

An update for Wisconsin Governments and Recyclers

DNR / BUREAU OF WASTE AND MATERIALS MANAGEMENT

Recycling means business for grocery stores and Compost Joe's

— Jamie Fisher, DNR

Discussions about composting typically focus on the advantages that nutrient-rich compost can offer lawns and gardens, and it's true that the agricultural benefits of compost are many. But some Wisconsin grocery stores are starting to realize another advantage of compost – it's great for business.

Four grocery stores in Fond du Lac and Ripon – a Piggly Wiggly and three Pick 'n Save stores – have partnered with Compost Joe's Premium Soils & Organics LLC, a Fond du Lac-area composting business, to compost their fruit and vegetable waste and keep it out of the landfill.

"We have always tried to make environmentally responsible choices at Ripon Pick 'n Save," said Candie Baker, one of the owners. "Anything we keep out of our garbage is good, as we pay by the ton for garbage removal. Composting is environmentally and fiscally the right choice for us."

Baker said Ripon Pick 'n Save has diverted more than 35 tons of food waste in 2012 through the project. The 2012 diversion total for all of Compost Joe's partners through July was more than 145 tons.

Sarah Everson of Compost Joe's said some stores are hesitant to begin composting because of the logistics involved with separation and pickup. Compost Joe's provides 21-gallon bins for stores to use and switches out the bins at each store on a regular rotation.

"We have had to relearn some procedures and work habits," Baker said of implementing the process at Ripon Pick 'n Save. "But once we decided where and who, everything else fell into place rather quickly with few issues. Compost Joe's makes composting easy."

Other Wisconsin grocery stores have caught on to the benefits of composting their food waste as well. Sendik's Food Markets of Milwaukee launched a program this month with Waste Management to divert their food waste. The program will be expanded to all 10 Sendik's locations by the end of the year. Hsu Landscape and Greenhouse Supply of Wausau also collects food waste from area grocery



Composting grocery store waste – it's the right choice for the environment and the right choice for businesses.

stores and has diverted more than 1.5 million pounds of food since 2010.

Everson said Compost Joe's plans to continue expanding the landfill diversion project to include more grocery stores and use the project as an educational opportunity.

"We're able to educate the community," Everson said. "[The project] helps show others how a simple little step can make a big impact."

Partnerships to divert food waste will take on different forms and result in a variety of advantages, but the common denominator of these programs remains the same – it's the right choice for the environment and the right choice for businesses. Clearly, the benefits of compost reach much further than the garden.

Do you know of a business that's taking steps to reduce its environmental footprint through recycling or reuse? We want to hear about it! Please email Jamie Fisher, *Recycling News* editor, at jamie.fisher@wisconsin.gov.



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Editor's Note

As a new member of the waste and materials management program at the DNR, I am learning a lot of new things. One of the most important, I think, is how to go beyond the bin in recycling. While putting together this issue of *Recycling News*, I enjoyed learning and writing about others across the state who embrace going above and beyond to keep valuable resources out of the landfill. From families who worked as hard as they could to reduce their weekly garbage weight to individuals who have made it a point to get carpet out of their community's waste stream, we all have ways we can make a little extra effort to ensure we're continuing the life cycle of our resources. I'd love to hear from you about ways that you or others are going beyond the bin as well. Feel free to contact me at jamie.fisher@wisconsin.gov or 608-267-2463.

— *Jamie Fisher, Recycling News editor*



Recycling News

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Set those myths aside – recycling's a win-win for everyone

— *Cathy Stepp, DNR secretary*

According to one of the myths that swirl around recycling, the contents of recycling bins don't really get recycled – they just end up in the landfill with the trash. I wish people who have heard this myth over and over again could see what the state Natural Resources Board, Department of Natural Resources staff and I saw this summer.

Our August Natural Resources Board meeting took place in Germantown and included a tour of Waste Management, Inc.'s giant Material Recovery Facility or "MRF." No one who has seen this facility can have any remaining doubts about the vast quantities of paper and cardboard, plastic, metal and glass that are efficiently sorted and baled for shipment to buyers all over the United States and the world.

That's right: the plastic water bottle you drank from today might be headed to North Carolina tomorrow to be made into carpet; the cartons used to ship canned goods to your local grocery store might show up next week at a loading dock in Milwaukee, ready to be turned into cereal boxes.

Wisconsin has more than 85 MRFs and community recycling centers all over the state, sorting hundreds of thousands of tons of recyclables collected every year by local municipal crews and private hauling contractors. From humble roots just a few decades ago, today recycling has evolved into a major business sector—indeed, a growing business sector.

Companies work hard to line up steady supplies of the materials they need, and to make multi-million-dollar investments in machinery to maximize the efficiency with which recyclables are converted to new goods. Market prices for bales of recovered aluminum, plastic and paper are steady and strong.

More recycled material on the global market means lower raw material cost for U.S. companies who use recycled material, more capital to reinvest in new technology, more supply assurance for manufacturers, lower prices for consumers and – very important these days – more jobs.

