



Henry McMaster  
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 16, 2018**  
**10:00 a.m. to 12:00 p.m.**

**RMDAC**

Kristen Brown, WasteZero  
Brad Dutton, FiberQuest  
Carol James-Gilchrist, Sonoco Recycling  
Tina Huskey, Mumford Industries  
Norman Chandler, Republic Services  
Vic Carpenter, Kershaw County  
Bill Laursen, Universal Environmental Services  
Chuck LaGrange, Greater Greenville Sanitation Commission  
Andy Spicer, Ph.D. USC Darla Moore School of Business

**ABSENT**

Esther Murphy, HCSWA  
Chad Prescott, Mid-Carolina Steel  
Drew Smith, Michelin  
Wes Westbrooks, BMW  
Angel Lara, Southeast Recycling Resources

**GUESTS**

Glenn Odom, Retired  
Ronnie Grant, Retired  
Ashely Teasdel, SC Commerce  
Brandon T Hunter, Greater Greenville Sanitation Commission

**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 10:13am  
Acknowledgement of Visitors

**MINUTES**



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

## **DISCUSSION**

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

Staff have started a new contract year with DHEC. This is the first quarter of the upcoming year. Under that contract staff are required to create an annual report that information is requested from RMDAC members January 30th 2018.

Don't Waste Food SC (DWFSC): Grocery store outreach is a priority for 2018. Staff connected with Manomet, a nonprofit that works with grocery stores on a sustainability certification. They have offered double points to participating grocers in SC that partner with the DWFSC program. Staff is working with businesses to expand organics recycling markets across the state. Businesses like Atlas Organics have increased their service area in SC. Staff is working with DHEC on the annual Food Recovery Summit in the coming year and will be working with SERDC on their bi annual conference in Charleston, SC.

Your Bottle Means Jobs (YBMJ) will continue in 2018. Staff plan to speak at the CRA conference in Cherokee, NC March 19 -23. Anna DeLage is the program committee chair for the 2018 CRA conference.

There is interest in expanding the campaign to Columbia, SC to have both North and South Carolina capital cities represented. Of course, the campaign runs on fundraising and staff is working on a brag piece to highlight the achievements of 2017. This piece can be used as a fundraising tool moving forward. YBMJ is interested using in a tolling strategy to promote the campaign where MRFs like SONOCO would pay a few pennies a lb to promote the campaign.

Tina: Can MRFs afford this?

Brad: PET is up and continues to go up.

Staff is speaking on a panel at the Plastics Recycling Show in Nashville, TN with Steve Alexander from APR. The Facebook page has 598 likes and the :30 sec video has 6,100 views.

Kristen: Is there someone famous from SC that can push this out?

Ideas: Darius Rucker, Green Quad USC, Edwin McCain?

China's National Sword is not going away and we will have to work without businesses in the upcoming year. Staff will be visiting SC recycling businesses starting in February especially



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now with so much fluctuation in the marketplace. Staff continues to support existing industries. Anna continues to serve on the CARE board.

Tina: Companies are going back to the basics, and taking what is in their wheelhouse.

Carol: We are seeing waste management companies contracting on site and bringing in their own staff to find home for materials.

Videos: Staff is in the phase of getting videos out to the public, placing those on the website. Public access channels may have an interest in this content. Staff is working with DHEC and marketing staff to advertise videos. Staff will be sharing videos with association and recycling partners. The website is undergoing an overhaul. Commerce will be using Source SC as a recycling market directory.

Glass: Chris Fisher is invested in moving forward with collection in the Upstate staff is looking at working with Marcia Papin with Greenville County to support that reverse supply chain. Chris has signed a contract with Furman University and received DHEC grant funding to start to program.

Chantal: We would like to get feedback on acceptable uses for Waste-to-Energy as part of the information requested from the State Energy Office and the State Energy Plan.

Kristen: In the Northeast, they are moving away from waste to energy, they are not allowing new landfills that is why you are seeing the waste to energy facilities. There are 12 waste to energy plants in the Northeast, three have shut down in the areas that I work with and two are on the docket to close. They are expensive to operate. Once you put one in you have to have the constant feedstock.

Norm: Covanta came in and completed a study 3 years ago to build a large WTE facility in Chester off I77. Another company has an agreement on the solid waste volumes. However if you look at the feedstock, they could not identify to 400,000T a day that they needed to run the facility. There was a facility in Charleston and Savannah that both shut down. These plants are expensive to shut down and require a lot of material to operate. When everyone is fighting for the same material, it become an issue. Smaller systems are not viable because you need the material throughput to get the ROI.

Huntsville and Fairfax pull from all over the SE.

Norm: WTE may make sense at a landfill, but you have to have a lot of volume.

Glenn: Carpet is still less expense to send to the landfill vs going to a cement kiln it's too cost prohibitive.



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Kristen: We need a master plan. We need a long-term master plan. Europe is so land locked that they have limited options.

Chantal: Under the hierarchy, incineration is before the landfill. Liz Kress with Santee Cooper brought this proposal to us to look at EDF. They have been asked in the past if they can take biomass, can they take other materials?

Kristen: Does it make more sense for us to look at anaerobic digestion from organics, since this is part of the DWFSC campaign?

Norm: If we are looking at landfill avoidance. They create two types of waste that have to go into a landfill. They create fly ash and bottom ash. Fly ash is a hazardous waste.

