



File: 50340 – 40/PCA/PLAN

July 16, 2007

Mark Kurschner
President
Product Care Association
12337 – 82A Avenue
Surrey, BC V3W 0L5

Dear Mark:

Thank you for submitting on October 6th, 2006, the Product Care Association's Product Stewardship Plan, as required by section 4 of the Recycling Regulation and the supplementary letter of July 5, 2007.

I have completed my review of the plan and the supplementary information and am satisfied that the plan meets the requirements of the Recycling Regulation and hereby approve the plan, with the exception of the residual container management requirement (section 5(1)(c)(ii) of the Recycling Regulation). Please be advised that this approval does not extend to any materials or content contained in the plan that are extraneous to the requirements of section 5 of the Recycling Regulation. Ministry staff will follow up on the residual container management issue and an amendment to the October 2006 Product Care Association's plan and/or July 2007 supplementary letter may be required.

My approval comes with my understanding that your plan contemplates new targets, performance measures and strategies for which you must first establish a base from which to continuously improve. My expectation is that as you move from the planning stage to implementation, and reach key milestones, you will report these to the ministry in your Annual Report as required under section 8 of the Recycling Regulation.

I look forward to working with you to ensure the success of this program.

Sincerely,

Hu Wallis
Director

JW/kw