



### 10 Reasons to Support Ugly Fruit & Veg

By Jordan Figueiredo

EndFoodWaste has started a campaign to rally the public to demand ugly fruit and veg at major retailers the world over. At least 20 percent of all produce is wasted just because of its size, shape, colour, or appearance. Why should we support ugly fruit and veg? Here's 10 good reasons...



These earrings contain lead linked to learning disabilities and other serious conditions

Join over 100 groups in getting harmful products off of shelves.

#toxic  
#dollarstores

[nontoxicdollarstores.org](http://nontoxicdollarstores.org)



## READY, SET, GO!

**ICE - IMMIGRATION AND CUSTOMS ENFORCEMENT**, plans to deport Berkeley Ecology Center Recycling Program Director Daniel Maher without process. Please sign the Asian Law Caucus and Ecology Center's [petition](#) asap! More below.

**BAN IT ANYWAY! #MYBAG:** A coalition of state leaders, celebrities and environmental advocates are urging shoppers, businesses and local governments to stop using polluting plastic bags despite the plastic industry-financed effort to delay our statewide ban. And document it by posting selfies on personal social media as well as CAW's #MyBag. Read more... CAW: <http://www.cawrecycles.org/press-releases>.

**THE REGIONAL WATER QUALITY CONTROL BOARD is considering changes to the Regional Stormwater Permit. The deadline for public comment is this Friday, July 10, at midnight.** Please [ask](#) the Water Board to adopt a stronger permit to eliminate trash flowing into San Francisco Bay: [http://www.savesfbay.org/stormwater?ms=STB\\_POL\\_StormwaterBlog](http://www.savesfbay.org/stormwater?ms=STB_POL_StormwaterBlog)

**HELP SONOMA COMPOSTING FACILITY STAY OPEN!** Due to a neighbor lawsuit, the site is set to close unless a second rain run-off pond is built by October 15. Unfortunately the neighbors are objecting to that too. The Farmer's Guild is petitioning the Sonoma County Board of Supervisors and Sonoma County Waste Management Agency to allow the program to continue with a smaller footprint and reduced volumes until a new facility can be built. That way, local composting can continue, the risk of compost water overflows will be eliminated and organics will not have to be trucked out of county for composting. Please sign the [Change.Org](#) petition: <https://www.change.org/p/sonoma-county-board-of->

**WASTE MANAGEMENT ADMITS FAILURE AT RECYCLING, BUT WHO'S REALLY TO BLAME? BY DANIEL KNAPP, Page 2**

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## NORTHERN CALIFORNIA RECYCLING ASSOCIATION

NCRA is a non-profit trade organization of recycling businesses, community groups, municipalities and individuals. We promote waste reduction, reuse, salvaging, recycling and composting as vital tools for resource and energy conservation and cost-effective, environmentally sound methods of disposing of discards.

Founded in 1978, the majority of our members are located in Northern California; we also have members across the US.

The Board of Directors meets monthly except in March, August and December. All interested parties are welcome to attend. The annual Membership meeting is in January and the Picnic is in September.

**Not a member yet?** Please join and encourage your associates to join. **Membership** is \$52 per year via PayPal or \$60 via check. For more information visit [www.ncrarecycles.org](http://www.ncrarecycles.org), look for us on FaceBook and Twitter and/or send a note to:

Office: [ncra@ncrarecycles.org](mailto:ncra@ncrarecycles.org)

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**NCRA News is a benefit of membership.** Published monthly, past issues are available on the website in the Members Only area as a downloadable pdf. An abbreviated version is sent to members monthly via email. In the future, sample or public versions will be available on the website.

### JULY 2015 CONTRIBUTORS

Thank you Laura McKaughan, David Tam, Liz Bortolotto, Jenny Cutter, Dan Knapp, Ellen Hopkins, Gary Liss, Editor Portia Sinnott and the NCRA Committees

[supervisors-sonoma-county-waste-management-agency-save-our-local-organic-composting-facility](http://supervisors-sonoma-county-waste-management-agency-save-our-local-organic-composting-facility)

### THE WASHINGTON POST AND WASTE MANAGEMENT

say American recycling is seriously stalling and blames everyone but themselves! Please read the Post article on-line and Dan Knapp's response below (first half) or his whole article on the NCRA blog: [http://ncrarecycles.org/2015/07/wm\\_fails-recycling/](http://ncrarecycles.org/2015/07/wm_fails-recycling/). If you have something substantive to add to the discussion, please submit a comment to the Washington Post and/or share with NCRA and the recycling e-lists.

