



Henry McMaster
Governor

SOUTH CAROLINA
DEPARTMENT OF COMMERCE

Robert M. Hitt III
Secretary

**Recycling Market Development Advisory Council (RMDAC) Meeting
Horry County Solid Waste Authority Administrative Office
1886 Highway 90
Conway, SC 29526
Friday, November 17, 2017
9:00 a.m. to 12:00 p.m.**

RMDAC

Wes Westbrooks, BMW (phone)
Kristen Brown, WasteZero
Brad Dutton, FiberQuest
Angel Lara, Southeast Recycling Resources
Carol James-Gilchrist, Sonoco Recycling
Tina Huskey, Mumford Industries
Norman Chandler, Republic Services
Esther Murphy, HCSWA
Vic Carpenter, Kershaw County
Bill Laursen, Universal Environmental Services
Chad Prescott, Mid-Carolina Steel

ABSENT

Chuck LaGrange, Greater Greenville Sanitation Commission
Andy Spicer, Ph.D. USC Darla Moore School of Business
Drew Smith, Michelin

GUESTS

Joseph McMillin, Atlas Organics (phone)
Glenn Odom, Retired
Victoria Johnson, Horry County
Kendra Hooks, Horry County

STAFF:

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

CALL MEETING TO ORDER

Kristen Brown motions to call the meeting to order 9:15am

MINUTES

Motion to approves minutes (Norm), seconded by Tina. Minutes were approved for the July 2017 meeting.

DISCUSSION



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Chantal Fryer provided an overview and highlights of the ongoing activities of the Recycling Market Development program by presenting the dashboard.

Dashboard

The RMDAC annual report is due March 15th to the Governor and General Assembly. Market reports need to be submitted by January 30, 2018.

Don't Waste Food SC Update

Activity	Status	Due Date
<i>Commerce/DHEC/EPA Region IV held 2/7/17 DWFSC event</i>	<i>Complete</i>	<i>2/7/17</i>
<i>Work with DHEC, CRA to plan 3/29/17 DWFSC event at CRA conference in Myrtle Beach</i>	<i>Completed</i>	<i>3/29/17</i>
<i>Work with DHEC/Loaves and Fishes to hold May press event</i>	<i>Completed</i>	<i>May 3, 2017</i>
<i>Work with DHEC on DWFSC Summit in Columbia to celebrate 1st anniversary of campaign. Coordinating networking hour.</i>	<i>Completed</i>	<i>July 13, 2017</i>
<i>Conduct Press Event and stakeholder meeting in Horry County</i>	<i>Completed</i>	<i>November 15</i>

Your Bottle Means Jobs Update

Activity	Status	Due Date
<i>Commerce/CPRC/NC DENR Carolinas Plastics Recycling Council event – speakers, logistics, promotion</i>	<i>Complete</i>	<i>11/3/17</i>
<i>Your Bottle Means Jobs HDPE Video – shows jobs through recycling HDPE</i>	<i>Completed</i>	<i>10/26/17</i>



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<i>Fundraising for Your Bottle Means Jobs – tolling strategy and traditional method</i>	<i>Ongoing</i>	<i>Ongoing</i>
<i>Spoke at APR and debuted YBMJ videos</i>	<i>Complete</i>	<i>10/19/17</i>
<i>Social Media – 589 follows on Facebook; 4672 video views this week</i>	<i>Ongoing</i>	<i>Ongoing</i>
<i>Events-NCDOT Region 6 Health Fair (Lumberton), UNC-Chapel Hill Three Zeros Environmental Day, the SC DHEC Environmental Assistance Conference (Columbia), Allen University’s Homecoming Tailgate (Columbia), and Sanderson High School’s Raleigh, NC campus.</i>	<i>Ongoing</i>	<i>Ongoing</i>

Glen: PET bottles have a 55% yield. The cap material has a higher value because the bottles are so thin if you can separate the caps you can get better prices. Yield needs to increase and contamination is an issue.

