

**DEPARTMENT OF RESOURCES RECYCLING AND RECOVERY**

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P.O. Box 4025, SACRAMENTO, CALIFORNIA 95812

March 11, 2015

Mr. Chaz Miller  
Director, Policy/Analysis  
National Waste & Recycling Association  
4301 Connecticut Ave., N.W., Suite 300  
Washington, D.C. 20008

*Via E-mail and USPS***Re: Invitation to Accept CalRecycle's Manufacturer Challenge**

Dear Mr. Miller:

Thank you for the National Waste & Recycling Association's (NWRA) interest and participation in CalRecycle's efforts to identify strategies to increase packaging recovery in California, and in particular for the comments submitted following last November's packaging workshop. As NWRA's members represent a key part of the packaging value chain, I'd like to encourage NWRA to participate in an upcoming CalRecycle packaging workshop: CalRecycle's Manufacturer's Challenge on June 17, 2015.

As you know, California has a statewide policy goal of not less than 75 percent of solid waste generated be source reduced, recycled, or composted by the year 2020. CalRecycle estimates that packaging represents about one quarter of the state's disposal stream and therefore its reduction and/or recovery play an important role in helping to achieve this goal.

The Manufacturer's Challenge is a voluntary opportunity for product manufacturers and brand owners (on an industry level, not at the individual company level or representing only a small group of companies) whose packaging contributes to the disposal stream to present CalRecycle and the stakeholders of California with its ideas and proposals to meet a goal of 50 percent reduction in packaging disposed in California by the year 2020. We are reaching out to industry and trade associations in an effort to reach as many manufacturers and brand owners as possible to accept this challenge and present at the June workshop.



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CalRecycle recognizes that, while the Challenge is aimed at product manufacturers and brand owners, other stakeholders must be engaged. It is my hope that NWRA will take advantage of this opportunity to share its perspective on considerations to attain this goal.

Please do not hesitate to contact Cynthia Dunn, our packaging lead, at [Cynthia.dunn@calrecycle.ca.gov](mailto:Cynthia.dunn@calrecycle.ca.gov) or (916) 341-6449 with any questions.

Best regards,

A handwritten signature in cursive script, appearing to read "Carol Mortensen".

Carol Mortensen  
Director