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Recycling Works

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CRA and Manufacturer Zero Waste Conferences: Opportunities to reach new customers

by Mike Greene, *Recycling Business Development Specialist*

In March 2016, a unique combination of two conferences will offer excellent marketing opportunities to recycling companies in the



Carolinas. The [Carolina Recycling Annual Conference](#) (March 21 – 24) will be located with the [Manufacturers Zero Waste To Landfill Conference](#) (March 22 -23) at the Wilmington Convention Center, bringing together in one place a wide range of potential customers from large scale industrial facilities to community recycling programs. There will be two ways to help your company stand out to the more than 750 attendees at this combined event: the Zero Waste Flea Market and the CRA Exhibit Hall.

Zero Waste Flea Market

Does your recycling company specialize in servicing industrial clients? Do you have access to markets for hard to recycle items? Would you like the opportunity to meet a large number of potential customers at one time? Plan to participate in the Zero Waste Flea Market as part of the ZW to Landfill Conference. Manufacturers will have their hard to recycle items, samples, pictures and details on their recyclable items on display at the ZW Flea Mar-

ket. Markets will be able to circulate to manufacturer displays and see what is available from many different kinds of generators. For more information on the flea market,

contact Mike Greene at 919-707-8137 or mike.greene@ncdenr.gov.

CRA Exhibit Hall

The CRA Conference General Exhibit Hall provides another platform to engage with waste generators and other business contacts. Attendees of both the CRA and the ZW to Landfill Conference will be circulating through the CRA Exhibit Hall, looking for market contacts for a range of recyclable materials. For these additional contact opportunities and to learn more about exhibiting for the CRA conference, see <http://www.cra-recycle.org/2016conf/exhibit/>.

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Recovering Excess Food: *Southeastern Regional Summit with a National Twist*

by Jorge Montezuma, *Organics Specialist*

In November, 260 leaders from around the nation and beyond (including Canada and the United Nations) gathered at the Food Recovery Summit in Charleston, S.C. The Southeast Recycling Development Council (SERDC), the U.S. Environmental Protection Agency, Biocycle, S.C. Department of Health and Environmental Control and N.C. Department of Environmental Quality led the coordinated effort to bring under the same roof experts and innovators from the business and non-profit sectors and catalysts at the university, local, state and federal government levels to tackle our dual challenge of hunger and waste.

The program covered topics ranging from source reduction, policy making and education, to new perspectives on the food waste hierarchy and systematic approaches to feed edible excess food first to humans, and then to animals and microbes through various processing technologies. EPA used the summit to further its plans to reduce excess food 50 percent by 2030, a recently announced joint goal by the EPA and USDA.

A key takeaway message from the event was the need to better harmonize reduction at the source, increased food donations and processing of excess food through technologies such as composting and digestion. Composters are uniquely positioned to work with existing clients already making a difference, and what better way to do this than by feeding neighbors before feeding microbes?

More than 50 North Carolina attendees from universities, non-profits, local governments,

organics recycling businesses and state government agencies attended the summit. In the Southeast, North Carolina is seen as a model for recovering excess food, having roughly a dozen permitted composting facilities processing excess food, more than 10 food scrap haulers and an escalating commitment among key players to



More than 260 industry leaders gathered in Charleston, S.C. for the 2015 Food Recovery Summit. Panel discussions were offered on a wide range of topics, including a session on the viability of composting as a business venture, presented by Noel Lyons with McGill Compost (pictured above).

increase collaboration. In a state without food scraps bans or mandates, businesses are crucial to developing needed infrastructure for diversion of food scraps and other organic waste.

North Carolina will work to coordinate with the EPA food recovery action plan and associated tools to help organizations at different levels advance the recovery of excess food.

For more information, please contact Jorge Montezuma at 919-707-8123 or Jorge.Montezuma@ncdenr.gov.

