



ZERO WASTE

News

A publication for County of Santa Cruz GreenWaste Recovery
Commercial Customers | Summer 2019

IS THIS THE END OF RECYCLING?

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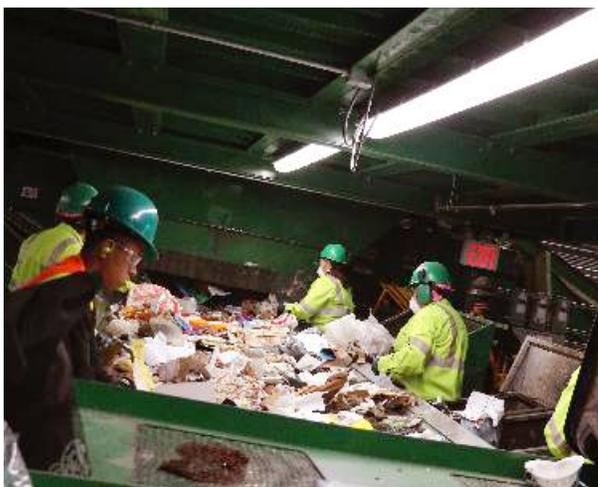


IS THIS THE END OF RECYCLING?

NOPE! Recycling is not dead, and it's not going away. It is, however, an extraordinarily tough time for the recycling industry. Experts say the market is the worst they've seen, but recycling is needed more than ever. Programs to increase recycling and composting can be among the most cost-effective actions local communities can take to reduce GHG (greenhouse gas emissions). There is no future without recycling; recycled materials help prevent use of virgin resources and help sustain the environment for future generations.

GreenWaste Recovery has been fortunate to continue to find domestic and foreign markets for recyclables taken to the San Jose Material Recovery Facility, where we process materials you place in your blue container. Check out GreenWaste's state-of-the-art recycling facility here:

www.bulkhandlingsystems.com/greenwaste-recovery-opens-90-tph-mixed-waste-mrf/



Unsafe work environment for those sorting your stuff

When non-recyclable or hazardous items contaminate the recycling containers, Material Recovery Facility sorters can be exposed to dangerous materials. Items that are frequently found as hazardous contaminants include syringes and sharps, batteries, fluids and chemicals, and bio-hazard waste.



Recycling Contamination - Why does it matter?

Contamination happens when non-recyclable items are mixed in with recyclables items or when recyclable items contain liquid or food residue. Contamination is one of the reasons there has been such a dramatic change in global recycling. Contaminated recyclables can cause materials that could have been recycled to be landfilled. Recycling is the feedstock to make new products—clean, uncontaminated recyclables ensures those materials are processed and turned into new items.

Contaminants in recycling carts include:

- Food waste, oil, and grease
- Containers with liquid inside (please keep dry and clean; cap on empty plastic bottles)
- Household hazardous waste such as batteries, auto fluids, propane tanks (recycle household batteries in zip lock bag on top recycling cart)
- Bio hazards (diapers, syringes, needles, sanitary products)



Rinse it!

Before you recycle that beverage container, give it a quick rinse or leave upside down overnight. Excess liquid left in containers will contaminate papers in the recycling and render them non-recyclable.



What about that pizza box?

The most appropriate way to discard a pizza box is to trash the bottom soiled with oil and food. If the top is clean, tear it off and place in the recycle bin.



Wishful Recycling? When in doubt, throw is out

Wishful recycling -- also known as “aspirational recycling”-- is simply throwing something into the recycling bin hoping that it will be recycled.



Watch for the contaminate culprit: Food Waste

Recyclable items quickly become garbage when they have remnants of the food that they once held. These dirty items can contaminate the whole truckload. One example of food waste contamination is cardboard boxes used to carry takeout food; when cardboard has food on it, it heads to the landfill.

To recycle right, consult your Green Waste Recovery Recycling Guide
www.greenwaste.com/santa-cruz-county or visit www.santacruzcountyrecycle.org.



EARTH DAY SUCCESS 2019

More than 1000 people pledged to the 5 R's "Refuse, Reduce, Reuse, Recycle, and Rot" during Earth Day event April 20th at San Lorenzo Park. Will you pledge too? To help each pledger to refuse single-use disposables, the County of Santa Cruz presented them with either a stainless steel coffee cup or water bottle. They can "refuse" their coffee in paper cups and plastic lids and "refuse" plastic water bottles by refilling their own container.

The Five R's Focus

- **Refuse** - Just say no!
- **Reduce** - Don't impulse buy. Use multi-use, natural and homemade products.
- **Reuse** - Stop using disposable products. Use sustainable alternatives. Buy used.
- **Recycle** - Make sure it's clean and dry.
- **Rot** - Turn your table scraps into compost. Look for classes in the fall on the County website.

THE SINGLE-USE WATER BOTTLE PROBLEM

Over 1 million plastic bottles are purchased every minute and nearly 80% of them end up in our landfills and oceans. At this rate, the amount of single-use plastic ending up in our oceans will outweigh fish by 2050, unless we make a change NOW.



TURN THE TIDE ON PLASTICS

In the June 9, 2019 *Santa Cruz Sentinel* article "Levels of plastic pollution in Monterey Bay rival those in Great Pacific Garbage Patch," Paul Rogers explains that the plastic pollution is made up of tiny bits of debris floating from near the surface to thousands of feet underwater. Ocean animals are consuming these particles. Roughly 40 % of the particles detected are PET (polyethylene terephthalate) #1 plastic, found in common food and beverage container and other household items.

