- Access to curbside is not the same as using it.
- Some don’t want to pay fee for recycling even if offered.
- Once recyclables gathered can’t sort practically for return to manufacture.
- Single sort can be sub-sorted (2 main categories – how). Glass doesn’t hurt end market for paper-OCC, etc.).
- Twin Cities end market for glass is weak.
- Look at commodities in terms of global market, our company ships a lot overseas, probably will continue.
- China a big and growing market – particularly paper and plastic.
- Web site link to go out from Wisconsin and Minnesota.

Minnesota recycling/waste generation

- What’s the percentage going to landfill, a good goal to look at to see that change.
- Data issue – from industry viewpoint, not sure we should hang up on numbers, concern we have sales figures. The sales figures and the recycling figures are not adding up.
- Our numbers dramatically different from Solid Waste Policy Report numbers in Jan 08, important-whatever percent goal, we need a good benchmark, if lack we can’t measure progress.
  Beer (use actual number required) and soda (non-required) is within 6%. Our point, make sure since numbers so different from PCA assumptions.

Is there a schedule on budget item for MSW sorts?
AFW-7
AFW-8

WARM –
- How to relate to overall inventory.
- How to fit with total state emissions, measurable results, will we see them?

MSW has shown a reduction even though only 3% of total emissions.

WARM is in question as far as needing updates.

Lot of controversy on AFW 7 & 8 and Minnesota Resource Recovery Association concerned on WARM results used by MCCAG.

Not highest and best use in WARM.

Recycling events – Are you accepting organics at festival events? E.g., golf tournament.

Recycling Bin – barriers (language, demographics, economic), are you working on those?
Recycle More Minnesota money from state (steel & aluminum)

Recycle More Minnesota Spent – ($200K last year)

(Wisconsin Update)

Be Smart.org

Wisconsin local recycling is locally funded, not state-funded, but see $1.9 mil grant.

Wisconsin – Move to recycling more at festivals by haulers, part of service, little content (see rise in aluminum can use for beer).

If talk to festival or event venue, can vs. draft, should push can recycling.
Main message to venue should be “containers need to be recycled” (e.g., vendor pouring from can to cup).

Projects outside Minnesota.

- Japanese away from home approach. RVM machines in malls, state parks. Incentive-smart card or sweepstakes 3 year prototype, how to roll out state.
- Oklahoma producer responsibility – automated not for all types, e.g., curbside stream. For retailer’s point rewards. Is for non curbside areas.
  2005 test to 100 store rollout.
- US: Minute Maid packaging test 4-08.

Minnesota Skating Center: (Roseville) – requirement for recycling containers in K.

Daytona Speedway

- Recycling paragraph in K – decide number containers needed, cut trash.
- But labor provided by regular venue operations staff, not beverage provider. We can’t be at all events.
  Note: some venues want bins but as anonymous – a problem for us.

34-40 recyclers deliver glass to plant. Liquid sellers have own drums they bring. They make money - not haulers of MSW.

LUNCH BREAK

October 3 – full day meeting in Madison, WI.

Total of 3 full-day meetings proposed.
What needs to be done? Who will do it? “This resource and timelines” accountable: _______.

“Opportunities for Collaboration” section of agenda

EDUCATION

On quality needed a process to get there, information needed. Plastic and aluminum ___? Glass- I know.

Subdivide education public, etc.

Direct it at area needing improvement, mass public broadcast? Actors in a specific channel?

Is it education we are talking or marketing campaign? We do want an action step.

Education: who do we need to reach- convenience store, consumer business publicity?

Environmental Education raises awareness skills then leads to action.

Choosing packaging wisely is important. Make sure it leads to action.

TO DO LIST

#4 Waste reduction item
#5 Analyze different kinds of packaging.

Start with educating ourselves on barriers of most significance
- Curbside not available?
- Not caring?
- Away from home?
Then address barriers

Are the three points under education the whole picture?

Reiterate educators must be informed of needs of processors. Best use business angle not politics.

We could do the universe under education.

Important to layout the universe for discussion, not to leave things undiscussed if important.

- Are there more than 3?

Other items for education

#6 metrics what’s baseline on recycling rates, not in consensus.

When is timeline for data and metrics? (Hopefully settled in next 2 months)
Next meeting needs an update from metrics group.

Can your data split residential and commercial?

I think metrics (generation & recycling) do need to be settled before more meetings. Climate group, same problem, can’t use numbers that are not good. That said, we do need to do better job on recycling.

I second that idea, make mistake on numbers and legislature/passes law on that, jeopardizes the industry. Information can be dangerous; Industry wants to be part of group.

