



**Nikki Haley**  
Governor

**SOUTH CAROLINA**  
DEPARTMENT OF COMMERCE

**Robert M. Hitt III**  
Secretary

**Recycling Market Development Advisory Council (RMDAC) Meeting**  
**South Carolina Department of Commerce**  
**1201 Main Street, Capitol Center Tower, Suite 1600**  
**Columbia, SC 29201**  
**Tuesday, January 10, 2017**  
**10:00 a.m. to 12:00 p.m.**

**RMDAC**

Wes Westbrooks, BMW  
Vic Carpenter, Kershaw County  
Brad Dutton, FiberQuest  
Drew Smith, Michelin  
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

**ABSENT**

Chuck LaGrange, Greater Greenville Sanitation Commission  
Bill Laursen, Universal Environmental Services

**COMMERCE STAFF**

Chantal Fryer, SC Department of Commerce  
Anna Lange, SC Department of Commerce

**GUESTS**

Emeritus Member: Ronnie Grant, Ekman  
Emeritus Member: Glen Odom, Retired  
Joseph McMillin, Atlas Organics (phone)  
Al Howell, Wellman

**CALL TO ORDER**

Wes Westbrooks called the meeting to order at 10:05am



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## **MINUTES**

Minutes were approved for November 2016 meeting.

## **DISCUSSION**

Wes Westbrooks gave the floor to new RMDAC Tire Industry Representative Drew Smith. Drew is a Wofford Graduate. He started at Michelin North America as their EHS Manager, then moved to Head of Safety. He currently holds the title of Director of Environmental Affairs for Michelin North America Inc. Michelin had \$11B in sales US last year. They currently have an estimated 8,500 employees in SC.

Michelin follows the core values of Respect for customer, Respect for people, Respect for Shareholders, Respect for the Environment, Respect for Facts. Drew is looking forward to bringing that same set of values to RMDAC.

Round of introductions.

Wes Westbrooks gives the floor to Kristen Brown for a glass update.

**Kristen:** Glass is problematic in single stream Kristen has been looking at solutions to capture this commodity. She looked at waste characterization studies in different states. Glass capture rate in SC is very high in SC 48%, much higher than the national average and people are predominantly using their curbside bin to recycle that material. When NY cut glass out of their recycling stream some people stopped recycling all together because they lost confidence in the system. She conducted a preliminary study to look at the value of glass and the economic impact. If you eliminate glass from single stream this has an impact in SC.

Options are to continue glass collection single stream, discontinue glass collection, institute co-collection.

Questions to consider: Will residents do it? How many would do it? Will it be cleaner? How will that effect the other materials? Will the glass break?

Interested in doing a few months of free bags. If it is working offer the bags for a cost. Cost of bag could help support MRF programs. Glass bag goes in with loose recycling. Bags are pulled aside. During the pilot Fisher Recycling could handle the material. Met with City of Spartanburg, and they are interested.

**Carol:** The challenge with glass at SONOCO in Columbia is that glass is sorted at back end and ends up being contaminated with other materials

**Chantal:** SMI has facilities in Atlanta and Ft Lauderdale and Wilson NC . They have end markets close-by.

**Brad:** What about consumer responsibility?

**Glenn:** Consumer responsibility costs end up being passed down to the consumer and that's why it's a politically challenging because it's a consumer tax



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**Vic:** I like the idea of offering curbside, but I want also to suggest a rural option, I would challenge you to offer a program that would support a rural solution for our rural communities across the state that may not have curbside recycling pick up. This can be accomplished at a recycling drop off center.

**Angel:** Leaded glass is no longer leaving the US, this offers challenges

**Vic:** What if you could avoid stocking stores by providing mail order bags? Customers can sign up for glass pickup online like the shave club.

**Tina:** Are there sponsorship opportunities for folks like Sierra Nevada?

**Anna:** The Asheville glass equipment investment was initiated from the private sector with Sierra Nevada and New Belgium's commitment to sustainability.

**Dr. Spicer:** Work the problem backwards, who is going to benefit from the program, then you need to know who uses the bags, these are your stakeholders.