Conversely, every aluminum can that gets thrown in the trash instead of being recycled increases the cost of doing business for American manufacturers that use aluminum in their production lines.



The plastic water bottle you drank from today might be headed to North Carolina tomorrow to be made into carpet.

Another myth we all hear that just won't go away: "What's good for business is bad for the environment." Wrong! Recycling wins on both counts, and it goes well beyond reducing landfill space, though that's important too. Recycling aluminum saves 95 percent of the energy that would have been needed to make new aluminum from ore. One aluminum can saves enough electricity to light a 100-watt bulb for three and a half hours. It takes 60 percent less energy to recycle steel than it does to make it from raw materials. Making recycled newspaper saves 40 percent. Recycled plastics save 70 percent and recycled glass 40 percent. Saving energy also reduces air and water pollution emissions.

Sadly, too many recyclable materials still end up in landfills. It's not because haulers take them there – it's because they never get placed in a recycling bin in the first place. In 2009, for example, Wisconsin residents and businesses threw out more than \$50 million worth of metal, plastic, glass and fiber. DNR staff are working with local governments and private businesses to divert more of that material to productive use, and to recover other valuable material like electronics, carpet, paint and wood.

One final myth out there is that recycling is somehow controversial. In fact, our survey results show just the opposite! The vast majority of Wisconsinites support and participate in recycling. When you and I recycle, we don't necessarily have all the benefits in mind at that moment, but I think our intuition tells us we're doing the right thing.

Recycling works for us all. While we can always improve our efforts, Wisconsinites have long valued thrift and efficiency, so it should be no surprise that recycling is part of the fabric of life here – it just makes good sense.

State parks take on recycling of propane canisters

— Jamie Fisher, DNR

When Facilities Repair Worker Stan Schielke saw a few empty propane bottles left in front of the dumpsters at Harrington Beach State Park in the spring of 2010, he wondered how the park could collect more. The following May, Schielke put out a 25-gallon plastic tote with a sign on it: "Recycle propane bottles here."

"The response from the campers was more than I had expected," said Schielke. "Whereas in 2010 approximately six to ten empty propane bottles were left at the dumpsters, in the 2011 camping season 145 empty propane canisters were kept out of the landfills and instead recycled as scrap steel."

Propane canisters – mostly 16.4-ounce sizes – are a camping staple for use with cook stoves, lanterns, and heaters. After setting out his collection bin, Schielke researched and developed a procedure to safely empty the bottles and prepare them to be sent to a scrap yard. He then had the procedure approved by a DNR risk management specialist. In the first half of the 2012 camping season, the park has collected 64 empty propane canisters and

three partially-filled ones. Schielke and other park staff use the partially-filled canisters in their propane torch for park maintenance and then recycle them when they're empty, saving the park costs on propane fuel.

Another Wisconsin state park has a similar system in place to keep propane cylinders out of landfills. Big Bay State Park shares Madeline Island – the only inhabited island of the Apostle Islands – with the town of LaPointe, which manages the waste and recyclables for the whole island. LaPointe Recycling Facility Supervisor Ted Pallas estimated that he collects more than 500 cylinders per year from campers. The greatest benefit, he said, is the number of partially filled canisters that are left, which town residents can use and then return for recycling.

"The real difference for the residents, and myself as well, is that I haven't had to purchase a cylinder in 14 years, and keeping the cylinders out of the landfill is huge," Pallas said. "The number of reusable cylinders is unbelievable."



Both Pallas and Schielke have a process in place that safely prepares empty canisters to be sent to their respective scrap yards according to each yard's specific requirements. Pallas and Schielke encourage other campgrounds to set up a drop-off station for propane cylinders and adopt a policy to prepare and recycle them. UW-Extension's Solid and Hazardous Waste Education Center may be a good place to start; the Wisconsin Recycling Markets Directory on their website provides locations across the state where propane canisters can be recycled.

Go to WisconsinRecyclingDirectory.com; select "Other materials" as the category; and select "Propane Tanks" as the subcategory.

FIVE THINGS you didn't know you could recycle

Have you ever looked at an item in your home and thought, "I wonder if I can recycle that?" Chances are good that you can! Try doing a Google search for whatever you're looking to get out of the house, and you may find a program like the ones below that will keep it out of the landfill. If these five items are in your "get rid of" pile, here's how you can recycle them!

1. Sneakers

Nike's Reuse-a-shoe program turns any brand of old athletic shoes into playground and athletic surfaces, such as basketball courts and running tracks. Go to nikereuseashoe.com to find drop-off locations in Wisconsin or learn about hosting a shoe drive.



2. Crayons

Imagine how many homes across Wisconsin have broken, stubby crayons in abandoned boxes. Give them another life through the National Crayon Recycle Program! Crayons are melted down and turned into new crayons of various shapes. Visit crazycrayons.com to learn more.