Tina: Contamination is an issue for all of the commodities, labels are an issue and it has to be clean and sorted material.

Brad: Labels are problematic in the machines.

Tina: Producer responsibility will start to trend upward as China refuses to accept contaminated material.

Glass Update

Activity	Status	Due Date
<i>Meetings with Upstate Glass Recycling Group – looking at drop off sites in partnership with Greenville and Spartanburg Counties, Fisher Recycling and Strategic Materials</i>	<i>Ongoing</i>	<i>Ongoing</i>
<i>Met with Midlands stakeholders: DHEC, USC, Ft. Jackson, Richland County, Strategic Materials, Glass Packaging Institute, City of Columbia to discuss status of glass recycling</i>	<i>Ongoing</i>	<i>Ongoing</i>

In Greenville County, Marcia Papin is interested in offering a hub and spoke model for glass collection beyond the curb.



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Wes: BMW is starting to a discuss glass partnership with the City of Greer, at this time there are no updates. Submitted a 2018 budget request for 2-3 (20) yard containers for glass.

Action Item: Need to connect with partners in the Upstate to see how this could fit into the hub and spoke model.

Esther: Horry County is getting a new Andela crusher.

Carol: Strategic is charging for MRF glass.

Discussion around labels, why is the industry not going to water based paints? Glass industry says the labels are not an issue and can be separated easily.

Video Series

Activity	Status	Due Date
<i>Completed Recycling Market Video Series</i> <ul style="list-style-type: none"> • <i>Flash drive with videos</i> • <i>Distribution plan being developed</i> • <i>Working with SC Commerce Marketing</i> 	<i>Completed</i>	<i>Completed; Distribution to be ongoing</i>
<i>Commerce website will be undergoing overhaul; www.recyclinginSC.com to be revamped in 2017; encourage RMDAC to provide feedback on content for website.</i>	<i>ongoing</i>	<i>March 31, 2018</i>
<i>Bi-monthly newsletter, YBMJ and DWFSC social media, staff at events and conferences</i>	<i>ongoing</i>	<i>ongoing</i>

Awards discussion: How do we modify the awards program in order to fit our needs? Encourage incentives, green hospitality, provide BMPs, work with and target associations to get the messaging out and present awards to them in front of their peers. Begin researching associations

Norm: We are seeing a higher demand for recycling at multi family. Some are now designing with recycling in mind at the beginning. How do you capture that piece and engage that community?

Tina: We need to engage with business clusters and get our messaging in front of them.

Norm: If you can sell the reduction of solid waste collection, recycling becomes more attractive, you might not save money, but you will likely break even.

Chantal: Could it be “Each one, teach one.?” Educating associations, chambers, homebuilders, property management group, etc.

Kristen: Could we create points based system that awards companies for achieving certain levels of recycling and sustainability? Who has done this before, why reinvent the wheel?

Anna: Mayor’s Workplace Challenge in Nashville 2015. They found it required a staff person to facilitate ongoing programs. <http://mayorsworkplacechallenge.com/>

Chantal: We have had policy discussions in the past to require a percentage of recycled content.



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Angel: Requiring recycled content is going to be a hard sell.

Tina: In the policy discussions we have had in the past, we have discussed requiring recycling access for new construction and also if you were applying for a business license, you had to submit a recycling plan.

Carol: Sonoco is educating all of its customers about recycling requirements and making sure they understand there are fines associated with contamination. Our quality has improved significantly.

Chantal: With metals, we looked at tax incentives for using recycled content. We have a recycling property tax exemption but the capital requirement is so high that we have not had a company take advantage of it.

Vic: The problem with that model is that the counties are bearing that cost. For instance, in NC, they put incentives for solar in place which ate up a lot of land without providing any jobs. So, the county doesn't see that tax base benefit.

Angel: What if you put limits on the incentives?

