



A True stewardship organization

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Recycling Council of Alberta
Annual General Meeting
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- CropLife Canada
- CleanFARMS™ Stewardship Programs
- What's next?
- How the Recycling Council of Alberta (and others) can help





CropLife Canada

An industry committed to stewardship and safety





CropLife Canada



Who: The trade association representing the manufacturers, developers and distributors of plant science innovations - pest control products and plant biotechnology - for use in agriculture, urban and public health settings.





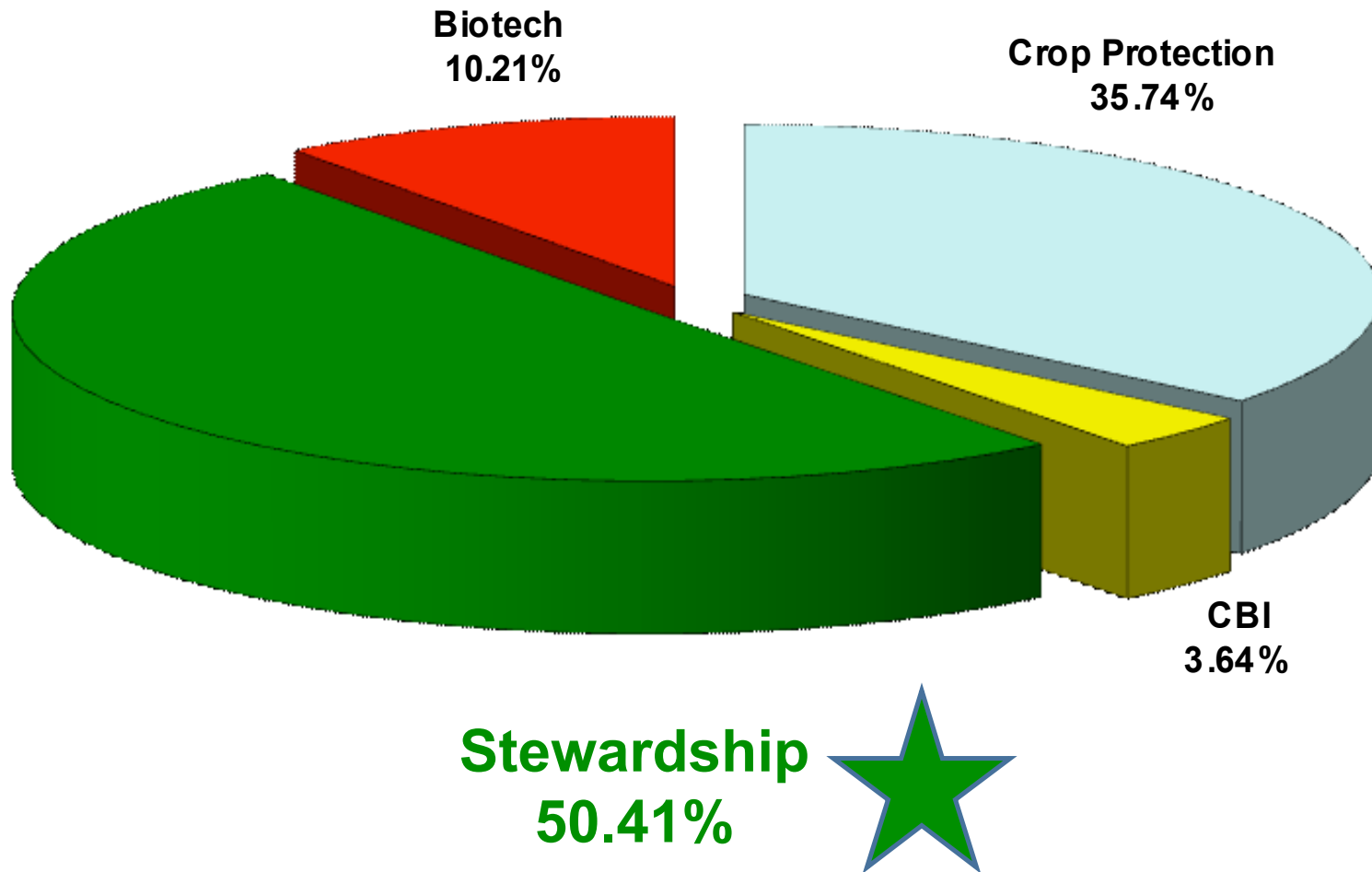
CropLife Canada



Mission: To build partnerships and provide leadership and a united voice for the plant sciences industry as vital contributors to a flourishing bio-economy committed to safety, innovation, stewardship and sustainability