**Esther:** Concerned about starting a program with fits and starts in Horry.

**Carol:** Does it make sense to do it in a community that is still recycling glass?

**Norman:** How much material does SMI need?

**Chantal:** We met with Lynn Bragg and she stated that the industry is strong and has a solid sustainability platform and they are interested in clean, truckload quantities of material. We need to look at a combo opportunity of the pilot project and the bunker system.

**Volunteers for the Glass Committee:** Vic Carpenter, Wes Westbrooks, Tina Huskey, Esther Murphy, Carol James-Gilchrist, Dr. Andy Spicer, Joseph McMillin

#### **Carpet Recycling Update:**

**Glenn:** I want to recognize Al Howell. Al was getting a lot of heat for the carpet recycling programs losing money (June-Dec 2016). We were able to cut unnecessary program costs today that program is in the black.

**Al:** Biggest challenge is that we (from a market demand standpoint) are moving away from Nylon, and the PET carpet is increasing which has no value.

**Glenn:** Local programs are secure and moving forward; Wellman cannot lose money on the program. Switching gears, Shaw opened the Evergreen Facility and that was losing money so they opened a \$20M facility in Ringgold, GA for recycling carpet. Just a few weeks ago they stated that they are transitioning that facility to an R&D facility so now there is not a home for recycled carpet material. There is a Voluntary Product Stewardship (VPS) program where the Carpet America Recovery Effort (CARE) gives \$.02 a lb to support low markets. Glen suggested that they use some funding to move innovative solutions forward.

**Tina:** Is the sustainability factor worth it for these companies?

**Glenn:** It is difficult and expensive to turn recycled nylon into a fiber; the way Wellman is doing it the right way be making an engineered product is the way to go. They are not going to do it if it is not cost effective.



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## **DASHBOARD**

**Chantal:** 2016- 2017 RMDAC members will be contacted for information regarding the annual report. We will be updating the economic impact of the recycling industry as a part of the annual report.

**YBMJ** we have raised \$60,000 and we are down to \$45,000 in funds. Rather than diluting the message over 3 markets we are interested in using the funding for one market using the Raleigh, Durham, Chapel Hill area. Campaign will be focused in that area, allowing for a 3-6 month campaign to increase visibility. Your bottle means jobs has been recognized internationally.

**Don't Waste Food SC:** EPA is hosting a meeting with us Feb 7th at the Columbia Convention Center. The campaign will be represented at CRA, and we will be hosting a meeting in July to highlight the 1 year anniversary.

**RMDAC videos:** Clemson production has received our video outlines and they are itching to get started.

What does a job in the recycling industry mean to you?

What is something interesting that comes from your material?

Why did you locate to SC?

Is it possible to help the planet and make money at the same time?

What can the average resident do to make your company thrive?

Average income of employees?

What kind of world do you want to leave your grand children?

How would you describe your companies impact on SC?

What is the cost to landfill your product?

Prep stats so that people are prepared to answer

(Handout) Food Waste Policy Brief USC is working on a policy brief to compare with other states are doing in regards to food waste.

## **MARKETS UPDATE**

**Esther:** No Change

**Brad:** PET up virgin is up Nylon 6 is an issue

**Carol:** Paper has gone up last 2 months

**Angel:** Scrap is up bump \$30-40T have not had a slow-down of shipments of steel. A lot of the independent scrap companies are cash poor so it's more difficult for them to keep up with the demand, above 1700 demand seems to be strong.

**Tina:** Commodities are going up Total Product Destruction has shut down all but one facility. Plastics Revolutions are for sale, WM is measuring sustainability on GHG emissions. This will push recyclers to speak the GHG language.



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**Drew:** Atlanta company Global Alliance looking to expand uncured metallic tissue, true recycler cryogenic. Michelin pulled material from VIVA. RMA is looking at uncured and post-consumer recycling solutions.

**NEW BUSINESS**

No new business.

**OLD BUSINESS**

No old business.

**ADJOURN**

Motion to Adjourn, seconded 12:05.