

Canadian Stewardship Conference

PROs and Producers

Battlescars, lessons learned,
hackers' tricks and cheat codes

Steve Meldrum, CEO eTracks
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Quotes over the last 5 years:

- “so, you’re the new stewardship organization (OTS)?”
- “is that a PRO responsibility or a Producer responsibility?”
 - “... what a minute... are they allowed to do that?”
- “why are there requirements in the Reg that can’t be achieved?”

Key Discoveries from a PRO Perspective

IPR is not a stewardship or IFO framework that is a “them” problem, it is an “us” problem (i.e. a Producer responsibility)

- internal producer champion or owner must know what IPR and producer obligations are
- contacts for IPR Regulations within Producers still tends to be in tax/finance department (legacy from IFO/Stewardship frameworks).
- whoever prime contact is must have direct line to Sustainability, Legal, Government Relations, Supply Chain, etc.

Key Discoveries from a PRO Perspective

PROs are there to assist producers to meet their individual obligations, and the shared obligations between PROs and producers.

- PRO effectiveness is dependent on commitment & vested buy-in from its producer customers (eg. leveraging producers' distribution network, retail locations, communication channels, etc)
- Producers must understand what their legal obligations are and how best to work with and collaborate with a PRO to help meet them.

PRO pricing may not equal Consumer pricing

- Pass-through pricing from PRO may not be the same as Consumer pricing

PRO => Producer => Distribution => Retail => Consumer
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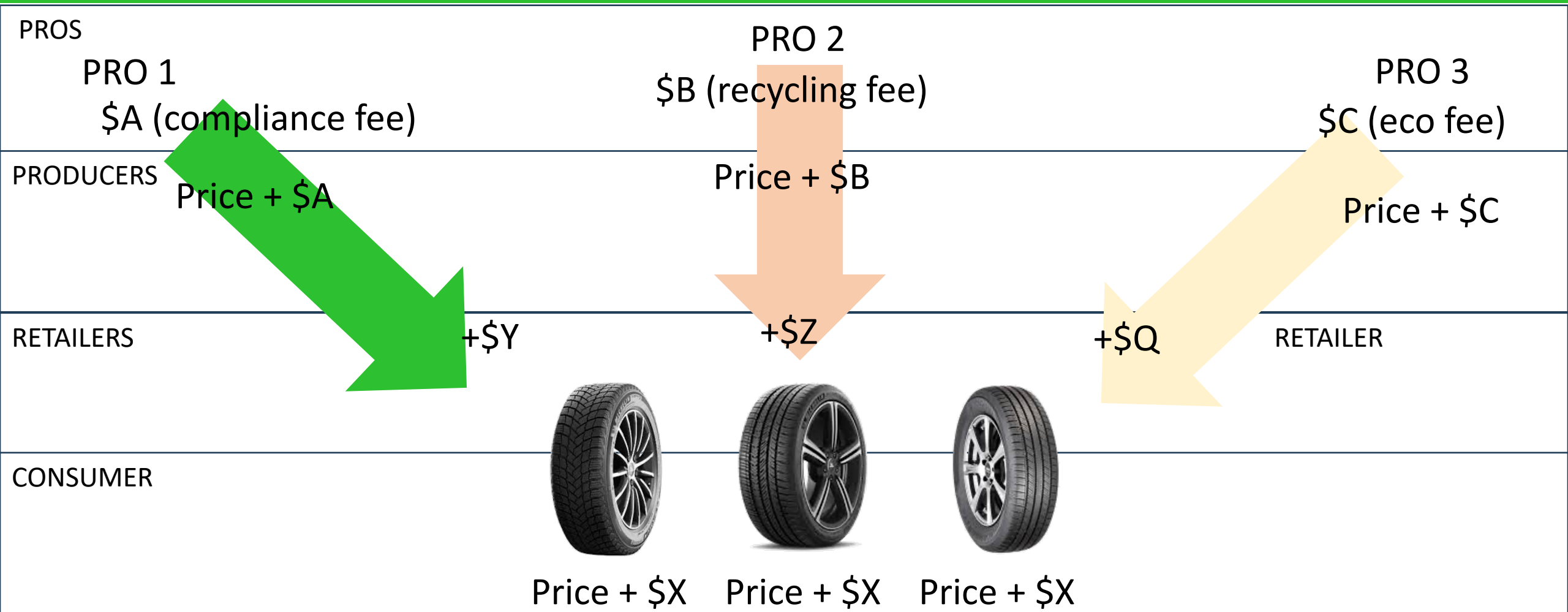


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- PRO pricing can be negated down the distribution chain – most prevalent at the retail level
- Is PRO Compliance Pricing a key factor in Producer decision-making? Why? Is it a differentiator to the consumer? Is it supposed to be?
- The market will need to figure this out.

Thank you...

- **Looking forward to questions and discussions**