



## DEPARTMENT OF RESOURCES RECYCLING AND RECOVERY

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P.O. Box 4025, SACRAMENTO, CALIFORNIA 95812

March 11, 2015

Ms. Elizabeth Bartheld  
*USPS*  
Vice President, Government Affairs  
American Forestry & Paper Association  
1111 Nineteenth Street, NW, Suite 800  
Washington, D.C. 20036

*Via E-mail and*

Re: Invitation to Accept CalRecycle's Manufacturer's Challenge

Dear Ms. Bartheld:

Thank you for the American Forestry & Paper Association's (AF&PA) 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. It is in this spirit of continued engagement that I invite AF&PA 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 AF&PA will take advantage of this opportunity to present its proposals to meet this goal.



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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 AF&PA'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 AF&PA 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