Carolinas Plastic Recycling Council Meeting Unveils New Outreach Campaign

by Stacy J. Smith, Recycling Business Development Specialist

As part of an ongoing effort to support networking and policy development among members of the regional plastic recycling industry, the Carolinas Plastics Recycling Council (CPRC) held its fall meeting on Nov. 6, 2015. More than 80 regis-



tered attendees representing all segments of the plastics recycling industry assembled at the Polymer Center for Excellence in Charlotte for a day of relationship building and information sharing. In addition to a speed networking session, participants heard presentations on advocacy, policy and the supply chain effects from falling crude oil prices. An interactive panel focused attention on the current market for plas-

tics and how businesses are adapting to the changing business climate.

CPRC has launched a public outreach campaign entitled "Your Bottle Means Jobs" geared towards demonstrating the economic benefits of in-

creased plastic bottle recycling in North and South Carolina. The campaign hopes to raise \$150,000 this year for multi-media outreach in key demographics in both states. For more information about the campaign including sponsorship opportunities, please visit <http://www.yourbottlemeansjobs.com/> or contact Chantal Fryer with the S.C. Department of Commerce at cfryer@sccommerce.com.

More than 125 Attend CRA's 2nd Annual Recycling Business Connections

by Wendy Worley, Recycling Business Development Specialist

More than 125 recycling business representatives met on Oct. 14 at The Big Chill in Charlotte for the second annual Recycling Business Connections networking event. The event was hosted by the Carolina Recycling Association and planned in conjunction with the N.C. Recycling Business Assistance Center and the S.C. Department of Commerce.

With a combination of facilitated and open networking, the event offered participants a unique opportunity to connect peer-to-peer and to build new business relationships.

"We are very pleased with the response," said

CRA Executive Director Diane Davis. "Having a diverse group of recyclers face-to-face meant more opportunities for participants to make new business connections, find new markets and help the recycling industry of the Carolinas grow."

Seven organizations sponsored the event: MetalTech Systems, Republic Services, Carolina Fibre, Company Wrench, EZ Products LLC, Kiln Direct and New River Tire Recycling.

For more information, contact Wendy Worley at 919-707-8136, or wendy.worley@ncdenr.gov.

Announcements & Opportunities Strategic Materials Acquires Reflective Recycling

At the end of 2015, Strategic Materials acquired nine of 10 Reflective Recycling operations including Bevcon and the Reflective Recycling plant in Wilson, N.C. Most of the personnel from Reflective Recycling will join the Strategic Materials team, including Bill Clark and Reflective Recycling's founder Steve Bowles, who will now be the executive vice president, East Coast and Canada.

Reflective Recycling was founded in 2000. Strategic Recycling has been active in glass recycling for more than 100 years and has 38 locations in the U.S. and Canada.

2016 Building Materials Reuse Association Conference

Decon '16, the Building Material Reuse Association's international conference dedicated to the recovery of building materials (deconstruction),

their reuse and recycling, will be at the Hilton Doubletree Brownstone in Raleigh, N.C., February 29-March 2, 2016. For more information or to register, go to <https://bmra.org/decon-16-registration/>.



EPA Lunch and Learn

(Lunch and) Learn from EPA's 14 years of experience on how to run an effective cafeteria food scraps diversion program on April 19 at the Research Triangle Park. EPA, the N.C. Division of Environmental Assistance and Customer Service and the N.C. Composting Council will host this lunch and learn and tour to help cafeteria, sustainability and facilities managers set up effective food scraps diversion programs at office cafeterias. For information, please contact Jorge.Montezuma@ncdenr.gov.

**Does Your Waste
Have a Home?**

Find one at...

NORTH CAROLINA
WasteTrader

www.ncwastetrader.org

N.C.'s Industrial Waste Exchange

North Carolina's marketplace for discarded or surplus materials and products.

This free, waste exchange service is designed to divert recoverable materials from disposal while providing feedstocks and supplies to potential users.

**For more information, call
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