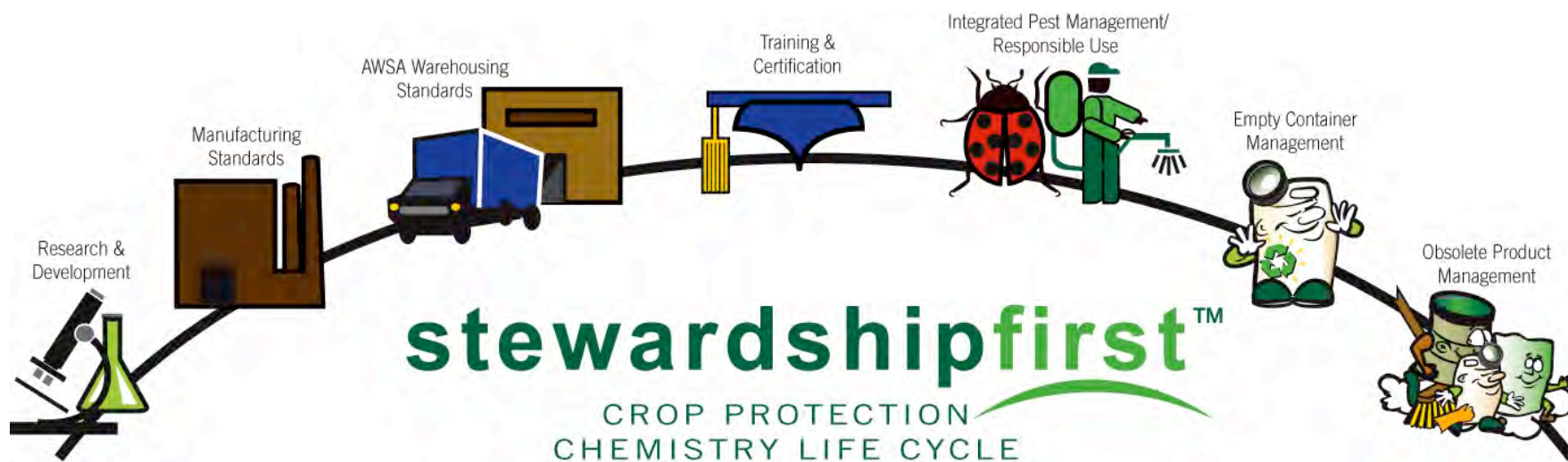
2009 -2010 Budget Expenditures





Stewardship Arch

Stewardship Commitment: 50% of total budget





Stewardship Arch

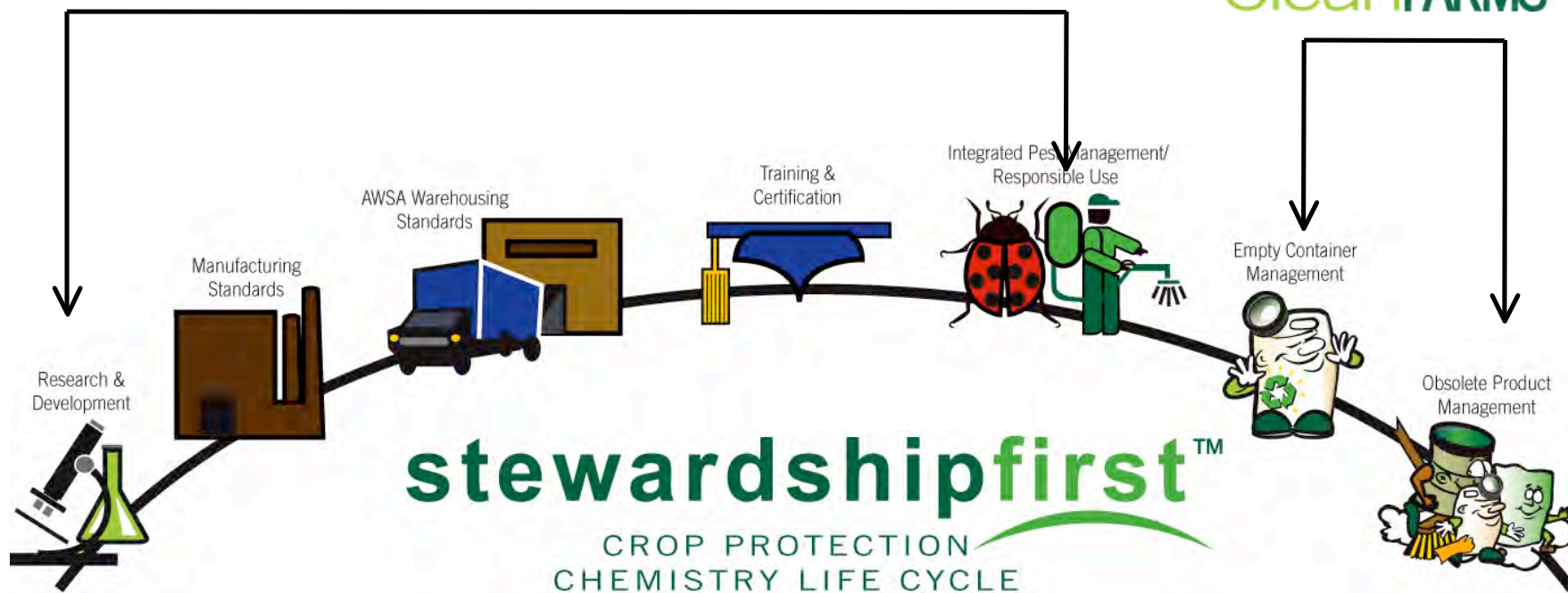
Waste management commitment:
43.64% of total budget





CleanFARMS™ Inc.