### AMERICAN RECYCLING IS STALLING AND THE BIG BLUE BIN IS ONE REASON WHY

By Aaron Davis, Washington Post, 6/20/15

... In short, the business of American recycling has stalled. And industry leaders warn that the situation is worse than it appears. "If people feel that recycling is important — and I think they do, increasingly — then we are talking about a nationwide crisis," said David Steiner, chief executive of Waste Management, the nation's largest recycler that owns the Elkridge plant and 50 others.

... Another possibility is to follow the urgings of the environmental community by expanding recycling programs to include composting — the banana peels and grass clippings degrading in landfills that by some estimates have become the nation's third-biggest source of methane gas contributing to global warming. Composting is partly credited with the success of such cities as San Francisco, Portland and Seattle in increasing the share of the waste stream that is recycled each year.

... Turning a profit on the initial, dirty task of sorting and processing the nation's recyclables, however, may take a larger overhaul, said Patty Moore. Governments may need to set standards or even consider taking over part of the process to better encourage investment and ensure that profits remain a public benefit. "If we're going to be serious about secondary-materials management, we're really going to have to address it as a state or preferably national level," she said. "We need to harmonize what we're doing and make it work in a way that we're not spending all this money and spinning our wheels."

### WASTE MANAGEMENT ADMITS FAILURE AT RECYCLING, BUT WHO'S REALLY TO BLAME?

A Critical Review of the Aaron Davis' Washington Post Attack on Environmentalists and Real Recyclers - [American Recycling Is Stalling And The Big Blue Bin Is One Reason Why](#)

By Daniel Knapp, CEO of [Urban Ore, Inc.](#), a Materials Recovery Facility now celebrating its 35th year in Berkeley, California, 7/7/15

Forty-five years after the first Earth Day jump-started recycling, companies like mine, Urban Ore, are one big reason why publicly traded wasting companies like Waste Management are losing market share and profitability. Our secret: we're small, we're nimble, and more importantly, we focus on handling the disposal functions by producing quality resources from municipal discards. In short, we're just the opposite of the flawed recycling systems that are bringing down giants like Waste Management, Inc. When last counted, in 2004, there were about 56,000 of us, chipping away at the big waste companies' market share. Eleven years later, there are probably more of us, and we've grown

Meanwhile, the wasting giants have made some big bad bets, then pur-

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sued them with bullheaded efficiency, egged on by their corporate boardrooms. Big money is the driver in these transactions, not recycling markets. They bet that throwing investor money at highly automated but extremely dirty collection and sorting systems would best allow them to pursue their dreams of market domination. It worked for a while, but now we're told it wasn't sustainable. Aaron Davis of the *Washington Post* reports that at the highest levels of Waste Management, they appear to be giving up. He likes to reduce their key technology to "the big blue box," but more experienced people know it as "single-stream." [Read more... NCRA: http://ncrarecycles.org/2015/07/wm\\_fails-recycling/](http://ncrarecycles.org/2015/07/wm_fails-recycling/)

## ECOLOGY CENTER'S RECYCLING DIRECTOR FACES UNJUST DEPORTATION

The [Berkeley Ecology Center](#), along with immigration rights organizations, are fighting to stop the deportation of Daniel Maher, who has worked for the Ecology Center for ten years leading Berkeley's residential curbside recycling program. Maher is a long-time Bay Area resident who arrived in the U.S. from Macau as a toddler. After serving and completing a sentence for a criminal conviction from when he was a teenager (over 20 years ago), Maher has built a life as a recycling professional. He was hired ten years ago to be the Recycling Director of the Ecology Center, and has proven a talented, trusted manager and leader, moving the City of Berkeley toward its goals for Zero Waste.

Immigration and Customs Enforcement picked up and detained Maher for removal to China for his decades old criminal record, without regard for his contribution to his community, or his family here. He faces imminent deportation, and has endured inhumane detention conditions - including lack of access to crucial medication, and a period of 24 hours without access to food and water. Maher does not speak the language of the country to which he would be deported.

**According to the Asian Law Caucus, a crackdown on corruption in China is having devastating impacts on unintended immigrants.** Lawyers from the Asian Law Caucus will be present at the press conference to share details of this politically-coordinated deportation dragnet. The Asian Law Caucus has created an [online petition to release and drop charges against Daniel Maher](#). Advocates are receiving an outpouring of community support and have gathered thousands of signatures. [Read more.... Action Network: https://actionnetwork.org/petitions/berkeley-worker-faces-deportation-to-country-he-does-not-know](#)

## ANNOUNCEMENTS

### JULY TOUR – MASONIC HOMES

Thursday, July 16, Tour 4pm, Dinner/Board Meeting, 6-8pm  
Organized by Jennifer Cutter, Arthur Boone and Ellen Hopkins, [RSVP Here](#)

In the hills above Union City, [Masonic Homes](#) is one of the largest assisted living locations in Northern California. For three years, Masonic Homes has partnered with Tri-Ced Recycling to operate an Earth Flow in-vessel composting

system that receives the daily food debris of 300 residents. The system produces compost that is safe to use in agrarian and forestry applications in a very short period of time. The compost is being used on a reforestation project on Masonics' 250 acre property. And there are no hauling costs. Come hear and see this remarkable but simple and not expensive option for food debris management. The real thing is better than the pictures.

