2020 Paper Checkoff Referendum Frequently Asked Questions

Here are answers to the most frequently asked questions about the upcoming industry vote.

Q: How does referendum for the paper checkoff work?
A: The paper checkoff (Paper and Packaging Board) was established January 21, 2014. Our Order requires the industry to hold a “continuance referendum” every seven years to vote on whether or not to continue the program. Company designees will receive a paper and an electronic ballot with a simple yes or no question about continuing the program.

Q: Who votes?
A: Manufacturers and importers currently engaged in the industry who manufactured/imported 100,000 tons of paper and paper-based packaging during 2019 are eligible to vote. See the Order for more information.

Q: When is the voting period?
A: Voting will take place between September 14 and 25, 2020.

Q: When will the results of the vote be available?
A: The USDA tallies and reports the results. While there is no set timetable, we anticipate the results to be available in October 2020. In order for the program to continue, a simple majority of those voting must vote yes and represent a majority of the voting volume of paper and paper-based packaging.

Q: Who runs the referendum?
A: USDA

Q: Will the assessment rate increase?
A: The vote to continue the program will not change the assessment rate.

Q: What are the biggest accomplishments of the program to date?
A: Our 2019 Campaign Impact Report recaps the newest information on how many people the campaign is reaching, improved consumer attitudes and how the campaign is doing keeping attitudes that were strong at the start of the campaign, strong.

Q: If the industry votes to continue the program, what will the program address in the future?
A: P+PB’s Board of Directors have directed the staff to develop a 2021 vision with sustainability at its core. New research for Vision 2021 is underway.

Q: What are the benefits of continuing the program?
A: **12 to 1 ROI** according to a USDA-sanctioned report

- A unified voice in the marketplace
- **No startup costs and learning curve.** Started in 2014, P+PB is a well-oiled machine ready to meet the needs and expectations of our companies including promoting our environmental stewardship.

Have more questions? Need more information? Please contact Mary Anne Hansan, President of the Paper and Packaging Board at mahansan@paperandpackaging.org or 703.935.8591