Vic: Then you run into fairness issues.

Kristen: What about a glass bottle bill?

Vic: It is kind of like the [GOFER](#) system with oil recycling that Santee Cooper offered that has been very successful.

Angel: Does Strategic want more glass and can they handle more tonnage?

Chantal: In the past, they have stated they are interested in more volume as long as its clean good quality material but with the company being bought by a new venture capital company it's hard to say what amount they could take. We could check.

Norm: Single stream has really hurt us as an industry. Route costs are killing us because now our drivers have double the volume on that route. Their trucks fill up twice as fast so they can run a full route. I wonder is anyone have looked at the carbon footprint on recycling?

Kristen: EPA says if you look at the whole system, the energy savings for materials are 90% and that takes the lifecycle into account.

Chantal: The whole lifecycle and the energy contained is much less than the energy used to extract raw materials from the ground.

Action Item: Chantal will circulate past policy drafts for RMDAC to look at and a committee of Joseph, Carol, Vic, Tina and Norm will review and discuss.

OLD BUSINESS/ MARKET UPDATES

Carol: OCC dropped to \$115 a ton primarily due to China. The ban means that more paper is flooding our domestic markets. We think Dec. the price of OCC will hold. The national sword is really affecting us and we are limited in the services that we can provide our customers especially when it comes to mixed materials. We are having to slow the line down at the MRF and that is reflected in increased labor costs. We are having to pass those handling cost to our customers. In addition, we are seeing the Amazon effect, the smaller boxes coming though we have to adjust our equipment to accommodate.

Chantal: There needs to be messaging on the box that tells the customer to recycle.



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Tina: What we are going to see is more of those mixed loads going in the trash.

Norm: We have a zero tolerance policy for drivers putting recycling in the trash.

Tina: It feels like we are back to the beginning of recycling, where we are going in and telling customers what we can take and not allowing commingled loads. We can't afford to take the bad right now if it is non sortable and non recoverable. But by taking the streams separate, we are more profitable now that we were a year ago. It's going to separate the customers that are doing this for money with those that were doing this for the environment.

Norm: Volumes are up, we are doing well.

Angel: It has been a good year for scrap. The China Sword has been going on for a long time in the scrap metal industry, we have been through this before. They are starting to become more choosy. Lower grades of copper are problematic. They are cutting back on items like holiday string lights. It's hard to find buyers.

Brad: Cotton prices are driving the PET markets. DAK is running full out, Indorama is buying everyone. It has been a roller coaster.

Chad: Aluminum markets are trading at \$2,000/ton. Over supply is an issue because prices should be higher. China has cut back on one of their aluminum facilities, and they are turning away certain materials like aluminum, copper radiators because they can be environmentally problematic. India market is strong.

Glenn: Carpet recycling is at a crossroads. Demand for Nylon 6 is down due Shaw shutting down their facilities in Ringgold and Augusta, GA. Wellman is using Nylon 66 and they are the largest consumer of Nylon 66. The biggest challenge is PET carpet, it used to be 10% of the waste stream, now it's 50% and growing but there is no economically feasible way to get the EPT carpet recycled. CARE approved a research project with NC State to research ways to arrive at market based solutions for recycled carpet. We ran our first trial, and it failed miserably. Non-woven markets are still an opportunity. In the short term, collectors are getting a hit. John Votaw has started to charge for hauling and is changing his business model to accomodate. Blue Ridge has gone out of business.

Esther: National sword has not affected glass markets. We are upgrading our glass recycling equipment at Horry County. It is a cost to us, but our customers are demanding it. It's expensive to maintain as glass is hard on the equipment.

Kristen: Could beach sand be something to consider with dredging being so expensive?

Esther Sand is just so inexpensive, it's hard to compete.

NEW BUSINESS

None

Adjourn 12:08

Next RMDAC meeting January 9, 2018 at 10 am at the SC Department of Commerce.