COMPLETING THE CIRCLE:
Promoting Purchase of Products Made from Recycled Agricultural Plastics

Working session to advance a TPSA initiative to identify, brand and promote products made from recycled agricultural plastics

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WHY promote products made from recycled agricultural plastics?

Because that’s the only way recycling remains sustainable.
Examples of products made from recycled agricultural plastics, and the people who make them
Recycling the un-recyclable.

Think Plastics Inc. is an innovative privately owned Canadian company based in New Hamburg, Ontario, Canada. The company was incorporated in 2004. Think Plastics is making a significant positive impact on...
• Appropriate end use: minimal contact with people or animals
• Sealed against leaching, runoff of residues
• Meets ASTM, ASABE & other quality standards
• Competitive price point
• Strong consumer demand (current or potential)
Photo of Don Reeners, principal of Ultimate Recycled Plastics, Port Gibson NY, taken by Lois Levitan, RAPP

Don Reeners
Ultimate Recycled Plastics
Nailer Board Insert!
Bridon Cordage – Revolver Twine
Tim Mason & Al Mullenbach!

Terry Vankampen (not shown)
Recycled baler twine that comes around. Goes around. Stays around (the bale).

The introduction of Revolver® is a direct response to our customers’ appeals for us to help clean up the environment. You can save time and the environment with Revolver® — made from recycled polypropylene, most of which is post-consumer baler twine. You make your living off of the land. We want to make sure we’re doing our part to protect it.

Revolver® is manufactured under the same stringent standards you’ve come to expect from Bridon Cordage and is currently available in the following products:

- 7200' 190 Single Spool
- 9000' 130 Single Spool
- 20,000' 110 Single Spool
The unbreakable solution to broken sidewalks

- No breaking, chipping, or cracking – ever
- Performs in all climates
- Easy installation
- Lowest cost, safest and most comfortable sidewalk
- Specified by cities, counties, state DOTs, and architects nationwide
- Reduces stormwater run-off, saves trees & stops trip hazards
- Interlocking system designed for permanent and temporary installations
- LEED and LID Qualified
- Minimal Impact Paving

TERREWALKS™ is the new generation of Rubbersidewalks. Like Rubbersidewalks, this alternative to concrete sidewalks and pathways is cost-effective and contributes multiple points toward LEED certification—including 100% recycled, reduced heat island effect, storm water management, and innovative design.

For cities and site managers struggling with public safety and the chronic cost of replacing broken sidewalks, TERREWALKS is your solution. Designed to be a smooth, non-slip surface, TERREWALKS can easily be installed over existing sidewalks, streets, or parking areas, providing an immediate solution to your needs.

Lindsay Smith – Rubber Sidewalks “Terrewalks Pavers”!

100% recycled interlocking open-grid modular paving systems
What do all these people/products have in common, and what does it have to do with TPSA?

AG PLASTIC MANAGEMENT WORKGROUP
Where Stewardship Is the Agenda
open to all

It's easy to join: Email <info@tpsalliance.org> or speak to Lois Levitan (607-255-4765, LCL3@cornell.edu) or Roger Springman (608-224-4545, Roger.Springman@Wisconsin.gov)
PROPOSAL for TPSA INITIATIVE:
Identify, brand and promote products made from recycled agricultural plastics.
Do this in part by creating an ecolabel for finished products that use recycled agricultural plastic as feedstock.
What’s an EcoLabel?

- A means to identify and “brand” products that meet one or more environmentally and/or socially desirable criteria
- Single or multi-attribute
- Self-proclaimed by the manufacturer (distributor, or point of sale) or “Third Party Certified”
There are hundreds of ecolabels for different product types, based on diverse “green” criteria. ECOLABEL INDEX lists 340 labels from 42 countries.

All ecolabels

Alphabetical index of 374 ecolabels. Use the categories to the right to refine this list.

ABCDEF GHijklmnOPQRSTUVWXYZ

100% Green Electricity - 100% Energia Verde

The certification in Italy is issued for energy produced from wind, PV, solar thermal, geothermal, sustainable hydro, tidal & waves, biogas and sustainable biomass & bio-fuel plants. The certificates do not cover energy from fossil fuels, nuclear and thermal transformation of solid urban wastes. Nevertheless it is admits to yield the 20% of the energy production from water pumping and …

4C Association

Within the 4C Association coffee farmers, trade and industry and civil society from around the world work together for more sustainability in the entire coffee sector. This global community has joined forces to continuously improve the social, environmental and economic conditions for the people making their living from coffee. Main pillars of 4C are a code of conduct, rules of participation for …

80 PLUS

The original premise of the 80 PLUS program was to enlist utilities and computer manufacturers to participate in an innovative upstream buy-down program to integrate more energy-efficient power supplies into desktop computers. The program has now evolved into the Ecos Plug Load Solutions program, which promotes and incents a broad array of highly energy-efficient commercial and retail technologies.

AB (Agriculture Biologique)

France’s national logo for organic products since 1985. Organic products carrying the logo must contain more than 95 percent organic components, and be produced or processed within the EU, and were certified by one of the inspection bodies accredited according to EN 45011. L’Agence Bio began managing and promoting the label in 2008.

Source: http://www.ecolabelindex.com/ecolabels/
The manufacturer or seller promotes their products and/or practices as green, natural, sustainable, compostable, healthy, non-toxic, safe … The claims may be true.
example:

Looking for the best prices on pure and natural products?
You've come to the right place!

Welcome to Truly Pure & Natural!

At TPN, we've gathered our favorite natural products to share with you.

We hope to become your trusted source for hair and skin care products, handcrafted artisan soaps, glass water bottles, raw honey, raw snacks, organic fair trade coffee, and a host of other natural products.

Our products do not contain: dyes or artificial colors, fragrances or perfumes, parabens (methyl, propyl, ethyl, or butyl), sulfates, glycols, phosphates, or iodine, and are not tested on animals.

Protect your family's health by choosing products with sources from nature, not chemicals!
Third Party Certification

Neutral “third parties” with no financial interest in the companies or products being evaluated:

- Develop criteria for the ecolabel
- Evaluate the producer and/or product to determine if these standards are met
- Award the ecolabel certification
Both EcoLogo and Green Seal award their well recognized ecolabels based on multiple “green” criteria and comparative life-cycle analysis of products.
PROPOSAL for TPSA INITIATIVE:

... [create] an ecolabel for finished products that use recycled agricultural plastic as feedstock.

QUESTION: Why not use one of the existing ecolabels & Third-Party certifiers?

RESPONSE: The “TPSA-Approved” ecolabel will be unique in focusing exclusively on one criteria:

*Use of recycled agricultural plastic as a product input across an array of approved finished products.*
Discussion Issues

PROPOSAL ... [create] an ecolabel for finished products that use recycled agricultural plastic as feedstock.

- Is this proposal a good idea?
- Is TPSA an appropriate third-party certifier?
- What criteria must products meet to be ecolabeled?
- Who decides, and by what process?
- How will these products and the "TPSA Approved" ecolabel be publicized and gain traction?
Some More Nitty-Gritty Discussion Issues

PROPOSAL ... [create] an ecolabel for finished products that use recycled agricultural plastic as feedstock.

- What percentage of agricultural plastic feedstock is needed to qualify a product for the ecolabel?
- Should products made from “harder to use” agricultural plastics (e.g., mulch and dairy films) be differentiated from products made from “easier to use” (e.g. HDPE or greenhouse covers)?
- Could/should other “green” values be incorporated?
- Should the ecolabel indicate/assure product quality?