January 2010:





CleanFARMS™

A True industry stewardship program



CleanFARMS™ Inc.



Mission: To ensure a sustainable environment through reduction, reuse, recycling and safe disposal of agricultural waste products.



CleanFARMS™ Inc.

Two main programs:



Empty container management



Obsolete pesticide collection



Why CleanFARMS™ Inc.?

- Adaptation to a changing industry
- Businesses can be members of CleanFARMS™ without being members of CropLife Canada
- Need for greater transparency of program for all 'Stewards' of these products





Empty Pesticide Container Program

- Program inception: 1989
- Collection sites:
 - Alberta: ~120 municipal run collection sites
 - Other provinces: Agricultural retailers
- Container Prep:
 - Triple rinsed/pressure rinsed
 - Caps & labels removed





Empty Pesticide Container Program

Containers recycled into farm drainage tile



-used back on the farm-



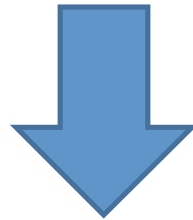


Empty Pesticide Container Program

No regulatory burden

No consumer fees

No deposit



Excellent results:

A True industry stewardship program



Empty Pesticide Container Program

Key Accomplishments:

- 78 million containers collected and recycled since 1989
- 2008 Return Rate – 61%
– 2010 Goal – 80%
- Excellent support from Federal and Provincial Governments



Alberta-specific Challenges

- Quality of containers
 - Rinse rates
 - Caps
 - Booklets
- Open burning
- Continued participation of municipalities
- Non-program materials
- Free-riders





Empty Pesticide Container Program

Alberta-specific Opportunities

- Be the first to achieve 80%
- Engage farm families
- Farms not always recycling – this program can help be a catalyst to other programs





Farmer communications

Press-ready
communication
materials available

CleanFARMS
FOR YOUR FARM, YOUR FAMILY, OUR HEALTH AND OUR ENVIRONMENT

Every return makes a difference.
It won't cost you a thing.

- 1 rinse**
Pressure rinse or triple-rinse your pesticide containers
- 2 remove**
Completely remove paper booklet
- 3 return**
Return clean, empty containers, with no paper booklets to your local dealer

stewardshipfirst **CleanFARMS**
EMPTY PESTICIDE CONTAINER RECYCLING PROGRAM
For more information contact your local dealer or visit www.cropilife.ca

CropLife CANADA

The poster features a central illustration of a smiling, anthropomorphic pesticide container with arms and legs, holding a recycling symbol. It is surrounded by arrows indicating the flow of containers and booklets. The background is white with green accents.

The screenshot shows a web browser window displaying the CleanFARMS website. The page has a green header with the CropLife Canada logo and the slogan "We stand for stewardship and innovation". A navigation menu on the left lists various sections like "Who We Are", "Plant Science Industry", "Media Room", "Pesticides", "Urban Pesticides", "Biotechnology", "WE STAND FOR: Stewardship", "WE STAND FOR: Innovation", "Events", "Members Lounge", and "Manage Your Containers". The main content area features an article titled "Manage your empty pesticide containers" with the sub-headline "It's Important for your farm, your family, our health and environment." The article text states that managing containers through the CleanFARMS® Empty Pesticide Container Collection program is easy and free for farmers, and mentions over 1,100 collection locations across Canada. A central graphic illustrates the "RINSE, REMOVE + RETURN" process with a cartoon character and a list of steps: "Remove the cap", "Remove the booklet", and "Triple-rinse or pressure wash the container". The graphic also includes the CleanFARMS logo and the text "Thank you for doing your part in making Canadian farms CleanFARMS®". The footer contains logos for "stewardshipfirst™", "AWSA", and "CleanFARMS™". The browser's address bar shows "Internet" and the zoom level is set to "100%".



Obsolete Pesticide Collection Campaign

- Program inception: 1998
- Provincial campaigns run every 4 year
 - Alberta: Last campaign in 2002 - 2004
 - 182,000 kg Kgs collected
- Excellent support from stakeholders
- Difficulties securing government partnership funding





Obsolete Collection Campaign

Key Accomplishments:

- 2.5 million kilograms collected and safely disposed of since 1998 across Canada
- Other provinces looking at additional materials (i.e. pharmaceuticals, sharps)





Obsolete Collection Campaign



Alberta Premier's Award of Excellence – 2003





Obsolete Collection Campaign

“Pesticide and chemical use are a reality on many farms ... This initiative provided producers with a handy and efficient means to eliminate these products that is both safe and environmentally friendly to the farm site and rural communities.”

*Manitoba Conservation Minister
Stan Struthers – March 2009*





Obsolete Collection Campaign

Challenges:

- Partnership funding – necessary to address orphan product (*no manufacturer*)
- Meeting the changing needs of Canadian farmers
- Changing farm demographics



New opportunities:

- Empty paper bag collection program
- Hay bale wrap, silage wrap, greenhouse film
- Other on-farm plastics





The role of the RCA

Be part of a True stewardship industry program





Important role for RCA

**We need your help to
achieve our 2010 Goal:**

80% Return Rate





Thank you

