



The Future of Recycling: Monterey County Produce Industry

Invitation: Monterey County Sustainability Working Group Meeting
September 27, 2018 from 10:00am - 1:00pm
CSUMB @ Salinas City Center
RSVP Required (Please see link on next page + password)

THE RECYCLING CRISIS

In July 2017, China closed its doors to recycling imports, and the US along with California's recycling industry has taken a major hit. Called the National Sword, China's policy sets a much stricter standard on the amount of contamination allowed in a shipment and bans other materials outright, including many plastics that are heavily utilized across the produce industry supply chain. These changes have disrupted recycling operations at regional and local levels including Monterey County.

To reach China's new, higher standards and prevent bales of mixed paper and plastics from being landfilled, additional labor and resources will be needed which will result in less recycling revenues to offset the costs of recycling.

Within this crisis, however, lies an opportunity to work together to find solutions and reframe the future of recycling for the produce and recycling industries in Monterey County. This area's agriculture sector is among the most productive in the world and an economic engine for the region. Without new solutions for the agriculture industry, the region will struggle to achieve its recycling goals and the industry will face mounting costs.

WHY ATTEND?

It is now more important than ever for stakeholders to gather and reframe the future of recycling for the produce and solid waste service industry in Monterey County.

At its current trajectory, the largest industry in Monterey County will be without solution for a large percentage of the materials (waste) it generates and growers, processors, and shippers will face significant costs to dispose of materials that have traditionally been recycled.

By attending the event, you will:

- ✓ Understand how the current situation may affect your bottom-line
- ✓ Learn what is and what is not currently recyclable
- ✓ Hear what challenges experts in the solid waste industry are facing in recycling Ag-related materials
- ✓ Collaborate with stakeholders to find solutions that benefit everyone
- ✓ Prepare yourself and your businesses for the future of recycling



WHO SHOULD ATTEND?

The [Monterey County Sustainability Working Group](#) was formed to network and share current, successful sustainability efforts among agricultural producers and processors in the Central Coast region. Together, we can help one another take a proactive approach to meeting the present and future recycling challenges.

By sharing and understanding different strategies, we may avoid duplicate work, find efficiencies, and potentially create more productive partnerships or programs shared between companies. Individuals and companies that have a **vested interest in the agriculture or recycling industry in Monterey County** are strongly encouraged to attend. This meeting is an opportunity to gain insight into how current trends may affect the economic bottom line for both industries, and what the two can do to collaborate to find new solutions.

AGENDA

10:00 AM - Introductions

--- Session 1 ---

10:15 - "The State of Recycling in California" by Teresa Bui, Special Advisor to the Director of CalRecycle

10:30 – "Recycling in Monterey County" by Tim Brownell, Director of Operations, Monterey Regional Waste Management District

10:45 – Q&A with Teresa Bui and Tim Brownell

11:15 – Lunch

---Session 2 ---

11:45 – "Recycling On-Farm Plastics" by Louis Vasquez, Director of Corporate Development, Revolution Plastics

12:00 – "Recycling Success Stories" by TBD

12:15 – "Innovation" by Marcy Rustad, Chief Operating Officer, Think Beyond Plastics

12:30 – Q&A with Session 2 Speakers

1:00 – Meeting Closes

HOW TO ATTEND

To RSVP for the meeting please register via the following link:

mcswg-recycling-2018.eventbrite.com

And use the password: **Recycling**

It is important that you specify the number of people that will attend with you on the online form. There is no need to present an invitation or ticket at the door; a check-in table will verify your registration. Event details are as follows:

Date: Thursday, September, 27th 2018

Time: 10:00 AM to 1:00 PM – Lunch Provided

Location: CSUMB @ Salinas City Center
One Main Street
Salinas, CA 93901

For Additional Information: Contact Nikki Rodoni: 831.594.7972 or Nikki@measuretoimprovelc.com

THIS WILL BE A ZERO WASTE EVENT!

PLEASE RSVP ASAP. SPACE IS LIMITED TO 100 PEOPLE!