The Earth Flow is manufactured by [Green Mountain Technologies](#). Composting and Zero-Waste consultant [Ellen Hopkins](#) has been GMT's technical rep for compost products for the past decade. Also a NCRA member, Ellen will lead a tour of the equipment prior to our board meeting. The tour starts at 4pm. The address is [34400 Mission Boulevard](#). Please let the gate attendant know that you are with the NCRA tour. He should direct you to the parking lot to the left, just past the guard gate. We will meet collectively and then drive up to the compost site at the top of the hill. The board dinner and meeting will be held at the Ruggieri Senior Center at [33997 Alvarado Niles Rd](#). All are welcome. Dinner is at 6pm and the meeting from 6:30-8pm.

Tour space is limited. If you plan to join us for the tour and/or dinner, please [RSVP ASAP to \[ncra@ncrarecycles.org\]\(mailto:ncra@ncrarecycles.org\)](#) with "RSVP NCRA July 16" in the subject line. Members are free; non-members diners will be asked to pay an equal share of the food bill. Public transit and carpooling is encouraged. AC Transit bus run from Union City BART. If you need help with transportation, include a note with your RSVP. [Driving directions to Masonic Home from Union City BART](#).

### WALKING THE WALK IN OAKLAND'S NEIGHBORHOODS, JULY 18 AND 25

We are again going door-to-door in Oakland to promote recycling and composting among multi-family residents and we need your help! Are you available to help get the word out? Read more in the Presidents' Report below and on-line: <http://ncrarecycles.org/2015/06/join-ncra-oakland-recycles/>.

### CAW'S BIRTHDAY BASH, AUGUST 26

Wednesday, August 26th, 5:30-7:30pm, Citizen Hotel Ballroom, Sacramento, California

For nearly four decades, [Californians Against Waste](#) has been involved in the crafting of nearly every major successful recycling policy in the state. Their annual birthday bash is known to be a great networking event well worth the cost and travel time. NCRA is a sponsor and has been for many years. Tickets/Sponsorships start at \$150. Please carpool.

### CALRECYCLE'S MANUFACTURERS' CHALLENGE WORKSHOP, NOVEMBER 18

What are product manufacturers and brand owners willing to do, on an industry-wide level, to recover their product packaging to help California reach the statewide goal of 75% source reduction, recycling and composting by 2020? Come hear industry share its commitments and contribute

to this important discussion. The Manufacturer's Challenge builds upon more than two years of public workshops and discussions focused on better understanding the complexities, different stakeholder perspectives, and potential policy approaches associated with increasing packaging recovery in California to help meet California's statewide goal of 75% source reduction, recycling, and composting by 2020. Read more... Cal Recycle: <http://www.calrecycle.ca.gov/ReduceWaste/Packaging/75Percent.htm#Challenge> and <http://www.calrecycle.ca.gov/Actions/PublicNoticeDetail.aspx?id=1466&aiid=1335> and CalRecycle Packaging Workshop 2014 Background Paper: [Increasing Collection And Recovery Of Packaging In California \(pdf, 1.17 MB\)](#)

## PRESIDENT'S REPORT: LAURA MCKAUGHAN

On June 20, NCRA members and community volunteers joined workers from the ILWU Local 6 to go door-to-door in Oakland's Fruitvale District to promote recycling and composting among multi-family residents. In partnership with Oakland Recycles and the Alameda Sustainable Recycling campaign, NCRA helped get the word out the compost collection services available for the first time ever to Oakland multi-family dwellings. The goal of this outreach event and others to follow is to assist the city of Oakland in reaching Zero Waste. We also hope to develop community pride, increase awareness about the new curbside compost collection program, and clarify questions about what is accepted in the recycling and compost bins.

The outreach is part of a yearlong grant NCRA received from the Alameda Education Advisory Board. Outreach events will be heavily weighted on the first part of the year.

NCRA's next outreach event is on Saturday, July 18th, 2015 from 9am – 2pm in District 6. The meet-up spot will be at Miley Garden Senior Housing on the north-west edge of Eastmont Town Center, 2520 Church St, Oakland, CA. This is in the Eastmont Town Center Shopping Mall so parking should be easy.

