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Activists call for Oreo, Chips Ahoy packaging to be recyclable

Greg Trotter | Mar. 30, 2016

Some Oreo and Chips Ahoy packaging isn't recyclable and often ends up in the ocean where it harms marine life, according to a shareholder activist group pushing manufacturer [Mondelez International](#) to take action and phase out all nonrecyclable material.

Come May 18, at the company's annual meeting in suburban Lincolnshire, Mondelez shareholders will vote on a proposal introduced by **As You Sow**, a California-based nonprofit that challenges corporations on social and environmental issues. The group has brought similar proposals to Mondelez investors for the last three years, receiving about 28 percent support last year.

On the bright side, as the activists see it, it received about 28 percent support.

That's enough to give hope that their call to action is resonating with some mainstream shareholders, and that the company may respond favorably to another vote with similar or better results. The company's board of directors remains opposed, saying Mondelez already has a sustainability plan in place focused on reducing waste.



Some Oreo packaging is nonrecyclable and ends up in the ocean where it harms marine life, according to a shareholder activist group that is pushing Mondelez International to phase out nonrecyclable material. (Bill Hogan / Chicago Tribune)