

**Recycling Market Development Advisory Council (RMDAC) Meeting**  
**South Carolina Department of Commerce**

**RMDAC**

Wes Westbrooks, BMW  
Kristen Brown, WasteZero  
Angel Lara, Southeast Recycling Resources  
Andy Spicer, Ph.D. USC Darla Moore School of Business  
Carol James-Gilchrist, Sonoco Recycling  
Tina Huskey, Mumford Industries  
Norman Chandler, Republic Services  
Chad Prescott, Mid-Carolina Steel  
Esther Murphy, HCSWA  
Chuck LaGrange, Greater Greenville Sanitation Commission  
Bill Laursen, Universal Environmental Services

**ABSENT**

Vic Carpenter, Kershaw County  
Brad Dutton, FiberQuest  
Drew Smith, Michelin

**GUESTS**

Emeritus Member: Ronnie Grant, Ekman  
Emeritus Member: Glen Odom, Retired  
Joseph McMillin, Atlas Organics (phone)  
Tracy Hale, Nexeo  
Michelle Driggers  
Brandon Hunter, Greater Greenville Sanitation Commission

**STAFF:**

Chantal Fryer  
Anna Lange

**MINUTES**

Minutes were approved for the January 2017 meeting.

**DISCUSSION**

Anna Lange gave an overview of the Annual Report. The highlight is that the annual report has been reformatted to make it easier to digest and reduce the length. There are more graphics, less text.

Chantal provided information on the DHEC annual report, just released on March 15. Current recycling rate is 25.6 percent. South Carolina's population grew from 4 million people in 2000 to 4.9 million in 2016 – a 23 percent increase. Despite that significant growth, South Carolinians disposed of only 118,023 additional tons of MSW in FY16 than in FY01.

## Dashboard

**A. Provide an annual report to the Governor and the General Assembly.** Final draft completed by March 15 and submitted to Governor

**B. Promote the recycling economic impact information for the state of South Carolina**

Capital investment data from Commerce Research was analyzed for recycling investments. The recycling industry continued to grow in 2016 with five new or existing companies making \$102 million in capital investments and creating 356 jobs according to the S.C. Department of Commerce. In the past five years, the industry has announced \$1.1 billion in capital investments and 3,000 jobs created.

The recycling industry in South Carolina supports an employment multiplier of 2.4. This implies that for every 10 jobs generated in the recycling industry an additional 14 jobs are created elsewhere in the South Carolina economy. Thus, the recycling industry has the ability to scale up employment at a higher rate than the average South Carolina industry;

**C. Continue to manage the Carolinas Plastics Recycling Council (CPRC) and the Carpet Recovery Coalition.**

- Scheduled and held strategy session for CPRC on 12/13/16
- Launched Your Bottle Means Jobs media campaign (billboards, radio ads) to implement in Raleigh, NC and campaign is underway from 3/15- 5/15/17
- Attending May CARE conference May 10-11, 2017
- Began planning October 2017 CPRC/CRC conference (Oct 26/27, 2017)

**D. Continue to manage market development efforts for more organics diversion and composting in South Carolina.**

- Commerce/DHEC/EPA Region IV held 2/7/17 DWFSC event
- Worked with DHEC, CRA to plan 3/29/17 DWFSC event at CRA conference in Myrtle Beach on 3/29/17
- Work with DHEC/Loaves and Fishes to hold May press event for May 3, 2017
- Work with DHEC on DWFSC Summit in Columbia to celebrate 1st anniversary of campaign on July 13, 2017

**E. Other activities as submitted in an annual work plan and approved by DHEC.**

- Work with Clemson to produce recycling economic impact videos is underway and anticipated completion is by June 30, 2017
- Met with Marketing to discuss communication strategy March 15, 2017
- Working with stakeholders on bag program

Concerning Your Bottle Means jobs and increasing plastic bottle recycling:

