

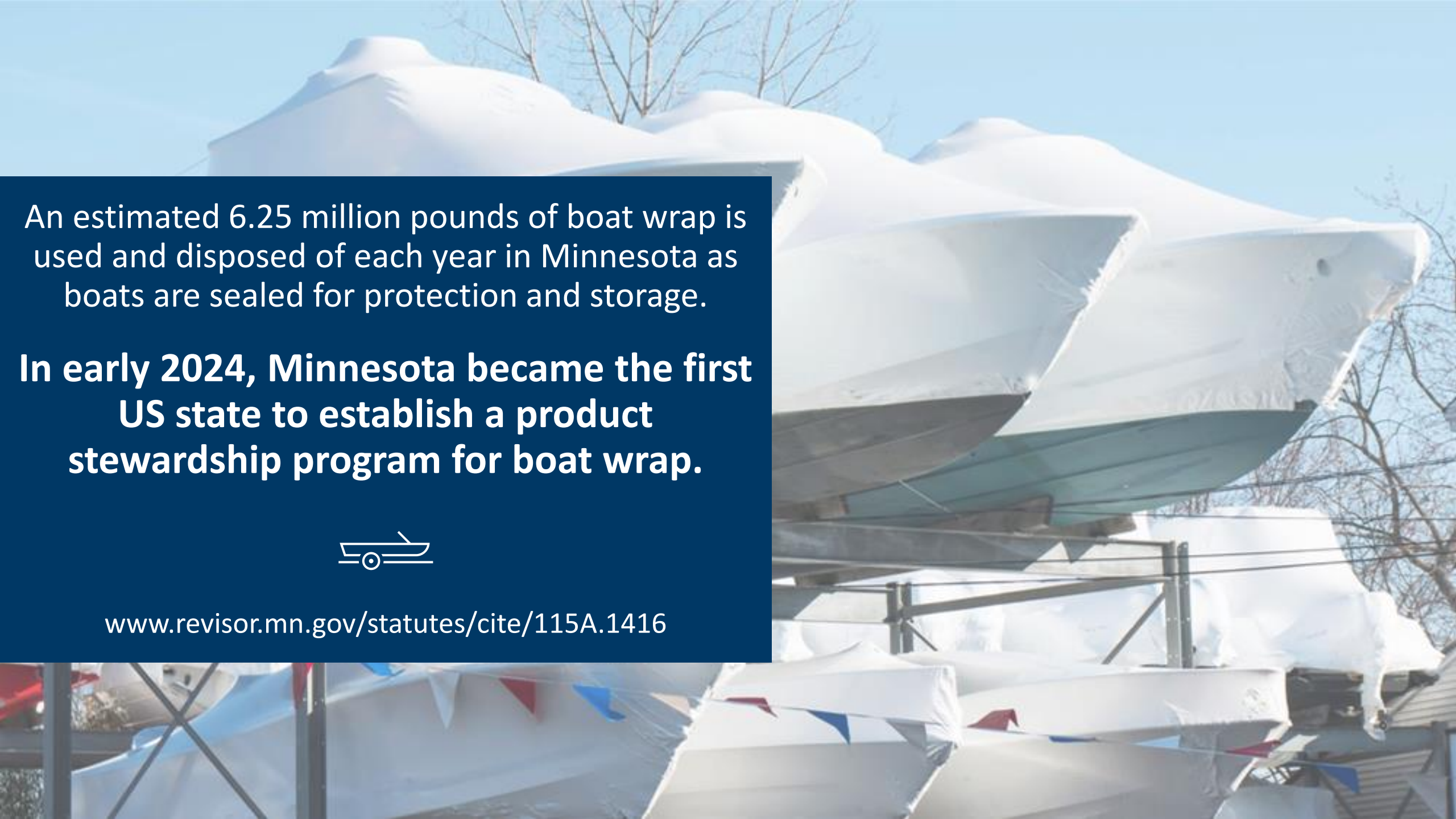


New 2024 product stewardship law

Minnesota's boat wrap product stewardship program

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SWAA – April 24, 2025



An estimated 6.25 million pounds of boat wrap is used and disposed of each year in Minnesota as boats are sealed for protection and storage.

In early 2024, Minnesota became the first US state to establish a product stewardship program for boat wrap.



www.revisor.mn.gov/statutes/cite/115A.1416

Key definitions

Minn. Stat. §115A.1416 Subd. 1

"**Boat wrap**" means plastic that is used, intended for use, designed, or marketed for the purposes of wrapping a boat to protect it against moisture and damage from other potentially harmful elements during storage.

"**Producer**" means, with respect to boat wrap that is sold, offered for sale, imported, or distributed in the state by any means, a person that:

- manufactured the boat wrap under a brand that the person owns or controls;
- owns or controls or is licensed to use a brand for boat wrap;
- imported or imports the boat wrap into the United States; or
- distributed or distributes boat wrap in or into the state.

"**Retailer**" means a person that sells or offers boat wrap for sale in or into this state by any means.

"**Recycle**" or "**recycling**" means the process of transforming boat wrap through mechanical processes into a finished product for use or into a new material capable of being processed into a finished product. Recycle or recycling does not include:

- altering the chemical structure of boat wrap;
- using boat wrap as or processing boat wrap into a feedstock to produce transportation fuels; or
- destroying boat wrap by incineration or other processes.

"**Stewardship organization**" means an organization designated by one or more producers to act on their behalf as an agent to design, submit, and implement a product stewardship plan under this law.

