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James A. Buzzard
President

February 26, 2013

Research and Promotion Branch
Fruit and Vegetable Programs, AMS, USDA
1400 Independence Avenue, SW
Room 0632-S, Stop 0244
Washington, DC 20250

Re: Document Number AMS-FV-11-0069 PR-A1 RIN 0581-AD121, Proposed Rules for the Paper and Paper-based Packaging Promotion, Research and Information Order and Referendum Procedures, Federal Register: Vol. 78, No.1, Wednesday, January 2, 2013, Page 188

To Whom It May Concern:

I am writing as President of MWV in strong support for the Paper Check-off Program. MWV is a global packaging company providing innovative solutions to the world's most admired brands in the healthcare, beauty and personal care, food, beverage, home and garden, tobacco, and agricultural industries. MWV's network of 125 facilities and 16,000 employees spans North America, South America, Europe and Asia. We have been producing paper products for over 120 years. The company has been recognized for financial performance and environmental stewardship with a place on the Dow Jones Sustainability World Index every year since 2005.

There are many misconceptions about the paper and paper based packaging industry, and the paper check off would provide a sustained and committed means of providing factual information about our industry's unmatched environmental and sustainability record. The check off program would help provide the funds and research to design a program to remind our customers and consumers about the many benefits of our products and that we are good stewards of our natural resources.

MWV is the primary employer in the rural area of three Southern states. Markets for paper and paper based packaging have declined by 15% between 2000 and 2010, and as those markets have declined the jobs in those rural areas have declined as well. With the help of the check off program we can improve markets for our products and help ensure our industry continues to be able to provide the products people need and depend upon, and to be able to continue to provide those well-paid jobs in rural America.

MWV firmly supports the effort to create a paper check off program, and look forward to an even stronger industry.

Sincerely,

A handwritten signature in black ink that reads 'James Buzzard'.

James Buzzard