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## 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. Voting will take place between October 12 and 23, 2020.

The next referendum will take place in three years sometime in October 2023.

### **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 October 12 and 23, 2020.

### **Q: Who runs the referendum and when will the results of the vote be available?**

**A:** The USDA runs, tallies and reports the results. While there is no set timetable, we anticipate the results to be available in November 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. Learn [more](#).

### **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 [2020 State of the Campaign](#) 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 some 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](mailto:mahansan@paperandpackaging.org) or **703.935.8591**