3. Trophies

Total Awards and Promotions in Madison is one of many companies that will recycle old trophies for parts or re-engage and donate them to nonprofits. They're not accepting trophies currently, but check back at awardsmall.com to find out when you can send in your old trophies to be reused.



4. Wine corks

Close the loop by sending in your old wine corks to become floor and wall tiles. Yemm and Hart, a company that manufactures materials out of recycled content, creates and sells the tiles. Visit yemmhart.com for more details.



5. Jeans

If you have old jeans (or any denim) that are too worn out to be donated, consider giving them to the "Cotton. From Blue to Green." program to be turned into natural fiber insulation. Corporate responsibility, mail-in, and university drive programs are all available. Go to cottonfrombluetogreen.org to find out more.



Residents voice strong support for Wisconsin's recycling program

— Cynthia Moore, DNR



Wisconsin residents recycle at home and away from home when recycling options are provided.

Results from a 2011 survey of 667 households across the state confirm continued strong support among residents for the state recycling laws and the local programs built around those laws (Tables 1–3).

Since 1990, the DNR has sponsored 10 telephone or mail surveys to track the progress of residential recycling and composting in Wisconsin. Once again, responses from the most recent survey confirm that Wisconsin residents strongly support Wisconsin's recycling laws and that they recycle at home and away from home when these recycling options are provided.

A more detailed analysis of results shows that support for recycling is consistent across dwelling type, geographic location, age and income group.

Table 1. Awareness and Commitment

Percent of respondents who are aware that:	Yes	No
State has a law requiring recycling	82	18
Certain recyclables can't be trashed	77	23

Table 2. Household commitment to recycling

Commitment (percent of respondents)	Percent of respondents		
	1992	2006	2011
Strongly committed	61	72	81
Somewhat committed	34	25	15
Total	96	97	96

Table 3. Support for Wisconsin law governing recycling

Support (percent of respondents)	Percent of respondents		
	1991	2006	2011
Strongly support	42	63	64
Somewhat support	41	22	21
Total	83	85	85

Trends in residential recycling

Support and commitment to recycling has remained robust over the years: more than 95 percent of households surveyed express commitment to recycling at home, and 85 percent support state laws governing recycling. Residents say they recycle because it preserves landfill space (97 percent), reuses materials (98 percent), reduces pollution (95 percent), and generally helps the environment. More than 90 percent say they are aware that recycling helps the economy by creating jobs and providing new or expanded business opportunities.

The number of different materials recycled by households has not changed significantly since 2006 (Table 4). Paper products continue to figure prominently within the mix, and mixed residential paper is now commonly included in most collection systems. Three quarters of the respondents report having access to curbside collection and, of these, half are served by single stream collection programs in which all recyclables go into a single bin for collection.

Table 4. Materials recycled by households

Material	Percent of respondents		
	1990	2006	2011
Newspaper	56	85	86
Other paper	15	61	83
Magazines		80	87
Cardboard	19	85	82
Aluminum cans	80	98	91
Other metal cans	27	89	92
Glass	46	94	84
Plastic	39	93	87

Sources of recycling information

Community recycling programs are the main source of information for residents, followed by haulers and news articles. However, while more than 75 percent of respondents rate the information from their community program as fair or better, that rating has declined by about 10 percent since the 2006 survey.

Other results

In 2006, about 50 percent of the respondents reported only slight or no concern about the effects of open burning. By 2011, the level of concern had increased significantly, with only 27 percent expressing little or no concern for open burning.

About a quarter of the households report recycling other materials (used oil, yard waste, plastic bags, unneeded pharmaceuticals, and household hazardous wastes). And almost 50 percent look for products that are recyclable, have less packaging or have recycled content when making purchase decisions.

For more information on the 2011 survey results, go to <http://dnr.wi.gov> and search Recycling Household Survey

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For a downloadable PDF version of this newsletter, go to [Recycling News online:](http://dnr.wi.gov/topic/Recycling/outreach.html#tabx2)
<http://dnr.wi.gov/topic/Recycling/outreach.html#tabx2>

WHAT'S NEW ON THE WEB

— Elisabeth Olson, DNR

The Wisconsin Department of Natural Resources website, formerly accessible through a confusing array of Internet addresses, is now found at one simple and consistent address: **dnr.wi.gov**. The website has been consolidated to use just one domain in order to reduce costs and enhance customer service.

The following domains **no longer work** when going to DNR's website:

- www.dnr.state.wi.us
- dnr.wisconsin.gov
- www.dnr.wisconsin.gov
- www.dnr.wi.gov

All of the above domains have been updated to use only the "dnr.wi.gov" domain.

Anyone with general questions about the domain change can call the DNR Customer Service line at 1-888-936-7463, open a chat session, or click on the feedback link in the footer of any dnr.wi.gov web page.

Once you're on the DNR website, you'll notice a whole new look and feel. New features include expanded search options and added keyword options, and content is now organized by topic instead of program area. Below is a listing of topics related to waste and materials management. If you have ideas, suggestions or questions related to the new website, please use the 'feedback' link on the bottom of every dnr.wi.gov web page.

