

**DEPARTMENT OF RESOURCES RECYCLING AND RECOVERY**1001 I STREET, SACRAMENTO, CALIFORNIA 95814 • WWW.CALRECYCLE.CA.GOV • (916) 322-4027

P.O. BOX 4025, SACRAMENTO, CALIFORNIA 95812

March 11, 2015

Ms. Keefe Harrison
Executive Director
Curbside Value Partnership
125 Rowell Ct.
Falls Church, VA 22046

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

Dear Ms. Harrison:

The Recycling Partnership, administered by the Curbside Value Partnership, is a notable example of manufacturers and other stakeholders taking action to increase packaging recovery. It is in this spirit of continued coordination that I invite the Recycling Partnership to participate in CalRecycle's Manufacturer's Challenge and an upcoming associated workshop 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 participate in the June workshop. It is my hope that the Recycling Partnership will take advantage of this opportunity to present its proposals to meet this goal.



Ms. Keefe Harrison

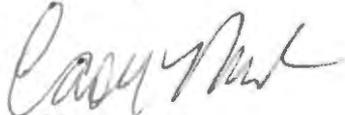
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I'd like to schedule some time for a meeting or conference call in the next few weeks to discuss details about the workshop and the Recycling Partnership's participation. I've asked Cynthia Dunn, our packaging lead, to coordinate this effort, so she will be in contact with you shortly.

We look forward to continuing to collaborate with the Recycling Partnership on solutions that will help achieve our respective sustainability goals. You may contact Cynthia Dunn at (916) 341-6449 if you have additional questions.

Best regards,

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

Carol Mortensen

Director

Enclosure: CalRecycle's Manufacturer's Challenge Description document