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RECYCLING

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Despite Safeway's recycled meat trays, the store chain is among dozens of businesses that have organized efforts — and collected more than \$1.4 million — to defeat the measure, according to Elections Division campaign finance reports filed Monday.

The recycling standards called for in Measure 6 would become increasingly stricter over a 10-year period, beginning in 1993.

Starting that year, packaging would have to meet one of the following requirements to be

sold by a retailer in Oregon:

- It would have to be made of at least 50 percent recycled material by weight;

- It would have to be made of a material of which at least 15 percent is recycled statewide. For instance, any packaging made from aluminum would be acceptable as long as 15 percent of aluminum in Oregon is being recycled; this percentage would increase incrementally to 60 percent by 2002;

- Or, the packaging must be reused at least five times for the same or similar purpose.

Measure 6 would enforce those standards through a scale

of penalties ranging from warnings to \$10,000-a-day fines. The Department of Environmental Quality would be required to monitor product packaging around the state and maintain an exemption program for manufacturers' and retailers' waiver requests.

Although supporters and opponents have wrangled about the finer points of the measure, the central debate revolves around the initiative's basic concept: Does the measure encourage recycling, or is it a packaging ban?

"It doesn't encourage or require recycling," said Ginny Burdick, spokesperson for the Oregon Committee. "It only bans things."

But Consumers for Recycling says the word "ban" is misleading. "It's inflammatory wording," Stubenvoll said. "Calling it a ban is one of the emotional buttons they can push, and they are pushing it hard to cast doubt on the measure."

Indeed, opponents of the measure have pushed for the use of the word "ban."

Last spring, James Whitty, director of the group that founded the Oregon Committee, argued in court that the ballot title of the initiative should include the words "packaging ban." The case proceeded to the state Supreme Court, which ruled in March that the measure is not a ban.

Opponents also say the measure would run up high costs for the state, citing the duties added to the DEQ if the measure passes. One of the Oregon Committee's television ads predicts, "Measure 6 would cost millions."

The state-produced fiscal impact statement created for Measure 6 puts the annual tab for increased DEQ responsibilities somewhere between \$500,000 and \$850,000.

The impact statement will not accompany the measure on the ballot, however, because of a missed certification deadline by state officials and subsequent court rulings.

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