We need your help! Please contact us at 510 320-3140 or president at ncrarecycles.org if you are able to participate. Please see our website for more information.

## HOT OFF THE PRESS UNITED STATES CONFERENCE OF MAYORS PASSES ZERO WASTE RESOLUTION

On June 22, at their 83rd annual meeting in San Francisco, the United States Conference of Mayors (USCM) adopted a robust resolution prepared by a task force of their subsidiary - The Municipal Waste Management Association, entitled "In Support of Municipal Zero Waste Principles and a Hierarchy of Materials Management." Without defining Zero Waste, the resolution refers to a definition and a

set of principles that recognizes the following Material Management Hierarchy:

- Extended Producer Responsibility and Product Redesign
- Reduce Waste, Toxicity, Consumption, and Packaging
- Repair, Reuse and Donate
- Recycle
- Compost
- Down Cycle and Beneficial Reuse
- Waste-Based Energy as disposal
- Landfill Waste as disposal

The resolution calls on the federal and state governments to recognize the rights of local governments to enact Zero Waste and high diversion ordinances, and supports a system where producers minimize waste during product design and take responsibility for the reuse and/or recycling of products. It also calls upon the food industry to work with the federal government and other stakeholders to minimize food waste through education about food expiration dates and other strategies, and Congress and the Administration to design tax incentives, legislative and other strategies that incentivize the use of recycled over virgin materials in the manufacture of products and product packaging. Last but not least, the USCM encourages cities that have not already done so to work toward the adoption a similar set of Zero Waste principles in their own communities.

**Editor's note:** Many Zero Waste advocates are quite pleased with the comprehensiveness of the resolution. Some are rightfully concerned over the listing of Waste-Based Energy – incineration, as disposal, while others think this is a big improvement over incineration being listed as recycling. Read more... USCM: [http://usmayors.org/resolutions/83rd\\_Conference/displayresolution.asp?resid=83aReso050](http://usmayors.org/resolutions/83rd_Conference/displayresolution.asp?resid=83aReso050)

## LEGO TO REPLACE PLASTIC BLOCKS WITH SUSTAINABLE MATERIALS

The Lego Group wants to replace the plastic in their products with a "sustainable material" by 2030, the company announced. The world's largest toy company will invest \$1 billion in their new LEGO Sustainable Materials Centre in Denmark, which will be devoted to finding and implementing new sustainable alternatives for their current building materials. Lego plans on hiring 100 specialists for the center. Read more... Time Magazine: <http://time.com/3931946/lego-sustainable-materials/>

## TULARE COUNTY APPROVES NEW TRASH-HAULING SYSTEM

By David Castellon, Visalia Times- Delta, 6/18/15  
After two decades of licensing private waste haulers to pick up and dispose of garbage in unincorporated areas of Tulare County, a new system will take effect this fall. Instead of obtaining five-year licenses from the county, six haulers will be governed by 15-year franchise agreements allowing each to offer trash services in unincorporated areas starting Oct. 1, with options for five-year extensions if any one of those businesses want to continue servicing the communities and the county agrees. In return, those businesses

will launch recycling programs for businesses, apartment buildings and other multi-family dwellings which will include programs to recycle food waste.

The haulers will stop paying licensing fees and instead pay the county higher fees equal to five percent of their gross revenues for serving the unincorporated areas. Those new fees are expected to generate about \$650,000 a year for the county, compared to the meager \$2,500 collected annually under the current license fee system, county Chief Administrative Officer Jean Rousseau said. County officials plan to use the additional money to help pay for recycling programs, environmental work to close landfills no longer in use and to combat illegal dumping in unincorporated areas.

Any unused money would be placed in a trust fund to help cover future and unexpected costs the county may incur in its solid waste division. [Read more...](#) [Visalia Times-Delta](#):



#### **PARLEY FOR THE OCEANS TEAMS UP WITH ADIDAS TO MAKE TRAINERS FROM OCEAN DEBRIS**

[Ecozine](#), 7/3/15

Adidas has teamed up with Ecozine partner Parley for the Oceans to create the world's first shoe-upper made from recycled ocean plastic. The groundbreaking footwear was unveiled at Parley's 'Oceans. Climate. Life.' talks in New York, hosted by the United Nations on June 30.

One of the deadliest problems for our oceans is the monumental amount of plastic litter floating into its ecosystem. Locally, Hong Kong Cleanup is doing its bit by mobilising millions of volunteers to clean up coastlines and waterways, and now these efforts are complimented by Sea Shepherd and Parley for the Oceans collaborating to collect some of the 8 million metric tonnes of plastic debris that enter the ocean yearly, and turn it into wearable items. Something of value.

