

August 23, 2007

### **Chairman's Report to the Annual General Meeting**

Unlike my reports of the previous years, we have experienced a dramatic change in the landscape for the Plastic Packaging industry in a number of areas. While minor skirmishes with advocacy and the occasional politician are to be expected in an industry as wide and as complex as ours, the past year has seen an acceleration of activity. On the local front, more than one politician has attempted to enact taxes or even outright bans as a mechanism to control the use of plastic packaging; specifically plastic bags. *Those relatively few, but vocal and inadequately informed Municipal Politicians generated an unwarranted plastic bag frenzy by not recognizing or understanding B.C. Government Policy; specifically - no government taxes to defray the cost of environmental care of manufactured discards .*

Landfill issues in B.C. are becoming more acute as areas such as Cache Creek and other major sites are filling and the resistance to developing new sites is quite strong. To extend the life of the existing sites, significant reductions in daily input are needed. Unfortunately, one of the most visible products in the solid waste stream is plastic packaging. A cynic *might* suggest that the attack on plastics is due to visibility rather than volume and passing legislation or bylaws to control or generate revenue from these products would be the easy way to demonstrate that "something needed to be done and we (I) did it."

The Provincial Government has called for input as to the next two Designated Applications. *Already designated are Beverage, Oil, Car Batteries, and Tires.* The R.C.B.C. Directors have recommended discards from Soap, Household Cleaners and Detergents as one of these applications and this has been supported by the GVRD Directors . In addition, the stewardship program for electronic discards was initiated on August 1, 2007. Plastics are the largest volume component of electronic discards; most often containing halogenated fire retardants. This necessitates this material being managed by the Tec-Cominco Smelter #2 in Trail.

We have been fortunate that our Provincial Government is not able to be swayed by inconsequential issues; regardless of their source. On the other hand, regional districts, cities, municipalities and other jurisdictions are burdened with solid waste management issues and it is from these sources that the pressure is being mounted. Our consultant, Jim Cairns, spends an inordinate amount of his time trying to educate these groups on the real issues and although the frequency of the flare-ups is increasing, he continues to educate to meet the Mission of the Association. *(see new web site)*

The profile of plastics continues to grow and Packaging is a focus of the Canadian Council of Ministers of the Environment (CCME). Knowing their propensity for the 3D approach, (Discuss, Delegate and Defer) it will be difficult to determine when any new substantial initiatives might

be forthcoming however. Our *B.C. Government's proven policies continue to offer guidance to the overall Canadian Scene via the CCME.*

The current popularity of degradable products continues to grow and PPEA- BC has taken the position that we are here to inform our members of the facts as we know them; rather than to choose one application over another. Market pressure often forces this issue upon our membership and we want to give them as much accurate and current information as possible in order for you to reach a responsible decision.

Today, we are about to launch our new website; [www.ppea-bc.org/](http://www.ppea-bc.org/) and I would personally like to thank James Davidson and Ferdos Siadat of Centric Source for their outstanding effort in putting this webpage together on behalf of the membership. The webpage is comprehensive and features our members' names with links to their websites where appropriate, our Mission Statement and Goals, links to environment and governmental organizations, Membership benefits, PPEA initiatives and published articles on issues affecting our membership and our industry. I highly recommend it to you and please take advantage of it to pass along your comments and questions.

Issues on the horizon that may have an impact on our members include the management of expanded polystyrenes, waste to energy proposals, recyclability of additional plastic products and the inclusion of more post-consumer recycled resin in non-food applications. Naturally, we will address these and other issues as they arise.

We expect that the coming year will continue to feature a variety of challenges to our industry, particularly from well-intentioned but often misdirected individuals in responsible positions. We will continue, as always, to address these individually and push our education program ahead to protect our membership from unwarranted intrusion.

On behalf of the Board of Directors, I wish to thank you for your support and the excellent turnout today.

Yours truly,

Steve Norris

Chair