Managing waste and materials

<http://dnr.wi.gov/topic/Waste/>
Keyword: waste

Landfills

<http://dnr.wi.gov/topic/Landfills/>
Keyword: landfill

Recycling and composting

<http://dnr.wi.gov/topic/Recycling/>
Keyword: recycling

Managing health care waste

<http://dnr.wi.gov/topic/HealthWaste/>
Key phrases: health care waste, healthcare waste

Electronics recycling

<http://dnr.wi.gov/topic/ecycle/>
Keywords: ecycle, e-cycle

Mines, pits and quarries

<http://dnr.wi.gov/topic/Mines/>
Keyword: mines

Demolition, construction and renovation

<http://dnr.wi.gov/topic/Demo/>
Keywords: demolition, construction and renovation

Open burning

<http://dnr.wi.gov/topic/OpenBurning/>
Key phrase: open burning



Recycling 101 – Plastic

People are sometimes puzzled about recycling plastics, and for good reason. Plastics are chemically-diverse materials. Fortunately, a national coding system requires most consumer plastics to be labeled with a resin code. This helps consumers identify the type of plastic in their containers and know whether or not they can be recycled.

On a plastic item, look for an imprinted triangle with a number one through seven in the center. Numbers one through six each represent a different plastic resin; number seven includes all other plastics. This resin code symbol is usually printed on the bottom of a plastic container.

While these symbols provide guidance, view them with caution. **The presence of the recycling triangle does not necessarily mean that the item is accepted in your local recycling program.**

Go to RecycleMoreWisconsin.org to learn which plastics are accepted in your local program.

#1 PETE – polyethylene terephthalate

Common forms: bottles for water, soft drinks, juice, sports drinks, mouthwash, ketchup and salad dressing; food jars for peanut butter, jelly, jam and pickles

Recycled into: fiber for carpet, fleece jackets, comforter fill and tote bags

#2 HDPE – high density polyethylene

Common forms: bottles for milk, water, juice, shampoo, dish and laundry detergents and household cleaners

Recycled into: plastic lumber for outdoor decking, fencing and picnic tables; piping; floor tiles; buckets; bottles for non-food items, such as shampoo, conditioner, laundry detergent, household cleaners, and motor oil

#3 PVC – polyvinyl chloride

Common forms: rigid packaging like blister packs and clamshells; bags for bedding and medical supplies; shrink wrap; tamper-resistant packaging

Recycled into: carpet backing; floor tiles and mats; traffic cones; garden hoses; resilient flooring and mud flaps; decking; fencing; gutters

#4 LDPE – low density polyethylene

Common forms: bags for dry cleaning, newspapers, bread, frozen foods, fresh

produce and household garbage; shrink wrap and flexible film; container lids; squeezable bottles like honey and mustard; toys

Recycled into: garbage can liners; floor tile; furniture film and sheeting; trash cans and shipping envelopes

#5 PP – polypropylene

Common forms: containers for yogurt, margarine, butter, dairy products, takeout meals and deli foods; medicine bottles, bottle caps and closures

Recycled into: garden rakes; storage bins; shipping pallets; automobile applications

#6 PS – polystyrene foam – Styrofoam™

Common forms: food service items such as cups, plates, bowls, cutlery, hinged takeout containers (clamshells) and meat and poultry trays; packing peanuts; protective foam packaging for furniture, electronics and other delicate items

Recycled into: thermal insulation; egg cartons; light switch plates; vents; desk trays; license plate frames

#7 Other

This category includes products that contain all other plastics, mixed plastics or multi-layer materials

Carpet recycling

— Jamie Fisher, DNR



The good news is that carpet and carpet padding (shown above) are highly recyclable.

Carpet disposal is a hog when it comes to resources. According to a 2009 Wisconsin waste sort, carpet is among the top ten items going to the landfill when measured by weight, and the process for it to get there is just as cumbersome.

“Most residential carpet is collected curbside by municipal programs,” said Cynthia Moore, DNR recycling program coordinator. “It’s bulky and has to be loaded onto trucks manually.” Carpet’s heavy weight also adds to overall landfill disposal costs.

The good news is that carpet and carpet padding are highly recyclable. The energy savings per ton of recycled carpet (expressed in BTU) are second only to savings from recycled aluminum cans. Residential carpet fibers are typically made of either nylon 6, nylon 6.6, PET, or olefin (e.g., polypropylene), and recyclers can provide manufacturers with nylon and polypropylene from recycled carpet for their production needs.

These recycled raw materials can come back as new carpet or go into a variety of other products, which creates both a benefit and a drawback for carpet recycling. The material is a valuable resource, but its reuse can go unnoticed by the general public if it comes back in different forms. Recycled carpet can be used to create insulation, composite lumber, roofing shingles, railroad ties,

automotive parts, carpet cushion, stepping stones, pre-cast concrete and more.

