



# Sustainable Ways to Establish and Enable Recycling Efficiencies

## US Composting Council 2013

State of the Industry: How  
Food Waste Generators are  
Buying Organics Programs  
today.



# About Sweere Consulting

Connecting the dots between generators, haulers, and recycling sites.

- Generators:
  - Draft and Manage Recycling RFP's
  - Program Management
  - Manifest Management and Dashboard Reporting
- Haulers and Recycling Sites
  - Equipment Procurement
  - Permitting Support
  - Management
  - Sales Training and Support
  - Feedstock Procurement
  - Process Improvement



# Generator Type Defines Sales Approach

- Pre Consumer:
  - Manufacturers
  - **Grocery Stores**
  - “Back of House” Restaurants
- Post Consumer:
  - Schools and Government Buildings
  - Public Venues and Stadiums
  - Hospitals
  - Restaurants



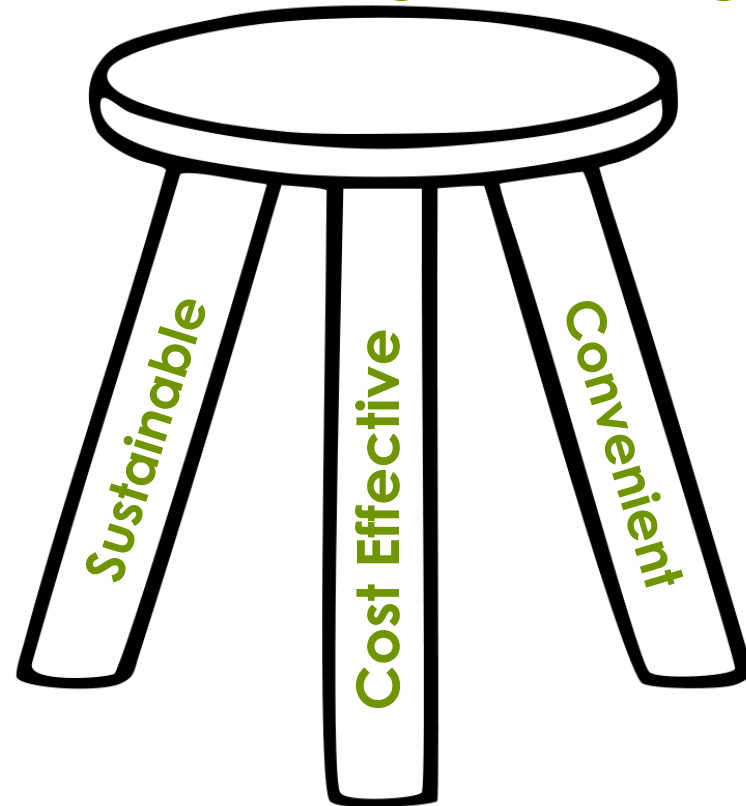
# Approach

## What kind of buyer are they:

- Knowledgeable?
- Issuing RFP?
- Picking a Partner?
- Sellable/ Need Convincing?
- Regional vs. Corporate Management



## Successful Organics Program



# Walmart & Sam's Club

- Corporate Mandate of Sustainability
- Selected Management Company to RFP
- Consistent Program Materials made Convenient
- Corporate control and training
- Haulers select recycling outlets help with Cost



Source: BioCycle and USCC Presentations 2010-2012

# Target

- Corporate Management Waste and Recycling Services
- 2012 issued RFP for Waste and included info on organics- Compost and AD only approved methods.
- Registered waste haulers and brokers only included in RFP.



Source: Target Sustainability Report

## sustainability commitments

<b>Sustainable Living</b>	Empower guests and team members to lead a more sustainable lifestyle by providing the right information, tools, and incentives to make it easy
<b>Sustainable Products</b>	Expand our selection of sustainable product choices that effectively balance price, performance, and convenience
<b>Smart Development</b>	Be a retail leader in smart development by creating buildings that use space more efficiently, improve connectivity for guests and team members, and enhance local communities
<b>Efficient Operations</b>	Achieve milestones in our business by using resources responsibly, eliminating waste, and minimizing our carbon footprint

By 2016:

- Reduce the percentage of operating waste sent to landfill by 15%
- Reduce water usage by 10% per square foot
- Reduce Scope 1 and 2 greenhouse gas emissions by 10% per square foot and 20% per dollar of retail sales
- Earn the ENERGY STAR for at least 75% of our buildings
- Improve the efficiency of general merchandise transportation inbound to distribution centers by 15% and outbound by 20% and support the adoption of cleaner and more fuel-efficient transportation practices

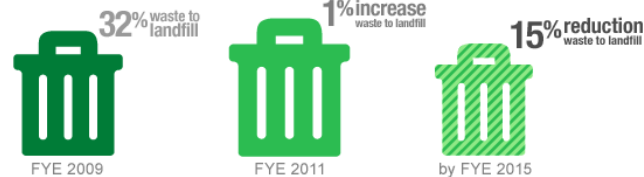
## environment

### efficient operations

#### reduce waste

reduce the amount of operating waste sent to landfill by 15 percent

on track



We sent 33 percent of our waste to landfill in 2011, a 1 percent increase over our 2009 baseline. We attribute the increase in certain categories of waste to changing regulatory requirements. In 2012, our ongoing in-store recycling program and new operational recycling programs will help to offset this increase. Our progress is on track toward our goal to reduce our waste to landfill by 15 percent by FYE 2015.