PCA – a separate process, Product Stewardship and metrics.
PCA – maybe layout process to get progress on data problem.

Clarify Request – “Collaboration absent mandates”

What are boundaries? If boundaries include mandates it will affect some participants willingness. Given today’s business climate, worry on huge economic impacts if mandate.

PCA – intent to focus on voluntary but relevant to leave all law out, like public entities law.

Regarding the paint dialogue, we are pursuing voluntary but our group doesn’t exclude it.

Hospitality industry is that a sector to target and who represents? (hospitality Minnesota).

PCA barriers – measurement is one, educational need unknown, understand barriers before solutions.

State Fair – start with ½ mill bottles sold. That gives us baseline-why not state wide? Target knows that, beverage containers, let’s use that total.

PCA – Opportunity to Recycle. Focus group feedback; want convenience and opportunity.

Example: this hotel – no recycling. We heard about good efforts but doesn’t equal a system. But what’s the systematic solution? Measurement input, but not all of problem. Consider voluntary vs. mandatory.

Has to look transparent, there is commercial recycling even if customers don’t see it.

Glass recycling- transportation cost a factor-example 150 mi haul container a problem, one solution has been to crush for aggregate, but tough for glass bottle manufacture.

Would be good in education content to show what glass process needs as a business.

PCA – how does reverse distribution work?

Program Sustainability a problem-due to outside economics then education and is bad for public.

PCA – Move recycling better. Barriers have been ID’d. Need to know bedrock information offline? Here? Where do we start in sequence?
Concern – loss of focus on objective if universe too big. Example-paint stewardship packaging. Seems a stretch here, but beverage industry considers play and toy priority light weighing issue – that takes care of itself – self reinforcing to cut additional costs.

Agree, stick w/recycling of glass, plastic, and aluminum - we’ll never know which is better environmentally.

Important – talk of glass in single sort-we count that as recycling now. Hauler logistics – how does that help, we should look at consumer behavior, more participating and participants doing more.

PCA – any system must make economic sense to be sustained.

PCA – St. Paul has group of movable containers from festival to festival. City of Minneapolis liked that, it works. I hope for progress on optics.

What are factors for moving Product Stewardship forward – Japan and UK?
Japan tried standard method and wanted more.
England – They had a vendor and wanted volume up since government had credit for stores with high percentage.

Barriers – Sales volume – beer concern on transparency - draft vs. can vs. bottle gives some uncertainty.

Soft drink – less monolithic, bottled water, juice, iced tea, no reporting by state line, so beverage sales is right measure but (ex: aluminum cans less problematic since beer and soda: good #). PET – lot of range there. Food and beverage estimates inevitable.

PCA, why we discussed a subteam on that, when done or in progress.

Mike, Brad, Wayne, Kevin D, others? E-mail to full member list.

PCA – we may ask data question to members and summarize what we do have.

Helpful if we know which channels have the biggest volume? Industry work 2003 consumptions, NRC, how much at home, a 1st >50% helps in priority, but nationwide.

OCTOBER 3 – MADISON ITEMS

- Metrics team report back
- Phone in for virtual attendees.
- Educational presentation on glass processing and barriers.
- Q – Would need to address: how is this a barrier? supply? Quality? Participation?

PCA – Articulation on barriers in each material useful? How to do that list?

Suggest a date for participating to send barrier information to Wayne Gjerde by _______ date.

PCA – will collate barrier information. Do we want to get into opportunities on October 3 too?

Strategies to address barriers would help.
Industry, retailer, and consumer perspectives all relevant but not hearing much on second two.

RAM – information on barriers.

Paint, mercury switch – concerned on product stewardship comparison.

Hearing a lot on outcomes, when do we focus in? Is this Product Stewardship or not? – collaborative instead – or statute?

PCA – systems approach, how fix efforts together? Product Stewardship were examples of common efforts, may/may not be relevant. Is for group, what’s outcome – 80% by 2012 and how to measure?

PCA – who else needs to be here? Maybe others.

Need economics in discussion, cost.

Industry can’t use more recycled material if raw material cheaper, would need credits, incentives, etc.

What about our conflict problems w/this, dates a lot of Wisconsin/Minnesota business/retailers, etc) could not attend.

So, can we agree on next date? Let’s work out process. How can we finish in 60 days?

PCA – data issue – not process.

Makes more sense if knew tonnage of material and where consumed – before solutions. Expense tougher sell than revenue.

Also need data on how effective we have been in each sector. Do we have that information?

Need information on message in a bottle and convenience store.


Scott County – good group on internal recycling.

PCA, will consult on dates.

October 3 Q: (WI)

Video conference? Probably not