The concept shoe is another step in Parley's chain of partnerships for consumer-ready ocean plastics products. The materials used for this specific model were a blend of recycled ocean waste and illegal deep-sea gillnets used by poachers, which were recovered by Sea Shepherd on a 110-day expedition tracking an illegal poaching vessel which culminated off the coast of West Africa.

Ecozine's current cover star Pharrell Williams' G-Star Raw for the Oceans clothing line also features items made en-

tirely of recycled ocean plastic, and was another result of a joint endeavour with Parley for the Oceans. Now Adidas' contribution opens the door further to a future of teens adorned in recycled plastics - think fishnet tights, only way cooler.

"We want to establish the oceans as a fundamental part of the debate around climate change. Our objective is to boost public awareness and to inspire new collaborations that can contribute to protect and preserve the oceans," says Cyril Gutsch, founder of Parley for the Oceans and Ecozine contributor (you can find his perspective piece on P107 of the current issue).

This move not only brings ocean pollution to front of climate change debate, but also the front of the catwalk. What's exceptionally positive about it is that it shows man's ability to streamline sustainability into increasingly creative channels. What begins as an illegal poaching tool, culminates in clothing. [Read more...](#) [Ecozine: http://www.ecozine.com/article/trash-to-trainers](http://www.ecozine.com/article/trash-to-trainers) and [Innovation Textiles: http://www.innovationintextiles.com/adidas-and-parley-for-the-oceans-present-sustainable-shoe-concept-at-un-climate-change-event/](http://www.innovationintextiles.com/adidas-and-parley-for-the-oceans-present-sustainable-shoe-concept-at-un-climate-change-event/)

**WHOIS:** [Ecozine](#) is a premier magazine devoted to sustainable lifestyle, for people who want to live well without costing the Earth. Based in Hong Kong, Ecozine's mission is to make green mainstream, by providing content, experiences and tools to serve our community. Ecozine offers a weekly e-newsletter, quarterly magazine and daily online updates. [Read more... Ecozine: http://www.ecozine.com/about](http://www.ecozine.com/about)

**WHOIS:** [Parley for the Oceans](#) addresses major threats towards our oceans, the most important ecosystem of our planet. We believe the power for change lies in the hands of the consumer – given he has a choice – and the power to shape this new consumer mindset lies in the hands of the creative industries.

Artists, musicians, actors, directors, fashion designers, journalists, architects, product inventors, and scientists have the tools to mold the reality we live in and to develop alternative business models and ecologically sensible products to give us earthlings an alternative choice, an everyday option to change something. To succeed, we need to find ways to synchronize the economic system of mankind with the ecosystem of nature. And make environmental protection fiscally lucrative for pacesetting major companies.

Parley has been created to accelerate a process of change that is already in progress. No other big movement in the history of mankind has developed faster than the environmental cause. We want to make sure we are fast enough to meet the ultimate deadline and turn the ship around before we lose a treasure, which we have just started to explore and still don't really understand: the fantastic blue universe beneath us. The Oceans. [Read more...](#) [Parley for the Oceans: http://www.parley.tv](http://www.parley.tv)



## These earrings contain lead, linked to learning disabilities and other serious conditions.

Join over 100 groups in getting harmful products off of shelves.

#toxic  
#dollarstores

[nontoxicdollarstores.org](http://nontoxicdollarstores.org)



### NEW REPORT FINDS 81% OF DOLLAR STORE PRODUCTS TESTED CONTAIN ONE OR MORE HAZARDOUS CHEMICALS LINKED TO LEARNING DISABILITIES, CANCER & OTHER SERIOUS ILLNESSES

Environmental Justice For All, 2/2015

... The Campaign for Healthier Solutions – a group of over 100 health, community, and environmental justice organizations around the country – released a report today about toxic chemicals found in dollar store products. The report – A Day Late And A Dollar Short: Discount Retailers are Falling Behind on Safer Chemicals – includes testing results for 164 dollar store products such as toys, jewelry, school supplies and other household items, that found over 81% (133 of 164) contained at least one hazardous chemical above levels of concern. The campaign also sent a letter today to the CEO's of the four largest Dollar store chains – including Family Dollar (tentatively acquired by Dollar Tree on January 22), Dollar Tree, Dollar General, and 99 Cents Only – urging them to stop the sale of products with hazardous chemicals to communities of color and low-income families, who already live in more polluted areas and "food deserts," and adopt policies that will protect both customers and their businesses. Combined these discount chains have sales totaling over \$36 billion and operate more stores nationally than Walmart. [Read More...](#) [Environmental Justice For All: http://ej4all.org/campaigns-and-activities/campaign-for-healthier-solutions/](http://ej4all.org/campaigns-and-activities/campaign-for-healthier-solutions/)

**WHOIS:** The Campaign for Healthier Solutions is led by Coming Clean and the Environmental Justice Health Alliance for Chemical Policy Reform. Participating organizations include: Breast Cancer Fund, Center for Environmental Health, Clean and Healthy New York, Clean Production Action, Clean Water Action, Coming Clean, Greenpeace, Healthy Building Network, Learning Disabilities Association of America, Lideres Campesinas,

Los Jardines Institute, Moms Clean Air Force, Physicians for Social Responsibility, Texas Environmental Justice Advocacy Services, Women's Voices for the Earth.