Businesses across Wisconsin have recognized the value of keeping carpet out of landfills, and many have set up systems to take carpet for recycling. One unique example is Y’s Way Flooring in Watertown. Rick Schultz, superintendent of the Watertown Streets Department, partnered with Y’s Way to make carpet recycling available for residents of Watertown and nearby Ixonia. Theirs was one of the first public-private partnerships in the state created to manage municipal carpet recycling.

As consumers, we can take steps to make sure our old carpet gets recycled and that our new carpet can be recycled at the end of its life. Ask that retailers show you only carpet that they recycle or that can be recycled in your area. Also ask if they will recycle your old carpet. If they don’t accept carpet for recycling, check the DNR’s website for a list of retailers and recyclers that accept public dropped-off materials.

Visit <http://dnr.wi.gov> and search “carpet recycling.” Whether it is recognizable in its recycled form or turned into something completely different, carpet is a useful resource that is worth keeping out of landfills.

Thanks to Amanda Dent for her contributions to this article.

Is open burning an issue in your community?

The DNR has two fliers that you can use as educational materials on why open burning is a problem for our health and the environment. Order copies of “Burning Garbage: A Problem for Our Communities” and “Don’t Burn Agricultural Plastics” from the publications order form on page 9. They are also available on the DNR website.

Go to dnr.wi.gov and search “recycling publications.” You may print and use the fliers as needed.

Burning Garbage: A Problem for Our Communities

What's so bad about burning garbage?
It's unhealthy. If you burn garbage, we'll all breathe and eat it, because smoke and ash drift in the air, settle on food crops.
It's unsafe. Burning garbage or trash leads to wildfires, property damage and human fatalities.
It's a nuisance. The smoke and soot, and the noise you hear, it's a hassle for people with asthma or heart disease.

We've burned for years. What has changed?
Garbage has changed in the last 25 years. Today's garbage contains plastics, parts of other chemicals that release toxic smoke when burned, many of these make us sneeze, irritate our skin, eyes, throat, lungs and more.
The pollutants from burning today's garbage cause many health problems and are understood more better than in the past.
We know more about the harmful smoke from burning garbage, especially the kind and amount of smoke from a single burning.

Alternatives to burning

- Recycle paper, cardboard, bottles and cans.
- Compost leaves, grass clippings, small brush and household food scraps.
- Donate or reuse old clothes, furniture and other household items.
- Send waste that can't be reused, recycled or composted to the landfill. Get a dumpster for large amounts of waste, such as appliances, plastics and construction and demolition debris.

Unhealthy and Illegal

It's illegal for anyone to burn materials such as tires, paint, solvents, household appliances, stoves, refrigerators, air conditioners, fluorescent light bulbs, and more.

Remember: If you see someone burning garbage, call the police or fire department for more information on burning regulations.

Every community has further restrictions on what can be burned, where and when. Contact your local officials to learn more.

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DON'T BURN AGRICULTURAL PLASTICS
KEEP THE AIR AS CLEAN AS YOUR FIELDS

What's so bad about burning agricultural plastics?
It's unhealthy. Burning plastic in your field or garden releases toxic smoke that can be inhaled and cause respiratory problems.
It's unsafe. Burning plastic can lead to wildfires, property damage and human fatalities.
It's a nuisance. The smoke and soot, and the noise you hear, it's a hassle for people with asthma or heart disease.

It's illegal to burn any plastics in Wisconsin
Wisconsin law prohibits burning agricultural plastics in your field or garden. It's illegal to burn any plastics in your yard, driveway, or on your property.

Alternatives to burning

Plastic Containers: Recycle your plastic milk and detergent containers.

- Clean drainage pipes and gutters with a drain snake.
- Don't litter. Use a trash can or a local household waste transfer station.
- Use the Wisconsin Department of Natural Resources' Agricultural Plastic Recycling Program.
- Recycle your plastic containers at a local recycling center.

Flimsy and Other Containers: Recycle your flimsy and other containers at a local recycling center.

Other Agricultural Plastics: Recycle your agricultural plastics at a local recycling center.

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To sign up, visit: <http://dnr.wi.gov/topic/Recycling/updates.html>

Q&A on the Reduce Your Waste Stream Challenge

— Jamie Fisher, DNR

Before you take out the trash this week, hold each garbage bag, step on a scale, and measure – in hard numbers – how much waste your household created.

That's what families must do when they participate in the Reduce Your Waste Stream Challenge, a friendly, month-long competition that challenges households to reduce their waste and increase their recycling. The first challenge took place in 2010 when Waukesha County had 33 households participate in the pilot project, which they adapted from a waste challenge carried out in King County, Wash.

The competition aims to increase awareness in communities about waste reduction and recycling and create a behavior-changing experience for participants. Waukesha County has hosted four challenges since 2010, and a new goal of the Challenge is to extend the experience to communities across the state. The competition is a program of the Associated Recyclers of Wisconsin and is designed so that any community can do it. To learn more about hosting a Challenge in your area, contact AROW Program Director Angie Lemar at programs@arow-online.org.

