farm, Champag**

VANCOUVER, BC – Earthcycle, the award-winning developer of certified\* compostable and renewable packaging, announces its new partnership with Champag, a well-known mushroom farm located just outside of Montreal, Quebec. Champag will begin to use Earthcycle's packaging in conjunction with Earth Day on April 22, 2008.

Earth Day seeks to grow, educate and diversify the environmental movement around the globe and to mobilize it as the most effective vehicle for promoting a healthy, sustainable planet.

"Earthcycle is particularly excited about having joined forces with Champag coupled with launching this new 'green' partnership in time for Earth Day," explains Shannon Boase, President & Founder of Earthcycle. "We are pleased to provide Champag with an ideal packaging environment for mushrooms – packaging that has been proven to double the shelf life of the product when compared to traditional types of mushroom packaging, such as polystyrene."

Made from a renewable resource called palm fiber, a waste product discarded when the palm fruit is harvested throughout the year for its oil, Earthcycle's certified\* home compostable packaging is a natural product that complies with FDA requirements for contact with food, turning into healthy, productive humus for the soil in less than 90 days.

"Champag's recent collaboration with Earthcycle has led to the development of an innovative solution for the packaging of our farm's production," said Brian Manion, General Manager of Champag. "Earthcycle not only provides a superior environmentally-responsible packaging alternative, but its strong, durable composition addresses the unique nature of mushrooms and their high moisture content."

Earthcycle will also create its first bilingual label, which will appear on each mushroom pack, ensuring Quebec's customers are aware their packaging is certified\* home compostable and made from an annually renewable resource. If

consumers don't have access to a compost, the mushroom tills are also considered recyclable in the waste paper stream.

"There is no doubt that Earthcycle is a leader in the green revolution, and Champag is proud to follow suit, packing our mushrooms in award-winning, sustainable packaging that makes an impressionable impact on the environment and is the right thing to do," said Manion. "Earthcycle's compostable packaging is an important ingredient to ensuring better service to our local retailers, coupled with the provision of a top quality product to their loyal customer-base."

By launching this new partnership on Earth Day, Earthcycle and Champag hope to inform and inspire consumers to become environmental leaders within their communities.

*\*Earthcycle products not only comply with FDA requirements for contact with food, the packaging company has also passed American Society for Testing and Materials Standards (ASTM) D6400/D6868 biodegradability and compostability tests, the compostability standard for North America. It has further lab documentation attesting to its home compostability. In addition, the Biodegradable Products Institute (BPI) has awarded Earthcycle the BPI compostable logo, which certifies that Earthcycle's packaging will biodegrade completely and safely. Finally, Earthcycle has passed rigorous Biobased Content testing, defined by the Farm Security and Rural Investment Act (FSRIA) of 2002, confirming the materials used to produce its signature packaging line are certifiably renewable.*

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### **About Earthcycle**

Earthcycle has used the design brilliance of nature to develop innovative sustainable packaging made from a renewable resource, called palm fiber, which composts in less than 90 days, turning into a healthy contribution to the soil.

Earthcycle's President, Shannon Boase, was first introduced to palm fiber packaging while managing a technology commercialization fund for the Malaysian government from May 2002 to July 2004.

Since its inception in November 2005, Earthcycle's durable packaging has proven to be an innovative and eco-friendly way of reducing the ever-growing packaging crisis that is the chief contributor to North America's mounting waste problem.

Earthcycle's packaging is currently available in select Wal-Mart, Whole Foods, Safeway, Publix, Loblaws, and Trader Joe's, among others.

In October 2007, Earthcycle and the Oppenheimer Group were named the winners of the inaugural Impact Award for Sustainability by the Produce Marketing Association (PMA), which bestowed its first annual Impact Award for

Excellence in Produce Packaging at the PMA Fresh Summit International Convention and Exposition.

In March 2007, Earthcycle was also named the winner of the Award for Technology Innovation and Application at the GLOBE awards, part of the EECO 2007 Environment & Energy Conference.

Learn more, visit: [www.earthcycle.com](http://www.earthcycle.com)

### **About Champag**

Established in 2003 by the Peeters and Marsonia families of Ontario, Champag's mushroom farm is a state-of-the-art mushroom facility situated in Quebec. Synonymous with the cultivation of a quality product, while ensuring the highest standards and strong agricultural practice, Champag takes great pride in producing the highest-grade white, brown and Portobello mushrooms. The environmentally friendly Earthcycle packaging is available at Canadawide - 615 Rue Du Marche Central, Montreal, Quebec.

### **About Earth Day Network**

Founded by the organizers of the first Earth Day in 1970, Earth Day Network (EDN) promotes environmental citizenship and year round progressive action worldwide.

Earth Day Network is a driving force steering environmental awareness around the world. Through Earth Day Network, activists connect, interact, and have an impact on their communities, and create positive change in local, national, and global policies. EDN's international network reaches over 17,000 organizations in 174 countries, while the domestic program engages 5,000 groups and over 25,000 educators coordinating millions of community development and environmental protection activities throughout the year. Earth Day is the only event celebrated simultaneously around the globe by people of all backgrounds, faiths and nationalities. More than a half billion people participate in our campaigns every year.

For more information on Earth Day, please visit: [www.earthday.net](http://www.earthday.net)

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