**WHOIS:** [Consumerist](http://Consumerist) is an independent source of consumer news and information published by Consumer Media LLC, a not-for-profit subsidiary of Consumer Reports. Founded in 2005, our mission is to help consumers understand, engage with, and discuss the systems and forces that influence the marketplace, so that we, as consumers, can all make better, more informed decisions. We take no outside advertising. The content you see on this site is brought to you through the generous support of readers. To join them in support of the site, please donate.

### THANK YOU 2015 RU SPONSORS

Here is yet another thank you to the Recycling Update sponsors – the cities of Fremont, Napa, Vallejo, Napa Recycling & Waste Services and San Francisco Environment, Ecology Center, Gigantic Idea Studio, StopWaste, Urban Ore, Waste Management, Bay Area Green Tours, Livermore Recycles and Oakland Recycles as well as our many in-kind sponsors - Envirolutions LLC, Henn, Etzel and Moore, City of Union City, Marin Sanitary, Center for Recycling Research, Miss Alameda Says Compost, Castro Valley Sanitary District and Zero Waste Sonoma County.

## LEGISLATIVE RESOURCES

Managed by NCRA Legislation Task Holder, David Tam, [davidtam3@gmail.com](mailto:davidtam3@gmail.com)

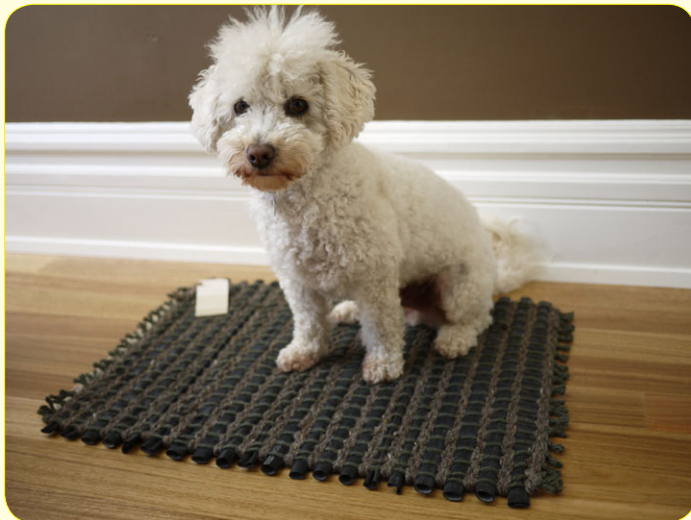
California Department of Resources Recycling and Recovery (CalRecycle): <http://www.calrecycle.ca.gov/laws/Legislation/StateLeg.htm> then click Status of Priority Bills

Californians Against Waste (CAW), <http://www.cawrecycles.org/legislation>

## CONTINUING EDUCATION

### MEET TRICIA WRIGHT OF REWIND LAB

By Lauren Knochelmann, [Hoodline.com](http://Hoodline.com), 6/13/15  
From her home at Divisadero and Ellis, Tricia Wright oversees an online jewelry and rug-making company, using exclusively recycled materials. Called [Rewind Lab](http://Rewind Lab), it sells its products on its own site and on Etsy, with a top seller being Wright's take on the woven "ryder rug" design, utilizing reclaimed inner tubes from local bike shops.



