

Testimony of Eben Bayer, CEO, Ecovative
before the New York State Joint Committee on Environmental Conservation
In Support of the Packaging Reduction and Recycling Infrastructure Act
[A5322A/Assemblymember Glick](#)/[S4246A/Senator Harckham](#),

October 24, 2023

Thank you for the opportunity to offer testimony on A5322A/S4246A, the Packaging Reduction and Recycling Infrastructure Act.

I am Eben Bayer, CEO and Co-founder of Ecovative. Our business journey began in 2007 with a vision to transform how goods are packaged and to pioneer sustainable alternatives to plastic and Styrofoam. Rooted in Green Island, New York, our company was inspired by the very nature surrounding us. The lush landscapes of our state whispered the secrets of mycelium, a fungi-derived material, leading us to harness its power to create Mushroom Packaging. This revolutionary packaging solution made only from two natural ingredients and produced with minimal energy and water is not just about sustainability; it's about reimagining the very essence of materials in a way that harmonizes with the ecosystems of our planet. New York's diverse market, with its robust industrial base and commitment to sustainability, has provided us with the perfect environment to innovate and grow.

The impending bill aimed at reducing plastic and Styrofoam waste is paramount not just to our company's vision but to the very ethos on which Ecovative was founded. Styrofoam, as we're all aware, takes hundreds of years to decompose, resulting in an immeasurable amount of landfill waste and ocean pollution. Every piece of Mushroom Packaging we produce stands as a testament to our commitment to the environment, it returns to the earth in 45 days with no chemicals or leaching toxins. In 2022 we prevented over 2 million pieces of plastic waste from entering our landfills and waterways with our clients who are packaging their e-commerce products in Mushroom Packaging. Without passing this legislation they will only continue with the status quo and climate change will continue to get worse as consumer purchasing habits only increase. This bill resonates deeply with our mission to reduce modern society's carbon footprint, promote bio-based alternatives, and champion a sustainable future. By endorsing this legislation, we further the collective endeavor to make New York and, by extension, our world a cleaner, greener place.

The policies outlined in the bill are not only visionary but also pragmatic. With technological advancements and the rise of sustainable solutions, businesses now possess the means to transition seamlessly. Our own journey with Mushroom Packaging is evidence of this feasibility. We've successfully collaborated with businesses, both small and large, aiding them in their transition to sustainable packaging. The initial investment is swiftly offset by long-term benefits, both in terms of monetary savings and positive brand recognition. Furthermore, with the growing demand for eco-friendly solutions, the market is ripe for businesses to tap into this burgeoning trend that is also a necessity if we want to continue living on planet Earth. New York's diverse ecosystem of innovators, entrepreneurs, and supportive institutions makes these policy changes not just achievable but ripe with opportunity.

New York stands at the crossroads of change, and the policies within this bill pave the way for an economic renaissance. By incentivizing sustainable practices, we're not just curbing environmental degradation but also fostering an environment for green businesses to flourish. This translates to job creation in emerging sectors, increased investment in research and development, and the positioning of New York as a global leader in sustainability. Moreover, reducing the costs associated with waste management and environmental cleanup boosts our economy's efficiency. By championing this bill, we are not only endorsing an ecological commitment but also securing a prosperous future for New Yorkers, rooted in innovation and sustainability.

In conclusion, I implore you to recognize the profound impact this legislation can have. Together, we can steer New York towards a future where our environment and economy coalesce in harmony, serving as a beacon of hope and inspiration for the world.

Warm regards,

Eben Bayer
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