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SOLID WASTE ASSOCIATION
of North America

CALIFORNIA CHAPTERS

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LEGISLATIVE TASK FORCE

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March 24, 2005

The Honorable Allan Lowenthal
Chair, Senate Environmental Quality
State Capitol Building, Room 3048
Sacramento, CA 95814

RE: SB 369 (Simitian) Green Bear Eco-Labeling – SUPPORT

Dear Senator Lowenthal,

The Solid Waste Association of North America (SWANA) is composed of approximately 7000 public and private sector solid waste management professionals throughout North America dedicated to the development and enhancement of environmentally and economically sound practices and policies for the integrated management of municipal solid waste. There are approximately 900 members of SWANA in California, and on their behalf I am writing in support of SB 369 (Simitian).

SB 369 would establish an officially sanctioned California “Green Bear” ecological brand which would be awarded to consumer goods which meet the best standards for environmentally superior performance. This bill would thereby promote consumer and manufacturer responsibility. Polling indicates that a large percentage of consumers if given reliable information will choose an environmentally superior product over another similar product, even if the cost is higher. Currently, consumers have no reliable means of determining whether a product they purchase has been produced with recycled content, has utilized toxic chemicals, is recyclable, or relies on destruction of the natural environment for its manufacture.

SB 369 (Simitian) will hold manufacturers responsible for their products, and give consumers an educated choice to purchase environmentally responsible products. For these reasons, the California Chapters of SWANA urge you to support SB 369 when it is heard before your committee.

Sincerely,

Yvette Gómez Agredano
Legislative Advocate
SWANA, California Chapters

cc: Members, Senate Environmental Quality
The Honorable Joe Simitian
Consultants, Senate Environmental Quality
Will Dickinson, Chair, SWANA California Chapters Legislative Task Force
Mark Urquhart, Secretary, SWANA California Chapters Legislative Task Force