Producers selling or offering boat wrap for sale in or into the state must, **through membership in a stewardship organization**, implement and finance a **statewide product stewardship program** according to a stewardship plan approved by the MPCA to **reduce the volume of boat wrap disposed** of in landfills by promoting and providing for the negotiation and execution of agreements to **collect, transport, reuse, and recycle boat wrap**.

Who is involved in the stewardship program?

Minnesota Pollution Control Agency (MPCA)

- Establish annual performance goals that must be incorporated into the stewardship plan and met by program
- Review and approve stewardship plans (every 5 years) and annual reporting that tracks program progress and outcomes
- Maintain a list of all compliant producers and brands participating in an approved plan
- Support program compliance and enforcement

Stewardship organization

- Implement the program on behalf of producers
- Develop stewardship plans (every 5 years) and annual reports that tracks program progress and outcomes
- Collect producer fees and pay annual administrative fee to MPCA
- Provide educational materials to boat wrap purchasers, including information on the available collection, transportation, reuse, and recycling options

Producers

- Become a member of a single stewardship organization and operate under an approved plan
- Pay producer membership fees

Collectors

- Collect according to SO and recycler specifications: Remove contaminants and accessories, keep material clean and dry

Retailers

- Review the list of compliant producers to determine compliance and before purchasing boat wrap
- **May** elect to participate as a designated boat wrap collection point

Local and Tribal Governments

- **May** elect to participate as a designated boat wrap collection point
- **May** conduct outreach and education

How does the program work?



Annual performance goals

Established by the agency to drive program progress based on:

- (1) the most recent collection data available for the state;
- (2) the estimated weight of boat wrap sold and discarded annually;
- (3) actual collection data from boat wrap recycling or stewardship programs operating in other states; and
- (4) continuous progress necessary to meet statutory requirements.



Stewardship plans

Updated every five years; details methods to collect and manage boat wrap statewide, partner with existing establishment, measure progress, provide education and outreach, ensure strong opportunities for reincorporating recycled boat wrap into new production.



Statewide services for collection, reuse and recycling



Reduced environmental impacts resulting from the disposal of boat wrap

Annual reporting

Submitted every year to document progress on program outcomes and performance goals.

By June 1, 2035, no less than **80%** of the total weight of boat wrap sold in Minnesota must be collected and recycled.

What is the general timeline?

MPCA staff hiring and preparation → ***in process***

March 1, 2025 | Stewardship organization submits **stewardship plan** to the MPCA for review and approval or rejection.

July 1, 2025 | MPCA must respond to draft plan within 120 days.

June 1, 2025 (annually thereafter) | MPCA identifies agency costs to administer and enforce the program.

July 1, 2025 (annually thereafter) | Stewardship organization pays the required administrative fee.

****Program requirement**** **September 1, 2025** | No person may use boat wrap, sell boat wrap, or offer boat wrap for sale in or into Minnesota unless the producer participates in an approved stewardship plan through a stewardship organization.

March 1, 2026 (annually thereafter) | Stewardship organization must submit **annual report** to the MPCA.

MPCA must set program performance goals – these will likely be set in first year with sales and collection data from initial operation of the program.

****Program requirement**** **Stewardship plan must be updated and submitted for approval every five years.**

****Program requirement**** **June 1, 2030** | No less than **50%** of the total weight of boat wrap sold in Minnesota must be collected and recycled.

****Program requirement**** **June 1, 2035** | No less than **80%** of the total weight of boat wrap sold in Minnesota must be collected and recycled.

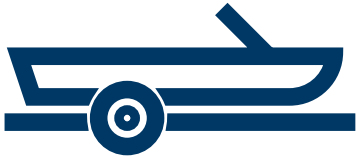
After June 1, 2035 | The MPCA may establish additional requirements for the % of boat wrap sold in the state that must be collected and recycled (no less than the amounts stated in statute).

Current status of MPCA and Producer activities



MPCA is in the process of:

- ☒ Sending program letters to producers, manufacturers, and retailers for outreach on upcoming milestones
- ☒ Creating high-level program resources, raising awareness on the law and requirements
 - Preparing to hire a program lead
 - Reviewing draft plan
 - Posted draft plan for comment April 1-May 15 with public meeting on May 6



Producers must:

- ☒ Identify and designate a boat wrap stewardship organization; initial stewardship plan submitted on **March 3, 2025 by CFFRO**

Current Status of program and how you can track

- Sign up for govdelivery regarding boat wrap, see last slide for MPCA boat wrap page url.
- Stewardship organization has been formed by Poly America and Dr. Shrink.
The Commercial and Industrial Flexible Film Recycling Organization {CIFFRO}
- Plan submission on March 3 starts clock for 120 day agency review period ending July 1;
- 45 day public comment period started April 1 and ends May 15;
- Public meeting on draft plan May 6;
- **Link to public comment docket on this page:**
<https://mpca.commentinput.com/?id=R6jVD98Ue>

Current Status of program and how you can track

- No statutory start date, assumed to start Fall 2025
- Sales prohibition starts Sept. 1, 2025 for producers not in the Stewardship Organization.
- March 2026 annual reporting of sales, initial collection data, and initial collection network will form the basis of performance goals for first plan, with 50% recovery mandated by 2030
- County options: Promotion of program in areas with significant boat presence; Participation in collection program.
- To inquire or express interest, contact:
MNBoatWrapEPR@poly-america.com or boatwrap@rev-log.com

Questions?

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For more information and to sign up for GovDelivery email updates, visit:
www.pca.state.mn.us/air-water-land-climate/boat-wrap-stewardship-program

Thank you!

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