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PRESS RELEASE

ROSEVILLE IS 100TH JURISDICTION TO SUPPORT CALIFORNIA PRODUCT STEWARDSHIP PLACER COUNTY BECOMES 101ST

FOR IMMEDIATE RELEASE: Roseville, California – On July 21st, the City of Roseville became the 100th jurisdiction or public agency in California, to adopt a resolution in support of Product Stewardship. The County of Placer became the 101st on July 27th. These resolutions are part of a movement that calls for Extended Producer Responsibility (EPR), also known as Product Stewardship.

“The State and Federal governments have been mandating local governments to prohibit certain products from being dumped in our landfills,” said Roseville City Councilmember John Allard. “Unfortunately it’s an unfunded mandate and results in huge expenses that have to be absorbed by our rate payers. What we’re trying to do is hold the manufacturer responsible for producing materials in such a way that they have a greater degree of reusability and recyclability to minimize the disposal costs and the effect on rates,” added Allard.

“We cannot continue to expect government and taxpayers to design, fund and manage every product sold, said Heidi Sanborn, Executive Director of the California Product Stewardship Council. “Taxpayers and garbage ratepayers have hit their limit and so have our landfills! Requiring producers of problem products like batteries and paint to pay for their recovery, utilizes free-market competitive forces to drive down recycling costs and creates jobs in the private sector, not in the public sector.”

“Stronger markets for recycled content products mean profits for waste haulers so they can market their recyclable commodities - EPR programs are designed to stimulate markets for recycled products and often producers find ways to incorporate old product materials into new, driving the markets and increasing new green jobs,” said Placer County Supervisor Kirk Uhler. “On Monday, The Carpet Recyclers opened a consolidation location for carpet here in Placer County on Athens Road” added Uhler, “They take all carpet padding and carpet, except commercial grade, for recycling, creating jobs and reducing what goes to landfill and that is a win-win.”

The California Product Stewardship Council educates both the public and private sectors about Product Stewardship and closely partners with business, jurisdictions, waste and recycling companies, manufacturers and others to promote and encourage sustainable practices and to recognize those companies who are taking a leadership role in participating in waste reduction.

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