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1415 L Street, Suite 450  
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August 18, 2008

<< Store Name >>  
<< Address >>  
<< City, State, Zip >>

Dear Store Operator:

**LOS ANGELES COUNTY'S  
SINGLE USE BAG REDUCTION AND RECYCLING PROGRAM  
RESOURCE PACKET AND VOLUNTARY PROGRAM PARTICIPATION FORM**

On January 22, 2008, the Los Angeles County Board of Supervisors adopted the ***Single Use Bag Reduction and Recycling Program***, a comprehensive strategy to reduce plastic bag litter by reducing plastic bag consumption and increasing the use of reusable bags. The Program was developed through an extensive nine-month stakeholder process, implemented through a Working Group that included representatives from the California Grocers Association (CGA), American Chemistry Council, Progressive Bag Alliance, plastic bag industry, environmental organizations, local government, and members of the public.

***PROGRAM GOALS***

The Working Group developed a comprehensive Program to:

- Promote reusable bags.
- Increase at-store recycling of plastic bags.
- Reduce plastic carryout bag usage.
- Increase the post-consumer recycled content of paper bags (minimum 40 percent).
- Promote public awareness of litter impacts and consumer responsibility.

Aggressive goals have been set to reduce plastic bag usage and increase recycling, using total consumption for Fiscal Year 2007-08 as the baseline:

- 30 percent disposal reduction by July 1, 2010, and
- 65 percent disposal reduction by July 1, 2013

It is important to note that without our collective effort to reduce bag use and meet these goals, action will be triggered to implement a ban on single use plastic carryout bags at affected stores.

### ***PARTNERSHIP BETWEEN CGA AND THE COUNTY OF LOS ANGELES***

The CGA and the County, in coordination with the Working Group, have partnered together to structure a flexible Program with a “menu” of options that enables stores to participate in the Program and assist in meeting the established goals. The Program will initially include only “large supermarkets and retail stores” as defined in the current State recycling law (AB 2449, summarized below).

- Large Supermarket – a full-line, self-service, retail store with gross annual sales of \$2 million or more and which sells a line of dry groceries, canned goods, or nonfood items and some perishable goods.
- Retail Store – has over 10,000 square feet of retail space that generates sales tax and has a licensed pharmacy.

Our records indicate that your store meets these criteria. As a partner with the County, you will be working to implement store-specific programs from a “menu” of options, developed by the Working Group, within each of the following key categories:

1. Training/Education of Store Personnel (Management, Baggers, Clerks, etc.)
2. Incentives to Reduce Single Use Bag Consumption
3. Public Education/Awareness

Details regarding these Program options are included in the attached Resource Packet. Acknowledging the County’s ethnically diverse population, we further encourage you to develop store-specific programs that are focused on your customer demographics. **County staff is also available to provide assistance in developing and promoting these programs.**

### ***BENEFITS OF PARTICIPATION***

Your participation in this comprehensive Program is vital to ensuring its success in Los Angeles County. We believe that your participation will provide several direct benefits to your store, including:

- Reducing the number of single use bags provided free of charge to your customers, a direct cost-savings to your business.
- Reducing single use bag litter in the vicinity of your store, enhancing aesthetics and improving community relations.
- Showcasing your commitment to the environment, further enhancing customer loyalty.

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Furthermore, as a Program partner, your store will be eligible for Environmental Leadership awards from the County. These awards will recognize those stores exhibiting exemplary efforts in meeting the goals of this Program. Recognition may include presentations at a meeting of the Board of Supervisors, acknowledgement on the Program website or in other outreach materials, or some form of recognition to be displayed in your store.

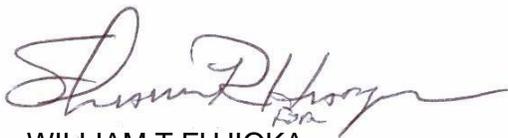
**NEXT STEPS**

We request that you review the enclosed Resource Packet and return the enclosed participation checklist by August 31, 2008. We also ask that you take a moment to describe your current bag-related programs and indicate which programs you plan to implement in the future.

Additional resources and information, along with a copy of the enclosed Resource Packet and checklist, are also available on the Program's website, [www.BragAboutYourBag.org](http://www.BragAboutYourBag.org). Should you need further information, your staff may contact Carlos Ruiz of the Los Angeles County Department of Public Works at (626) 458-3500, Monday through Thursday from 7:00 a.m. to 5:30 p.m.

We hope that you will actively participate in this unique opportunity to improve the quality of life for residents in Los Angeles County.

Sincerely,



WILLIAM T FUJIOKA  
Chief Executive Officer  
Los Angeles County



RONALD FONG  
President/Chief Executive Officer  
California Grocers Association

WTF:RF

Enclosures