



Preserving Resources,
Preventing Waste

The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Summer, 2005
*WasteWise...improving your bottom line and the environment
through waste reduction, recycling and recycled product procurement.*

Innovative Composting Programs on the Rise

- While the Oakland Athletics baseball team may not be leading the American League West, the management staff of McAfee Coliseum, home of the A's, is in first place when it comes to waste management at major league stadiums. The facility not only boasts a comprehensive recycling program, but also an innovative composting program for beverage cups that has greatly reduced the amount of waste that must be disposed after ballgames. The cups, which are made by Nat-Ur Inc. out of cornstarch that will decompose in 30 to 60 days, are collected after the games and sent with other compostables to a nearby composting facility. The coliseum's management team hopes to introduce compostable plates and utensils in the near future as part of their strategy to recycle 75% of the stadium's waste stream. This program is the first of its kind in the country and one that will surely be viewed as a victory for Oakland.

- Whole Foods, Inc., a major retailer of natural and organic foods, is also a major composter of unusable food, floral and food-soiled paper residuals. The company's innovative approach to food waste has led to significant reductions in the amount of waste disposed at participating stores. Company officials estimate that each Whole Foods store generates about 13 tons of organic residuals and waste per week and that 60% of this material is compostable. While this strategy has yet to be employed at all company stores, it has been successfully implemented at stores across the country, including 10 stores in the northeast. Whole Foods, Inc. hopes to have all 27 of its northeastern stores composting by the end of this year. The company is also exploring ways in which to package and market the compost derived from its northeastern stores.

Did You Know...

- The Gates Project, erected in New York's Central Park by artists Christo and Jeanne-Claude this past March, used more than 750,000 pounds of polyvinyl chloride, 75,000 pounds of nylon fabric and 10,000 pounds each of high-impact polystyrene and polypropylene. This material was recycled by Nicos Polymers & Grinding Inc. of Nazareth, PA.
- Nike's "Considered Boot" generates 61% less waste and uses significantly fewer solvents than the company's typical hiking boot during the manufacturing process. The environmentally friendly boot recently won an IDEA Award from the Industrial Designers Society of America.
- 100% recycled rubber and plastic is used to make Squeeze Pots, a flexible garden pot that will not crack, chip or break. The pots look like terra cotta and are available in four sizes. Visit www.seedsofchange.com for details.
- Shredded money is used in the manufacture of roofing shingles and insulation, as well as in novelty items such as pens, ornaments and jewelry.
- It takes 22 gallons of oil to make one new truck tire, but only 7 gallons of oil to retread that same tire.
- Throwplace.com is an online market where individuals, nonprofit organizations and businesses can exchange excess goods and surplus inventory free of charge.

NJWWBN News

The Governing Board of the New Jersey WasteWise Business Network recently elected Ben Larkey of Verizon as its newest Board member. The Network thanks Ben for agreeing to serve in this capacity and for his support of WasteWise.

Reusable Shipping Containers Can Help Your Bottom Line

While there are a number of strategies that can be employed to reduce transport packaging waste, the utilization of reusable shipping containers is one approach that has worked well for many companies. By utilizing reusable shipping containers, companies not only reduce the amount of waste being generated and help conserve natural resources, but they can save money as well.

Although they tend to cost more initially, reusable shipping containers will cost less than single-use containers the more they are used. It is important not to overlook such long-term savings. In addition, reusable containers can result in lower rates of damage to products shipped since these containers are usually made of stronger materials than single-use containers. Labor costs can also be reduced, since reusable shipping containers are simpler to handle than corrugated boxes, which require more staff time to manage properly. Finally, by eliminating one-way containers, companies can avoid any costs associated with disposing or recycling these items. While there may be obstacles that need to be overcome to make this strategy work, it clearly is one that should be considered by all companies interested in reducing waste.

In recognition of the amount of transport packaging waste generated, the federal WasteWise Challenge program has focused on this waste stream in order to help partners expand existing waste reduction programs and adopt new strategies proven successful by other partners. For more information on this program, visit <http://www.epa.gov/wastewise/targeted/challenge/challenge.htm>.

New Logo for Network

Thanks to the federal WasteWise program for creating a state-specific logo for the New Jersey WasteWise Business Network! Check out the logo in the masthead on page 1.

DEP Green Purchasing Guide Now Available

The New Jersey Department of Environmental Protection's "Green Purchasing: A Guide for Local Governments and Communities" is a useful publication designed to help create an environmentally sustainable New Jersey through the establishment and implementation of environmentally preferable purchasing (EPP) programs. The guide defines EPP as the purchase of goods and services that minimize environmental impacts and describes how EPP programs can help shape the marketplace. The steps that local governments must take to set up such programs are outlined in the guide, as is information about program assessment and measurement of results. In addition, the guide includes valuable information about governmental agencies that have established successful EPP programs, as well as information on training and resources. The guide is available on the DEP website at <http://www.state.nj.us/dep/dsr/bscit/sustainable-comm/epp.pdf>.

Market Update

- **Mixed paper** - According to the American Forest and Paper Association, 10.5 million tons of mixed paper were collected in 2004. In addition, exports of this material have more than tripled since 1997. While historically viewed as a low grade of minimal value, strong worldwide demand for fiber has made this an important paper grade.
- **Aluminum Cans** - Industry statistics reveal that 51.5 billion aluminum cans were recycled in 2004, for a recycling rate of 51.2%. This reflects an increase of 1.2% from the 2003 rate.
- **Steel** - The Steel Recycling Institute announced that the recycling rate for steel was 70.7% in 2004, while the total tons of steel recycled increased by more than 7.2 million tons.

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