Chuck: I think this is worth exploring.

Glenn: CARE encourages it by offering \$0.01 a lb. to go to a cement kiln, but even with that incentive, the economics don't work.

Ronnie: What Santee Cooper wants is green waste, because they do not want to worry about emissions from treated wood or other materials that can be problematic. They are also looking for a consistent size wood chip. The benefit to them is that they do not have to spend money on expansions. Once you are operational, it is easy to ramp up if you have a consistent waste stream. It would be a great outlet for comingled plastics.

Ronnie: Horry County is putting in a system to capture their glass and get it 95% clean. Making two size and selling for drainage. This is something that other counties and cities need to consider for services like filling potholes and daily cover. I think it is important for us to stay ahead of this issue.

Chuck: We do need to have the data so we can be well informed.

Glenn: I would propose you have Santee Cooper look at the economics, because if the economics do not work then there is no reason to move forward.

Kristen: You need the economics from their point of view, but you also need it from our point of view because we may have a different value proposition.

Glenn: This is a packaging issue. We need to go to the producers and start from that end of the stream.

Chantal: Right now this conversation is open.



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Tina: My question is what is considered a *problematic waste stream*?

Dr. Spicer: We need to look at this from a short term and a long-term perspective, what we can do today vs. what do we want to consider in the long term?

**What do businesses need?** Chantal presented the survey results. RMDAC discussed.

Tina: Getting drivers is the issue.

Norm: There is also a DOT rule that drivers cannot exceed 12 hrs. in a day and then they must have 10 hrs. off. That means if you are moving material to Michigan you need two drivers.

Glenn: Branding and marketing, how do you encourage businesses to buy recycled content beyond state agencies? Beyond the carpet recycling staff, getting the carpet sales people to encourage recycling. The carpet industry has worked on closing this gap.

Kristen: Beyond our current project, is there something else that we want to consider i.e. policy, projects, business award/certification, business outreach, associations? Do we put together a standard presentation for different associations?

Norm: The Apartment Association is one that we work with a lot. Healthcare has to be careful because of their unique waste streams. I think we should definitely get in front of them.

Kristen: Carpet is perfect for the hotel associations.

Norm: JHM group owns many of the hotels in Greenville.

Chuck: McDonalds is trying to move to more recyclable packaging and sustainability trends. This could be an opportunity to dovetail with existing programs

Dr. Spicer: We are a public/private conference and we are trying to get the public policy to shape the economics to increase recycling. We are constantly dealing with the economic and social benefits. We are dealing with several buckets:

Policy: Can we get it passed?

Building infrastructure

Education: How do we do it? The certification falls into this category. The certificate and reward is education, taking best practice and how do we disseminate this information? Are we teaching something that we have a market for? Who are we educating, what are we saying and why?

Chantal: The original intent was to encourage people to report.



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Dr. Spicer: We do have strategic issues at the table; last time we met, we talked about building the knowledge base for the next 20 year the growth of the industry. People do get a lot out of **information sharing**, and that collective communication can be useful to people though conferences and reporting back information.

Kristen: Do we talk to the industry groups and ask them what they need. Maybe the education plan comes from the long-term strategic plan, since this is materials management. PAYT we know that works, and cuts residential trash in half and it does not increase contamination.

Chantal: That has to be done in concert with DHEC because DHEC works with residents and we work with businesses, so what is the business strategy.

Tina: The language of "sustainability" has changed and means different things to different companies. Circular economy may be a better word. We need to be aware what we mean when we are saying sustainability.

Chantal: Let's stick with what we are good at, recycling, because that is in our wheelhouse.

Tina: Producer responsibility is going to be a big thing.

Chantal: Laura with SONOCO has offered her assistance, maybe she can speak to us on what is happening on EPR. We can also survey industry leaders and see what they need from us.

Dr. Spicer: If we are interested in education, what we need to look at is what are people most interested in learning about, and what are they confused about? Education centered survey to businesses.

#### **OLD BUSINESS/ MARKET UPDATES**

Glenn: Market for Nylon 6 is still struggling with outlets, Nylon 66 is doing fine. There are no markets for PET, and our first test at NC State failed.

Carol: Average for the year \$145/T OCC held, mixed paper outlook is not good and we do not see it getting above \$45 a ton for the year.

Tina: Everyone is going back to his or her base industry.

Brad: Polyester is great. Latest news:

- Wellman shut down its fiber plant.
- Fiber Industries has an April 1 start in SC,
- Nan Ya is expanding (Based in Lake City, one of the world's largest bio based plastic producers),



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- Thailand- Indorama and Huvis out of Korea putting in a plant in Spartanburg, SC on low melt,
- China effect has had positive influence on Fiber Quest. We are grinding and processing material that used to go to China. The fiber coming out of China has slowed, our Alabama fiber plant has sold out, and we are importing from Vietnam and Korea.

Projection is the demand for PET will double between now and 2030.

Brazil is pushing biodegradable, but I think we are a ways away from that. All of the producers are still pushing to find a new avenue but their growth is on PET

Bill: Oil is good. It's up over \$69 barrel, which is up \$5 barrel since the beginning of the year. It looks like it is going to be trending that way.

#### **NEW BUSINESS**

None

Adjourn 12:02pm

Next RMDAC meeting March 15, 2018 at WEIMA America Inc. 3678 Centre Cir, Fort Mill, SC 29715.