Turn the tide on plastics by incorporating these actions into your daily life:

- Say no to straws. Or use a reusable straw.
- Ditch single-use plastic water bottles.
- Bring your own reusable bags to the store.
- Avoid disposable coffee or beverage cups. Bring your own reusable coffee or water bottle.
- Find locations to fill your water bottle at www.findtap.com.

EXTENDED PRODUCER RESPONSIBILITY

We are shifting the responsibility of disposing problematic products from cities/counties to producers where recycling no longer covers the costs of collection and processing. Cities have no influence over whether products are made to be recycled. Manufactures must take more responsibility for funding the collection and recycling of their materials. The price you pay at the counter must begin to cover their full cost of the product, including the costs to recycle it at the end of life. In California, manufacturers already pay for recycling and disposal of carpet, mattresses, drugs and sharps, paint, and more! Watch for more programs like this soon.



BECOME A GREEN BUSINESS TODAY

Congratulations to our new certified Green Businesses

- Faust Salon and Spa
- Kickback Clothing
- Mick's Automotive

For more information, contact the California Green Business Network at www.greenbusinessca.org



Food Waste Recycling Business Highlight

WILD ROOTS, 6240 HIGHWAY 9

Did you know that this business has been diverting food waste from our landfill for years? General Manager, Nellie Donovan, makes sure of this by subscribing to Food Waste Collection service with GreenWaste. Donovan states it is very important that customers know once they walk in the store door what their values are in terms of sustainability. She offers this advice to businesses implementing Food Waste Collection, "It is important to not resist. Do the right thing, and to embrace this change. Your employees will want to do the right thing with a little education." Check out Wild Roots' selection of reusable and bulk items.

CABRILLO COLLEGE TRASH CLEANUP

A sustainable class leader organized a group to be sponsored for a Shore Clean up in April near KSCO. Look at what they found in the picture! You too can sponsor a cleanup at your favorite park or community area. Check with your local school or non-profit group to supply them with the gloves, collection bags, and maybe some food to feed the crews. If you are interested but have no time to organize a cleanup yourself, call the County Outreach Team at 831-454-2160 and we will put a group in contact with you! Thank you for all you do for your communities.



PUBLIC OUTREACH TEAM FOR FOOD WASTE AND RECYCLING

The County of Santa Cruz and GreenWaste Recovery offer free technical assistance to businesses that are interested in starting or expanding a food waste collection program. Staff training, assistance with proper office and/or kitchen waste recycling, and ensuring your business is compliant with local and state recycling laws are available. Contact the Dept of Public Works at 831-454-2160 or GreenWaste Recovery at **831-426-2711**



SAVE THE DATE!

County of Santa Cruz Public Works

701 Ocean Street, Room 410
Santa Cruz, CA 95060
(831) 454-2160

Presort Standard
U.S. Postage

PAID

Complete Mailing
Service, Inc.

California Coastal Cleanup Day

Saturday, September 21, 2019

For more info go to
www.saveourshores.org



Printed on 55% recycled 30% post-consumer waste paper processed chlorine-free, using soy-based inks.

RECYCLING RESOURCES



Recycle Information Line 831-454-2333

- What and where to recycle (recorded messages)

Curbside Refuse, Recycling and Yard Waste Collection 800-665-2209

(operated by GreenWaste Recovery)
www.greenwaste.com/santa-cruz-county

- Begin new service
- Report missed recycling or trash service
- Request delivery or removal of carts
- Obtain oil recycling jugs



County Public Works Dept. 831-454-2160

www.santacruzcountyrecycles.org

- Apartments and business recycling inquiries
- Complaints, compliments or suggestions
- Report roadside trash 831-477-3999

Household Hazardous Waste 831-454-2606

(recorded messages)

- Schedule for free disposal
- Non-hazardous alternatives
- Free surplus paint

Composting Resources

www.compostsantacruzcounty.org

Questions?

Call the County Outreach Team 831-454-2160

Buena Vista Landfill & Recycling Center 831-454-5153

- Recorded information 831-454-2430
- 1231 Buena Vista Drive, Watsonville 95076
- Open Mon-Sat 7:30-3:30
- HHW Facility - Open Wed, Fri & Sat 7:30-3:30

Ben Lomond Transfer Station & Recycling Center 831-336-3951

- Recorded information 831-454-2430
- 9835 Newell Creek Road, Ben Lomond 95005
- Open Mon-Sat 7:30-3:30
- HHW Facility - Open Thursdays 7:30-3:30

California Grey Bears Recycling Centers 831-479-1055 ext. 235

- Mid County, 2710 Chanticleer Avenue, Santa Cruz 95065
- Open 7:30-3:45 daily
- Buena Vista Landfill - Open Mon-Sat 7:30-3:30
- Ben Lomond Transfer Station - Open Mon-Sat 7:30-3:30

City of Santa Cruz Resource Recovery Facility & Recycling Center 831-420-6270

- Open to unincorporated county residents in Davenport and Bonny Doon only
- 605 Dimeo Lane, Santa Cruz 95060
- Open Mon-Sat 7:30-3:30
- HHW Facility - Open Saturdays 7:30-3:30



Para información en español sobre el reciclaje en las áreas no incorporadas del condado de Santa Cruz, favor de llamar al (800) 665-2209.