

Recycling Contamination

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- The recycling industry has reached a crisis with the current model, and this crisis is affecting markets Nationwide
- Contamination has become rampant through our local recycling programs

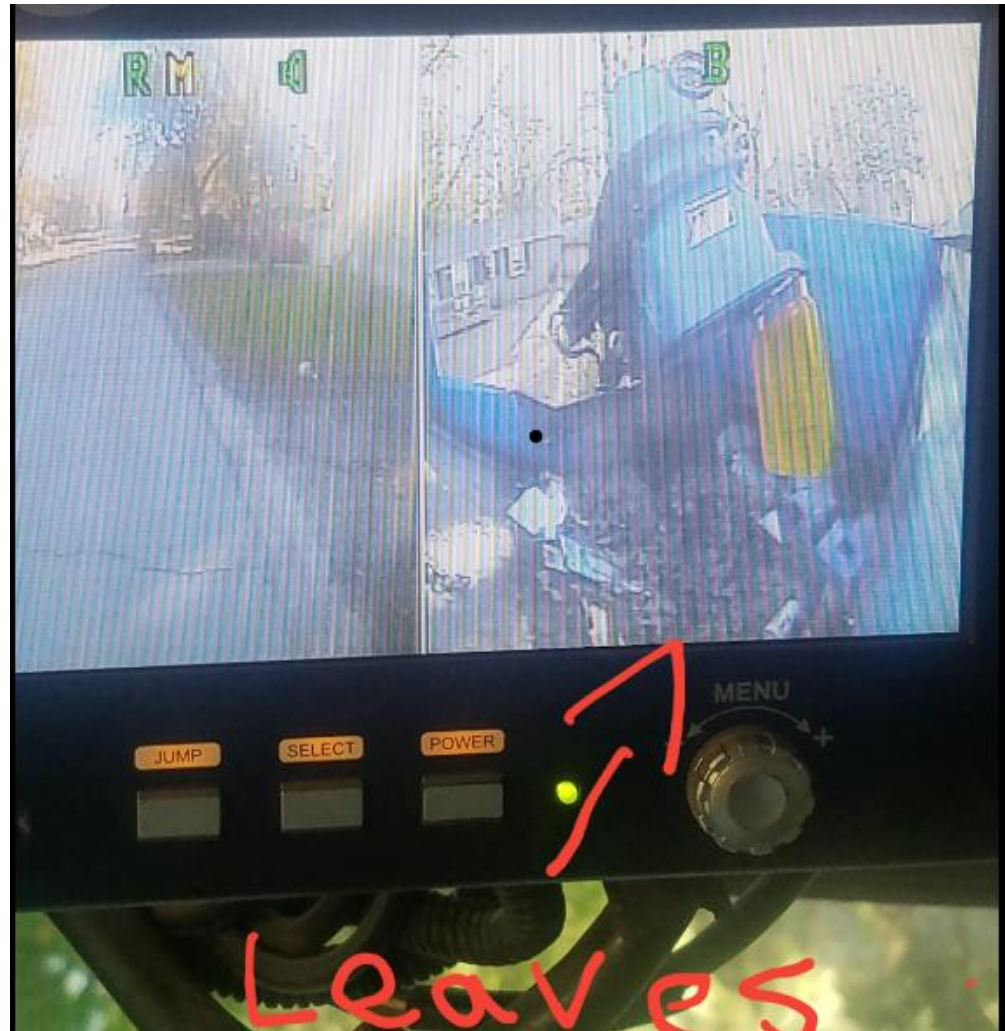
Drivers



Drivers



Driver



Contamination



Contamination



Contamination



Contamination



Contamination



Contamination



Contamination



Contamination



Contamination



Contamination



The Economics of Recycling

- Any guesses on how much a modern recycling plant cost to build and equip
- What happens when the commodity return from the mills is less than the processing cost?
- For a local resident the best way to help reduce the sorting cost, and make recycling more cost efficient is to control contamination

Next Steps

- Recycling facility talked to hauler...
- Hauler explains issue to city
- City and hauler work together to create education program
- Hauler route contamination audit
- Hauler works with MRF keeping them informed of the education process and looks for feedback as they watch the load

What does all of this mean?

- We have to partner together developing dynamic and mutually beneficial programs
- Invest in better education programs to change current behaviors
- Sharing of educational resources (MARC is a great example)

