

## **Greater Stockton Chamber Joins Coalition to support SB 54**

The Greater Stockton Chamber joins with the California Chamber to endorse the Circular Action Alliance's (CAA) application to be the Producer Responsibility Organization (PRO).

SB 54 establishes a new extended producer responsibility (EPR) program to manage packaging and single-use plastic food ware products across every sector of the economy. Producers will ensure that the packaging and plastic food ware sold in California is recyclable or compostable.

EPR gives primary responsibility for managing products after their useful life to producers, who can design and market products to be more easily reused or recycled.

EPR can encourage product design changes to:

- Ensure products are easily reused or recycled.
- Minimize negative impacts on public health and the environment at every stage of the product's lifecycle.

### **Support CAA's Bid as California's PRO**

We're supporting CAA's Bid to be the state's PRO, and we're asking our network of local business advocates to do the same.

- **Milestone Legislation:** SB 54 sets a new standard in environmental responsibility, mandating significant reductions in single-use plastic and high recycling targets.
- **CAA's Role:** As the only nonprofit PRO developed by and for producers, CAA is uniquely positioned to lead California's packaging reform effectively.
- **Benefits of CAA Leadership:**
  - **Producer-Centric Approach:** Designed by producers to ensure practical, business-friendly solutions.
  - **Proven Success:** CAA's track record in states like Colorado and Maryland demonstrates their capability to manage complex EPR programs.
  - **Harmonization and Cost-Efficiency:** Aligning with national standards, CAA aims to streamline compliance, enhancing sustainability while minimizing costs for businesses and consumers.
  - **Ready to Act:** With the necessary infrastructure, staff, and resources, CAA can immediately undertake the development and implementation of a comprehensive PRO plan.
  - **Inclusive Outreach:** Extensive engagement across various sectors ensures a diverse range of interests and concerns are addressed.

For more information on SB 54, please email Frank J. Ferral, Chief Policy Officer, at [frank@stocktonchamber.org](mailto:frank@stocktonchamber.org)