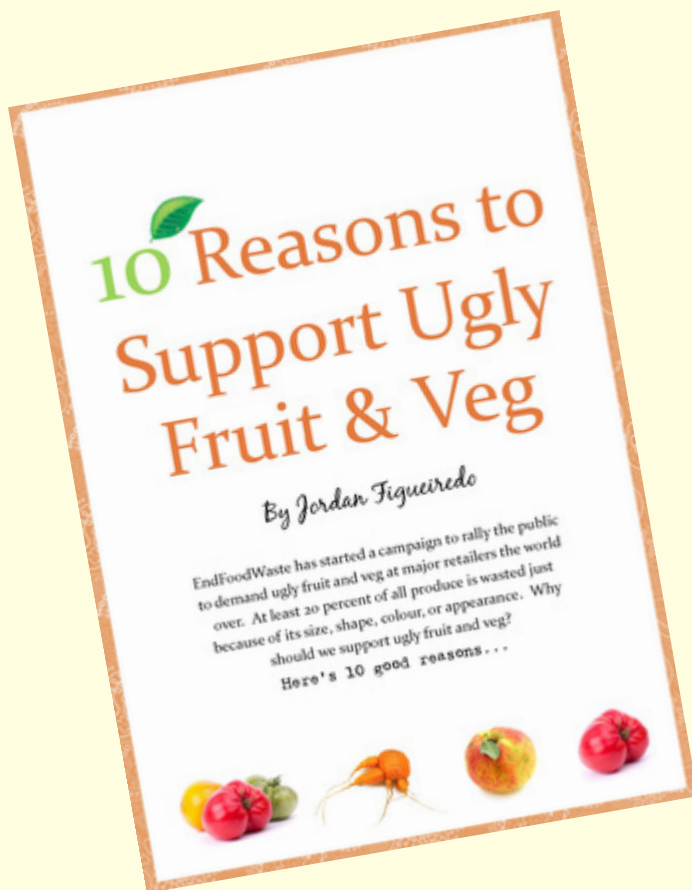
"I started thinking about all of the spent tubes that end up in landfills, and before I knew it, I had a loom in my studio, and was taking weaving lessons from a master textile artist in Berkeley," she says. "At Rewind Lab, we think of our products as waste-negative, beauty-positive. We transform items with little value into objects of unforeseen beauty, while diverting them from their fated place in the trash stream. It's a waste-reversal magic trick." Pedaling around town, Wright collects her tubes from two local bike shops: Market Street Cycles and Box Dog Bikes. She loads them into her giant backpack and returns home to give the tubes a bath, line-dry them, and cut them to length for the loom. To give the rugs structure, and add pops of color, she uses hand-dyed wool yarn, purchased from a rug manufacturing mill in central California. The yarn is excess leftover from the mill's large-scale jobs, and also destined for the landfill. [Read more... Hoodline: http://hoodline.com/2015/06/meet-rewindlab-a-hidden-divisadero-business?utm\\_content=buffer0dced&utm\\_medium=social&utm\\_source=facebook.com&utm\\_campaign=buffer](http://Hoodline.com) [See more... Rewind Lab: http://www.rewindlab.org/](http://www.rewindlab.org/)

### WEBINARS, WEBINARS, WEBINARS CALIFORNIA RESOURCE RECOVERY ASSOCIATION WEBINAIRS

**Certifications For Green Events - In March, the CRRA Green Initiatives in Venues and Events (GIVE) Technical Council** sponsored a Webinar covering Certifications for Green Events including presentations on the ISO 2021 standard, the Council for Responsible Sport and Deep Blue Surfing Events. [View... YouTube: https://www.youtube.com/watch?v=mCYYjXECWWw](https://www.youtube.com/watch?v=mCYYjXECWWw)

### NATIONAL RECYCLING COALITION AND PENNSYLVANIA RECYCLING MARKETS CENTER WEBINAIRS

**Carpet Recycling and Redesign**, 7/28/15, 1:30 – 2:45pm EDT/10:30 – 11:45pm PST, Free, [Register](#), Anthony Cline, Director of Operations, [Carpet America Recovery Effort](#). Also, check out the NRC [Webinar Archive](#) all the way back to 2011. 2015 topics to date include: Vermicomposting, Striving for Sustainable Waste Materials Management in an Educational Institution and the Use of the ReDi Index® to Measure the Success of a Zero Waste Program, Recyclers Guide to Understanding SMM (I-IV), Animal Mortality Composting, Carbon Credit Markets, Recycled Paper and Plastics Industry Update and The Benefits of the Construction and Demolition Waste Recycling Industry in the U.S. [Listen more... NRC: http://nrcrecycles.org/learn-3/archived-webinars/#toggle-id-1](http://nrcrecycles.org/learn-3/archived-webinars/#toggle-id-1)



## MEMBERS' CORNER

### THE MAN WHO USES UGLY FRUIT TO MAKE US STOP WASTING FOOD

By Susan Johnston, OZY, 6/9/15  
Where most people see a misshapen carrot or bell pepper, Jordan Figueiredo sees a playful karate pose or a cartoonish villain. And no, he's not the New York-funky contemporary artist you love to hate. Rather, Figueiredo works as a solid waste specialist at Castro Valley Sanitary District in California and, in his spare time, is unreasonably passionate about wasted food. In that latter capacity, he's best known for his Twitter handle @UglyFruitandVeg, not to mention its nearly 12,000 followers, which he's amassed

in less than a year. Call it high-conceptual art or social-media-native hilarity; whatever it is, his M.O. is posting photos of the “ugly” fruit you’d avoid at the grocery store or cafeteria, each one of them cleverly captioned with something like “Fine, I’ll just sit here and stew!” or “#StrawFlyBerry.” The handle has fast become beloved by food gurus Michael Pollan, Jamie Oliver and Alice Waters.