During the first week of the Challenge, households establish baseline weights – a typical amount of weekly trash and recycling generated by each household. Then, families find methods to reduce their garbage and increase their recycling and continue to weigh them at the end of each week. This allows participants to see, in pounds, the difference their efforts are making. Hear from past participants the lessons and insights they learned after taking part in the Challenge.

What were your goals when you joined the Challenge? Did they change over the course of the month?

Mary Jo Baas (2010 Waukesha County Neighborhood Challenge): We just wanted to learn, have fun, and use the competition to stay motivated and interested. When we saw how dramatically we could reduce our waste, we started to think that we could win, and the girls got really serious.

Karen Ludwig (2011 STEM Academy Challenge): At first I thought, "Great! We recycle a lot!" Then I realized recycling isn't all of it – we need to reduce all the packaging and "stuff" that everything we purchase comes in. I started paying more attention to packaging.

Did you set up routines or systems to encourage participation in your household?

Bonnie Nowicki (2012 Silver Lake School Challenge): It was a learning curve to educate [my three children] what can be recycled. They picked up quickly because my youngest was my weighing partner, so he really wanted to make a difference.

Baas: Our children took the lead with me, researching what was and wasn't recyclable and monitoring, modifying and holding us accountable for our waste stream habits. Just learning what could and couldn't be recycled and taking the time to separate it out and recycle it was the key to the whole endeavor. Once we got that down, it was really a simple and painless behavioral change. And when [my daughter] Abby duct-taped the garbage shut, you had to really want to throw something away to bother with it!

Sara Davis (2012 Lake Country School Challenge): We felt we were already doing a good job recycling, but we learned a lot about composting and reducing. We were amazed that we could reduce our waste weight by 30 percent simply by composting waste from fruits and vegetables!

What was most difficult during your experience?

Nowicki: The biggest challenge was decreasing your garbage percentage depending on what you compiled that week. I grew to hate the large pile of garbage!

Baas: Breaking the habit of just tossing stuff in the garbage and instead putting it in the compost bin or recycling bin was the toughest thing to adjust to. It was mind-work, not physical work.

What did you learn from taking part in the Challenge?

Nowicki: I learned the impact that the weight of recycling could have on our school alone – it was amazing! If the whole city, county, state and country participated, it would be a whole different world!

Baas: We learned that we were tossing out a lot of things that could be recycled. Again, reducing our waste stream did not require a

lot of lifestyle or consumption changes. It just required noticing what didn't need to go into the garbage and then being conscientious about separating it out.

Davis: Our family and our Girl Scout troop learned that if a few people get behind an idea, we can make a big difference! Our school leadership was incredibly supportive when presented with the idea, and our troop – along with a passionate teacher and a persuasive school administrator – worked hard to promote the challenge and get families excited about participating.

Describe your overall reaction to the experience.

Baas: I was amazed by how simple and painless it was to make a dramatic reduction in our garbage.

Davis: This experience was a catalyst for many of the Lake Country School families to learn more about the impact our waste has on the environment and reduce their contribution to waste.

Do you have a story or memory from the Challenge that sticks out in your mind?

Baas: It was fun to watch our daughter Rebekah get so involved in researching what could and could not be recycled and then serve as our recycling cop, making sure we weren't throwing out anything that we could recycle.

Ludwig: I loved hearing everyone's stories, from posting on the web [reduceyourwastestream.arow-online.org] and being able to interact with others to coming up with new ideas and answers to "How to" questions.

How has the Challenge changed your outlook on waste and recycling?

Nowicki: I have always been a recycler, but now I have it set in my mind to lower the weight of what goes in the garbage can versus what goes in the recycling bin.

Ludwig: Recycling is only part of it. We really need to encourage companies to stop all the excess packaging just because it sits on a shelf better or transports better. Companies need to hear that we will stop purchasing if packaging is excessive and causes too much waste.

Davis: I am thrilled that our children are aware of the importance of protecting our environment and their role in doing so. They are learning at an early age that they take an active part in their future world.

Growing green & healthy schools in Wisconsin

— Victoria Rydberg, Wis. Department of Public Instruction



A new Wisconsin Green & Healthy Schools (GHS) program will be rolled out in October.

On Oct. 1, a new Wisconsin Green & Healthy Schools (GHS) program will be rolled out. The program began in 2004 with the aim of helping schools develop healthy and environmentally friendly learning environments, and it's seen some ups and downs since its inception. A team from Department of Public Instruction, Department of Natural Resources and Wisconsin Center for Environmental Education got together to look at some of the underlying reasons for existing program barriers. We decided GHS needed a 100,000-mile tune-up and spent a year working with partner organizations across the state.

The new GHS program encourages changes in school culture and recognizes and celebrates the achievements of schools in a number of areas dealing with facilities, health, and education. The new design will offer more support to schools and build a network of GHS across the state.

