



Recycling Council
of Alberta

March 6, 2014

Robert Luciano
Director of Store Development
Starbucks Canada

Jim Hanna
Director of Environmental Affairs
Starbucks

RE: Waste Reduction Practices

Dear Robert and Jim,

I am writing on behalf of the Recycling Council of Alberta with concerns regarding practices in your Alberta locations. It has been brought to our attention that the default serving policy is to put coffee in a disposable cup, unless otherwise specified by the customer that they would like to stay. We at RCA feel this process should be reversed, with the default to put coffee in a ceramic mug unless the customer specifies that they want it to go. By doing this, you can eliminate the number of customers wasting disposable cups by not specifying that they are staying within the Starbucks' establishment and receiving a disposable cup.

RCA's mission is to promote and facilitate waste reduction, recycling, and resource conservation in the Province of Alberta. We commend the Starbucks Corporation for some of their ambitious environmental programs such as their goal of making 100 percent of your cups reusable or recyclable by 2015. Though your disposable cups are recyclable, if customers are staying in the establishment, the more environmentally friendly choice is to use a washable, ceramic mug. This is because recycling coffee cups is an energy intensive process which creates emissions that could be avoided if re-usable mugs were utilized whenever possible.

Thank you for your time, and we at RCA would like to encourage you to contact us within any concerns or questions regarding waste management practices within the Province of Alberta. We would like to assist you in reducing your waste stream as much as possible!

Sincerely,

A handwritten signature in black ink, appearing to read "S. Howland".

Sharon Howland
President