Good thing he’s funny, because his cause might otherwise incite a full-on glaze-over. But despite all the hubbub over organic sustainability, whole grains, kale, etc., Americans still throw away about 40 percent of food, according to a report issued by the Natural Resources Defense Council in 2012. And for Figueiredo, who also volunteers 30 to 40 hours per week as the U.S. ambassador for Feedback, a global organization aimed at reducing food waste, it’s pretty real — he not only tweets but also does his share of do-gooding. Last fall, Figueiredo created and managed a weeklong series of events in California that has been called the “Woodstock of Food Waste.” Kicking off that week, he organized a meal for 5,000 people made from “ugly” but tasty fruit and vegetables that did not meet supermarkets’ strict cosmetic standards. He’s planning a similar event in New York later this year. [Read more... OZY: http://www.ozy.com/rising-stars/the-man-who-uses-ugly-fruit-to-make-us-stop-wasting-food/41491](http://www.ozy.com/rising-stars/the-man-who-uses-ugly-fruit-to-make-us-stop-wasting-food/41491)

#### **SONOMA COMPOST SLATED TO CLOSE: NOTE FROM THE OWNERS**

Dear Friends of Compost. We are sad to report that as of October 15, the current Sonoma Compost operation will be completely shut down. The reasons are complex, and the easy answer is that a few NIMBY neighbors saw an opportunity to reduce activity at the landfill near their homes, and leapt at an opportunity to shut down our compost operation. Although solutions were possible, the roadblocks became insurmountable and cost-prohibitive.

Sonoma Compost is hopeful that a new compost site can be developed in the next several years, and that quality soil amendments will be produced again, right here in Sonoma County where we need them. In the meantime, please remember to “keep your green clean”!

Please help us stay in touch with you. You can sign the [Save Sonoma Compost petition](#) started by the Farmer Guild, and visit (like and share!) our [Save Sonoma Compost FaceBook](#) page, or check our website for periodic updates.

Yes, we are still selling compost, and expect to be doing so through September. Get your orders in soon. Once it’s gone, it’s gone.

Yes, all yard debris will continue to be collected as it is now. If you use a green can at home, or if you bring it directly to the facility, you will continue to do so. All material delivered to the Central Landfill and the Transfer Stations around the County will be consolidated and sent out-of-county to several Bay Area facilities for processing.

Yes, you will see the tipping fees and your garbage bill increase. As part of the new County agreement with

Republic Services, there are additional fees on yard debris (and garbage). In addition, users will also see a second rate increase to cover the cost of out-hauling our yard debris resource.

We at Sonoma Compost have had the great privilege to serve you, our farming, landscaping and gardening community since 1993. We are proud of the good work we have done to take what was once a waste product, and to turn it into a resource needed and loved by you, our friends and neighbors. [Read more... Sonoma Compost: http://www.sonomacompost.com/](http://www.sonomacompost.com/) and [SamePage: https://samepage.io/app/#!/fe49272e90e3c085f25b62f667782c5e5972b8fc/page-219758040491300947](https://samepage.io/app/#!/fe49272e90e3c085f25b62f667782c5e5972b8fc/page-219758040491300947)

**WHOIS:** The Farmers Guild is an agricultural community founded by farmers for farmers who collaborate toward the economic viability of local agriculture as well as the social networks necessary to attract, cultivate and sustain a new generation ready to work the land while building a healthier food system. There are currently 11 Guilds in Northern California. [Read more... Farmers Guild: http://www.farmersguild.org/](http://www.farmersguild.org/)

#### **SONOMA COUNTY APPROVES PLANS FOR NEW COMPOST FACILITY**

By Angela Hart, Press Democrat, 6/24/15

Just as Sonoma County’s largest compost company readies to shut down its operations atop the Central Landfill on Mecham Road west of Cotati, county waste officials are ramping up plans to construct a more robust composting site — a new multimillion-dollar facility expected to alleviate environmental pollution issues that have long plagued the current operation. [Read more... Press Democrat: http://www.pressdemocrat.com/news/local/4095715-181/sonoma-county-approves-plans-for](http://www.pressdemocrat.com/news/local/4095715-181/sonoma-county-approves-plans-for)

#### **CALENDAR**

July 16, Board Meeting and Tour

August 4-7, CRRA, Los Angeles

September TBD, Annual Picnic

September 17, Board Meeting

September 28-30, Resource Recycling Conference, Indianapolis

October 15, Board Meeting

November 19, Board Meeting

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