Oftentimes less is more, so in addition, we streamlined the process for schools, eliminated unnecessary paperwork, and designed partnerships with several other programs, including Green Ribbon Schools. This means that schools will only have to complete one application to be eligible for a number of different recognitions. (Really, we don't like paperwork any more than you do).

We look forward to announcing the new program in October on www.EEinWisconsin.org. Until then, begin thinking about how you can engage your school community to create a green and healthy school culture.



Give your residents an easy way to remember the basics of recycling!

Recycle More Wisconsin has available a 4 inch by 6 inch color magnet displaying pictures and a list of the most common recyclable household items. The magnet will soon be available as a third-page bill insert as well.

Contact **Elisabeth Olson** at (608) 264-9258 or elisabeth.olson@wisconsin.gov for more information.





Help us rename our newsletter!

We want to give our newsletter a unique name that reflects Wisconsin's culture of recycling and sustainability. Lend us your creativity! Send your ideas for our newsletter's new name to Recycling News editor Jamie Fisher at jamie.fisher@wisconsin.gov. You may see it on the cover of the next issue!

Want to know exactly what's banned from Wisconsin landfills?

The DNR has a new publication available called "Wisconsin Recycles." It's a one-page flier that lists all items that cannot be landfilled or incinerated in Wisconsin. Order copies from the publications order form on page 9, or find it online on the DNR website.

Go to dnr.wi.gov and search "recycling publications." You may print and use the fliers as needed.

Wisconsin Recycles

The following items are banned from landfills and incinerators statewide and should be reused, recycled or composted.

Containers	Appliances
<ul style="list-style-type: none"> ■ #1 and #2 plastic bottles and jugs ■ Aluminum containers ■ Bi-metal cans ■ Glass containers ■ Steel tin cans 	<ul style="list-style-type: none"> ■ Air conditioners ■ Boilers ■ Clothes dryers ■ Clothes washers ■ Dishwashers ■ Freezers ■ Furnaces ■ Microwaves ■ Ovens ■ Refrigerators ■ Stoves ■ Water heaters
Paper and Cardboard	Electronics
<ul style="list-style-type: none"> ■ Corrugated cardboard ■ Magazines, catalogs, and other materials on similar paper ■ Newspaper and newsprint materials ■ Office paper 	<ul style="list-style-type: none"> ■ Cell phones ■ Computers, desktop, laptop, notebook, tablet ■ Computer monitors ■ Computer keyboards and mice ■ Computer scanners ■ Computer speakers ■ Duplicating machines, including those that fax and scan ■ DVD players, VCRs, DVRs and all other video players ■ External hard drives ■ Fax machines ■ Flash drives/USBs ■ Other items that plug into a computer ■ Televisions
Yard Materials	Vehicle Items
<ul style="list-style-type: none"> ■ Grass clippings ■ Debris and brush under 6" in diameter ■ Leaves 	<ul style="list-style-type: none"> ■ Lead-acid vehicle batteries ■ Oil absorbents ■ Tires ■ Used oil filters ■ Waste oils

*There may be additional restrictions for certain types of containers.



Recycling & Waste Reduction Publications

FALL 2012

PUB WA-1512-2012

The DNR offers waste reduction and recycling publications in two formats: electronic and printed. Many publications are available electronically on the DNR website. To find them, go to dnr.wi.gov Search: Recycling publications. These publications may be printed and used as needed.

The publications listed below are available to order in print format. Please indicate how many of each publication you would like (no more than 100 copies per publication) in the space next to the publication. If you need a larger quantity, please contact Elisabeth Olson at Elisabeth.Olson@wisconsin.gov or (608) 264-9258 to discuss available options.

Please complete the information requested on the back of this page for mailing purposes. Your materials will be shipped UPS, so **no P.O. Boxes, please.**

Business/Commercial Recycling

- *A Tenant's Guide to Recycling (English) EI-2005
- A Tenant's Guide to Recycling (Spanish) CO-070c
- Recycle Used Oil (poster/sign) IE-100
- Recycle Used Motor Oil Here (poster)..... IE-101
- Recycle Vehicle Batteries Here (poster) IE-103
- Waste Reduction & Recycling: A Guide for Owners of Apartments & Other Multi-Family Dwellings CE-284
- *Recycling & Waste Reduction: A Guide for the Workplace.....WA-1533
- *Recycling & Waste Reduction at Convenience Stores and Gas StationsWA-1534
- *Recycling & Waste Reduction for the Lodging IndustryWA-1535
- *Recycling & Waste Reduction in the Restaurant IndustryWA-1536
- *Recycling & Waste Reduction at Your Special Event.....WA-1537
- *Recycling & Waste Reduction: A Guide for Schools.....WA-1561

Composting

- *Garbage to Gardens: Compost Grows PosterWA-1528
- *Home Composting: Reap a Heap of Benefits
Also available online only in Spanish and Hmong WA-072
- *Home Composting: The Basic Composter WA-182
- *Yard Care: Do Your Share!..... WA-073