Glen mentioned that the yield on bottles has gone down. The PET yield is in the high 50% range and it is around a 58-59% yield rate currently. Angel said that with the value of PET going down,

we need to be creative with recycling. You need to target industries that are generating a lot of material. Chantal remarked that City of Greensboro is doing a bottle blitz working with ReCommunity to get plastics bottles back in the recycling stream. They are offering prizes with the competition, rewards, similar to recycle mania at the college level. Glenn mentioned Nucor uses vocational rehab workers to assist with recycling collection. Esther stated that flattening the bottles is an issue in Horry County's MRF and that the bottle goes in with the paper when it is flat. It is better to keep it 3 dimensional. Carol replied that with Sonoco MRF's the optical sorters usually pick those PET bottles up. Ronnie said that technology is really advancing and he recently went to a facility in Cincinnati where there were 9 optical sorters.

Chantal briefly covered an upcoming meeting with the APWA on April 26 to discuss crumb rubber in asphalt paving as well as the partnership with USC's Marketing Class to evaluate the Don't Waste Food SC campaign and the Your Bottle Means Jobs initiative.

- Chuck chimed in that like the USC Marketing Class collaboration, getting millennials involved in recycling is important – they think about things differently. They engaged High School students in a viral video challenge on recycling.
- Tina remarked that millennials are the group that recycles the least. Are they targeting themselves?
- Andy mentioned that student's ability to lobby opens door to the wider university policies and if students are marketing to themselves you usually end up with a better product.

Kristen provided a Glass Recycling Bag Update: She originally spoke with Spartanburg, but Pratt was not interested in doing it at the MRF but rather wanted to provide some roll-off containers. Sonoco had a hard time accommodating the bags so now shifting to Horry County discussion.

Chantal mentioned getting recycling provided at the drop off centers for glass. It would be color separated and would allow recyclers in the upstate to allow residents the opportunity to drop off. Jess Swanson with Spartanburg County would be part of the conversation and so would Greenville County to implement these drop off sites for glass.

- Kristen asked who would drop off glass with single stream being so easily assessable.
- Chuck mentioned that a company like Walmart with a big parking lot is a place where people are already frequenting and may be a good partner.
- Glen suggested that Will Sagar at SERDC has a connection with Wal-mart's Sustainability Director.
- Kristen remarked that it can potentially be a liability having an unmanned site.
- Tina brought up that from a best practice standpoint BMW is a good example since they provide bins for their employees to bring recyclables. Also, the SC Manufacturer's Association would be a good place to present. And Milliken used to have the bins in their parking lot for employee recyclables like BMW.

## **Markets Update**

Angel: scrap metal markets up \$25 a ton; steel mills met their demand for scrap

Kristen: RI doubled their landfill tipping fee, voluntary pay as you throw program based on the haulers. PAYT zero tipping fee.

Esther: no movement on glass

Carol: paper cardboard went up \$45/ton, April forecast is that it will hold

Tina: reported that Operation Green Sword 2017 is in effect. China is inspecting loads more strictly and have very low tolerance for contamination. Plastics: markets are increasing for clean segregated material.

Norm: recycled materials are up and trash is up which can be a sign that the economy is doing better

Chad: aluminum \$1931 market are holding mill orders are booked until May. These prices are still down from 2008 but picture is getting better

Joseph: product is going right out the door

Glenn: on carpet, he added that CARE is working with NC State School of Textiles entrepreneurs program, need to find markets for PET. Fiberon out of Minnesota is getting their material from CA but they should have a greater need from SC and other areas

Chuck: competition and increased collection should help glass. We should consider fire stations for glass collection. Association of special district groups are active and could be a good place to pitch it

Carol: need to think about volume and logistics when it comes to Strategic Materials

GlyEco offered a presentation on their plant and a tour. GlyEco recycles antifreeze and cleans it up for reuse according to spec. Renew Resources cleans up gloves, wipers and absorbent pads for reuse. The Rock Hill plant is the HQ and have 9 locations total. Recently picked up Honest One and are the only preferred antifreeze-recycling company.