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At Toad&Co, we are really excited that Maine is taking steps toward reviving recycling programs in Maine and fully support extended producer responsibility programs where the costs of product and packaging waste are shared more equally through the entire value chain. We see this bill as a first step towards a more comprehensive program. We work hard at Toad&Co to think innovatively about the end of life of our products and packaging and support all organizations who are also on this journey. Being a sustainable company means that we often take a hit to our margins and therefore our profit by choosing more sustainable options. Aside from being the right thing to do, running a sustainable business is also increasingly more important for the bottom line. Consumers expect more from brands and are more willing than ever to boycott brands that they believe are not helping in our flight against climate change. Prospective employees, investors, and partners are also increasingly aligning themselves with companies that are good global citizens. We believe this bill is a strong step in encouraging businesses to be more thoughtful about the packaging they present to consumers in Maine. We all need to take a hard look at our packaging, both as businesses that are producing the packaging and as consumers buying the products, and reduce the overall amount of waste we as a society are creating.