

**DEPARTMENT OF RESOURCES RECYCLING AND RECOVERY**

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March 11, 2015

Ms. Pamela Williams
Executive Vice President
California Retailers Association
980 9th Street, Suite 2100
Sacramento, CA 95814

Via E-mail and USPS

Re: Invitation to Accept CalRecycle's Manufacturer Challenge

Dear Ms. Williams:

As the California Retailers Association's (CRA) members represent a key part of the packaging value chain, I'd like to encourage CRA 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 CRA's membership includes companies that may be manufacturers or brand owners, and that, while the Challenge is aimed at product manufacturers and brand owners, other stakeholders must still be engaged. It is my hope that CRA 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 or (916) 341-6449 with any questions.

Best regards,



Carroll Mortensen
Director

Enclosure: CalRecycle's Manufacturer's Challenge Description document