E-Cycling

- *E-Cycle Wisconsin 1/3 page flierWA-1544
- *E-Cycle Wisconsin Program BrochureWA-1426
- *E-Cycle Wisconsin Program Brochure (Hmong).....WA-1498
- *E-Cycle Wisconsin Program Brochure (Spanish)WA-1499
- *E-Cycle Wisconsin Eligible Devices & Landfill/
Incineration Ban Flier.....WA-1427

- *E-Cycle Wisconsin Eligible Devices & Landfill/
Incineration Ban Flier (Hmong)WA-1500
- *E-Cycle Wisconsin Eligible Devices & Landfill/
Incineration Ban Flier (Spanish).....WA-1501

General Information

- *Burning Garbage: A Problem for our CommunitiesWA-1373
- *Burning Permits: It's Your Responsibility FR-400
- *Don't Burn Agricultural PlasticsWA-1592
- *Three Arrows FAQ Recycling Poster..... CE-2018
- *Waste Reduction: Think It Through...It's Up To You!..... IE-206
- *Wisconsin Waste Reduction and Recycling Program WA-422
- *Wisconsin...Where Recyclables Are Too Valuable
To Waste! (Poster)..... WA-424
- *Wisconsin Recycles – listing of landfill banned items.....WA-1574

PreK-12 Education

- *Air Defenders: A Quest for Clean Air
Teacher Activity Guide
Open Burning Education for Grades 4-7
(limit one per classroom) CE-7029
- *Education Connection Order Form – listing of all DNR
environmental education resources..... EI-456
- *Keepin' It in the Loop
K-8 Teacher Activity Guide (limit one per classroom)WA-1526
- Nature Recycles Poster CE-5013
- Nature's Recyclers Coloring Book – English..... IE-042
- Nature's Recyclers Coloring Book – Spanish CE-999
- Recycling and Beyond: Fun Stuff Activity Book for Kids CE-2010
- *Wee Crafts Activity Guide CE-2012
- *Wee Recyclers Early Childhood Education
Teacher Activity Guide (limit one per classroom)
(Ages 3-5)..... CE-2011

* Starred publications are also available in electronic format. See dnr.wi.gov Search: Recycling publications

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Wisconsin Department of Natural Resources

This publication is available upon request in alternate formats for visually impaired persons. Please contact (608) 266-2111 to request an alternate format. The Wisconsin Department of Natural Resources provides equal opportunity in its employment, programs, services, and functions under an Affirmative Action Plan. If you have any questions, please write to: Equal Opportunity Office, U.S. Department of the Interior, Washington, D.C. 20240

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Wisconsin Department of Natural Resources REGIONAL RECYCLING CONTACTS



Recycling contacts may change from time to time. Please see the DNR website for the most up-to-date information:

<http://dnr.wi.gov/staffdir/dynamic/recycling.asp>

Northern Region

Bob Germer

(715) 635-4060

Robert.Germer@wisconsin.gov

COUNTIES SERVED: Ashland, Barron, Bayfield, Burnett, Douglas, Polk, Rusk, Sawyer, Washburn

Sherry Otto

(715) 365-8982

SheryLA.Otto@wisconsin.gov

COUNTIES SERVED: Florence, Forest, Iron, Langlade, Lincoln, Oneida, Price, Taylor, Vilas

Northeast Region

Jennie Easterly

(920) 303-5431

Jennifer.Easterly@wisconsin.gov

COUNTIES SERVED: Brown, Marinette, Menominee, Oconto, Shawano

Vacant position

(acting: Jim Zellmer)

(920) 662-5431

James.Zellmer@wisconsin.gov

COUNTIES SERVED: Calumet, Door, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marquette, Outagamie, Waupaca, Waushara, Winnebago

Southeast Region

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(414) 263-8652

Melanie.Burns@wisconsin.gov

COUNTIES SERVED: Ozaukee, Sheboygan, Washington

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Nancy.Gloe@wisconsin.gov

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Kenneth.Hein@wisconsin.gov

COUNTIES SERVED: Kenosha, Milwaukee, Racine

West Central Region

Anna McCabe

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COUNTIES SERVED: Adams, Buffalo, Chippewa, Clark, Crawford, Dunn, Eau Claire, Jackson, Juneau, La Crosse, Marathon, Monroe, Pepin, Pierce, Portage, St. Croix, Trempealeau, Vernon, Wood

South Central Region

Marie Stewart

(608) 275-3298

Marie.Stewart@wisconsin.gov

COUNTIES SERVED: Columbia, Dane, Dodge, Grant, Green, Iowa, Jefferson, Lafayette, Richland, Rock, Sauk

- Looking for a publication to use at an upcoming event?
- Want help with general recycling outreach and education?
- Have questions about how to develop a media campaign for residents in your area?

Elisabeth Olson, DNR Recycling & Waste Reduction Education Coordinator, is here to help. Contact Elisabeth with questions about outreach, education and available materials at elisabeth.olson@wisconsin.gov or (608) 264-9258.



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