

1 [Recycling and resource conservation in the consumer catalog industry.]

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3 **Resolution urging the consumer catalog industry to use 50 percent post-consumer**
4 **recycled paper for catalogs, to preserve natural resources, to conserve landfill space,**
5 **and to reduce air and water pollution associated with the manufacturing of virgin**
6 **wood-fiber paper.**

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8 WHEREAS, the preservation of the world's remaining forests is essential to the future
9 of life on Earth because forests stabilize our climate, protect water and air resources, are
10 home to indigenous cultures, and serve as our storehouse of biological diversity; and

11 WHEREAS, eighty percent of the world's natural forests has been destroyed or
12 disturbed by human activities thereby creating an urgent need for forest conservation efforts
13 and

14 WHEREAS, the catalog retail industry exacts a tremendous environmental and social
15 cost by publishing an average of 59 catalogs per year for every man, woman, and child in the
16 United States, amounting to 17 billion catalogs per year and

17 WHEREAS, over 95 percent of all consumer catalogs contains no post-consumer
18 recycled fiber; and

19 WHEREAS, 3.35 million tons of paper are used annually for catalogs, contributing to
20 thousands of acres of clear-cut forests in the US and around the world, and

21 WHEREAS, many of the catalogs published by the catalog industry are used once and
22 thrown away, contributing to a crisis in our landfills where almost half of the waste disposed is
23 reusable wood and paper products; and

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1 WHEREAS, the catalog industry typically gets a low single digit response rate, which
2 means that often over 95% of the catalogs manufactured are ignored by the recipients, which
3 is a waste of natural resources; and

4 WHEREAS, the paper industry is currently the third largest industrial emitter of
5 greenhouse gases, and switching to production of recycled paper requires on average 27
6 percent less energy; and

7 WHEREAS, The City and County of San Francisco, in its Resource Conservation
8 Ordinance, requires City Departments to purchase post-consumer recycled paper for all
9 copier, printing, and writing products; and

10 WHEREAS, The Annual Catalog Conference 2003 will be held at the Moscone Center
11 in San Francisco June 1-3, which is the world's largest catalog event; now therefore, be it

12 RESOLVED, that the Board of Supervisors respectfully urges the catalog industry to
13 exercise environmental responsibility by implementing steps to significantly reduce its use of
14 paper, and by utilizing post-consumer recycled paper for at least half of its paper needs; and
15 be it

16 FURTHER RESOLVED that the Board of Supervisors respectfully requests that the
17 catalog industry cooperate with local and national forest preservation efforts and recycling
18 initiatives, and to ensure that pulp and paper it uses does not come from or disturb
19 endangered forests and intact forest landscapes.

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City and County of San Francisco

City Hall
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Tails

Resolution

File Number: 030938

Date Passed:

Resolution urging the consumer catalog industry to use 50 percent post-consumer recycled paper for catalogs, to preserve natural resources, to conserve landfill space, and to reduce air and water pollution associated with the manufacturing of virgin wood-fiber paper.

June 10, 2003 Board of Supervisors — ADOPTED

Ayes: 10 - Daly, Dufty, Gonzalez, Hall, Ma, Maxwell, McGoldrick, Newsom,
Peskin, Sandoval
Absent: 1 - Ammiano

File No. 030938

I hereby certify that the foregoing Resolution was ADOPTED on June 10, 2003 by the Board of Supervisors of the City and County of San Francisco.

Gloria L. Young
Clerk of the Board

JUN 20 2003

Date Approved

Mayor Willie L. Brown Jr.