# Weis

The Weis logo consists of the word "weis" in a white, lowercase, sans-serif font, centered within a red rectangular background.

- Corporately Managed Recycling Services.
- Cost is barrier to 100% implementation until infrastructure develops.
- Long term dedication to a strategic partnership.
- Understanding the impacted cost buckets.



Source: BioCycle Magazine January 2013

# Publix

Publix.

- Corporately managed organics program in “pilot” phase at select locations.
- Florida regulation does inhibit (flow control/franchise).
- Previously exclusive with Waste Management.
- Publix values convenience and therefore requires multiple pickups per week, which adds to cost ineffectiveness of program.

## IMPLEMENTING AND AN ORGANICS PROGRAM THAT IS SUCCESSFUL FOR BOTH PARTNERS

Successful **Implementation** is all About the **Details**

- Are the chosen partner and offering sustainable?
- Expectations **MUST** be Clearly Defined
- How will the material be collected?
- Included Materials
- Excluded Materials
- Who will provide the training to the store associates?
- Does your partner have a training program?
- What does that training program include?
- How will the training be done?



THINK GREEN!

Source: Publix presentation at NC Recycling Conference, Nov 2012



# Kroger



- Previously Regions determined recycling programs, recent nationwide RFP.
- Pilots in Fred Myers, QFC, Ralphs, Food 4 Less, Kroger in Columbus, Mid-Atlantic and Atlanta developed regionally.
- Clear Cost is Focus.
- Sustainability in Suppliers- Fair Oaks Farm and Muscio Family Olive Co.
- Reduced Waste Across Supply Chain by 67.4% since 2009 (store reduction values not provided).



Source: Kroger 2012 Sustainability Report

# Hy-Vee



- Corporately Supported, not required.
- Store Managers decide if cost effective to participate in organics services.
- Cost is driver.
- Convenience is barrier for store managed programs.

### 3. Waste Reduction and Recycling

Another of Hy-Vee's sustainability priorities is reducing waste and increasing recycling rates. This effort includes:

- **Diversion of Food Waste:** We are evaluating ways of removing food waste from land disposal. Methods being considered include composting and anaerobic digestion – a process in which micro-organisms breakdown wastes into harmless, and often-times beneficial, by-products.



Source: <http://www.hy-vee.com/company/sustainability/default.aspx>

# Whole Foods Market

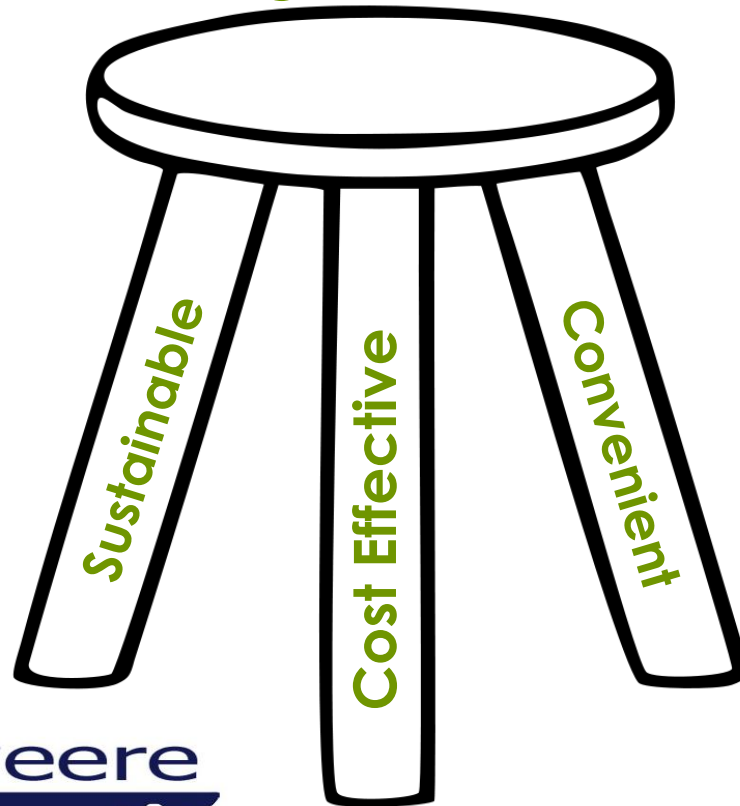


- Sustainability built into core culture.
- Individuals stores develop organics recycling programs.
- Green Mission Team at nearly each store and some regions have Green Mission Specialists who coordinate larger programs.
- Convenience and sustainable local partnerships valued over cost.
- Piloting waste to water machines where composting not an option due to lack of outlets or law (ex Florida).
- Backhaul compostable products to Braselton DC then Longwood Plantation for composting.



# The Future

## Successful Organics Infrastructure





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