

Whole Foods Market North Atlantic Region Plastic Waste Diversion

WasteWise Forum
Nov. 8, 2018



Stretch plastic recycling

- Our stretch plastic recycling program is a partnership with Trex: <http://www.trex.com/>
- Stretch plastic or film plastic is any thin stretch plastic that you can stretch or put your finger through.
- This includes plastic shopping bags, dry clean bags, bubble wrap, and plastic found around cases of products.
- When this material is clean and dry, it has a value to companies like Trex who are able to make a plastic decking out of it.
- We have collection bins for our customers to bring in plastic, and we also collect what we produce in store or in facility.

About Trex Company



- Trex Company is the world's largest manufacturer of high performance wood alternative decking and railing, with more than 20 years experience.
- A former division of Mobil Corporation, the company was formed by four Mobil executives in 1996 and went public in 1999.
- Trex Company Headquarters, Research and Development, and Production Plant are located in Winchester, VA. A second plant opened in Fernley, NV in July 1999.





Trex Recycling Facts

- There are 140,000 postconsumer plastics (film, bags & wraps) in a 500 sq. ft. Trex deck
- Over 250 million lbs. per year of stretch film, consumer films, bags and wraps are collected to manufacture Trex products each year
- In the past 10 years, Trex has recycled over 2.5 billion lbs. of polyethylene film
- Trex recycles over 50 million lbs. per year of post consumer bags, wraps and films collected at North American Retailers
- 10,000+ collection locations across North America
- Over 600 school and community programs



Outdoor Product Portfolio



Transcend®



Lighting



Elevations®



Railing

Ingredients



Trex composite lumber is made of recycled PE film/packaging and sawdust

- Wood dust - from flooring & cabinet manufacturers
- PE film comes from various commercial and community resources
- Trex recycles 500 million lbs. of waste wood and scrap PE film each year



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School Film Recycling Challenge



- Challenge begins on America Recycles Day (Nov 15) and ends on Earth Day (April 22)
- Regional competitions are held to collect plastic bags to recycle with Trex
- Trex provides schools with recycling bins, a poster and magnets
- The top performing schools are awarded a bench made from Trex
- 600+ schools participated nationwide and 175 schools in Manitoba, Canada



Signage to help



**plastic bags
plastic wrap
clean and dry**



www.recycleacrossamerica.org

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Recycle clean, dry, plastic bags and film packaging

Look for this label on film products like these...



Retail Bag



Newspaper Bag



Case Wrap
(e.g. snacks, beverage cases)



Bread Bag



Produce Bag



Diaper Wrap
(Packaging)



Napkin, Paper Towel and
Bathroom Tissue Wrap



Dry Cleaning Bag

Recycle if
Clean & Dry



**PLASTIC
BAGS / FILM / WRAP**

how2recycle.info

- NO frozen food bags
- NO prewashed salad mix bags
- NO degradable bags



Recycled plastic bags and wraps can become new
packaging or durable home building products.



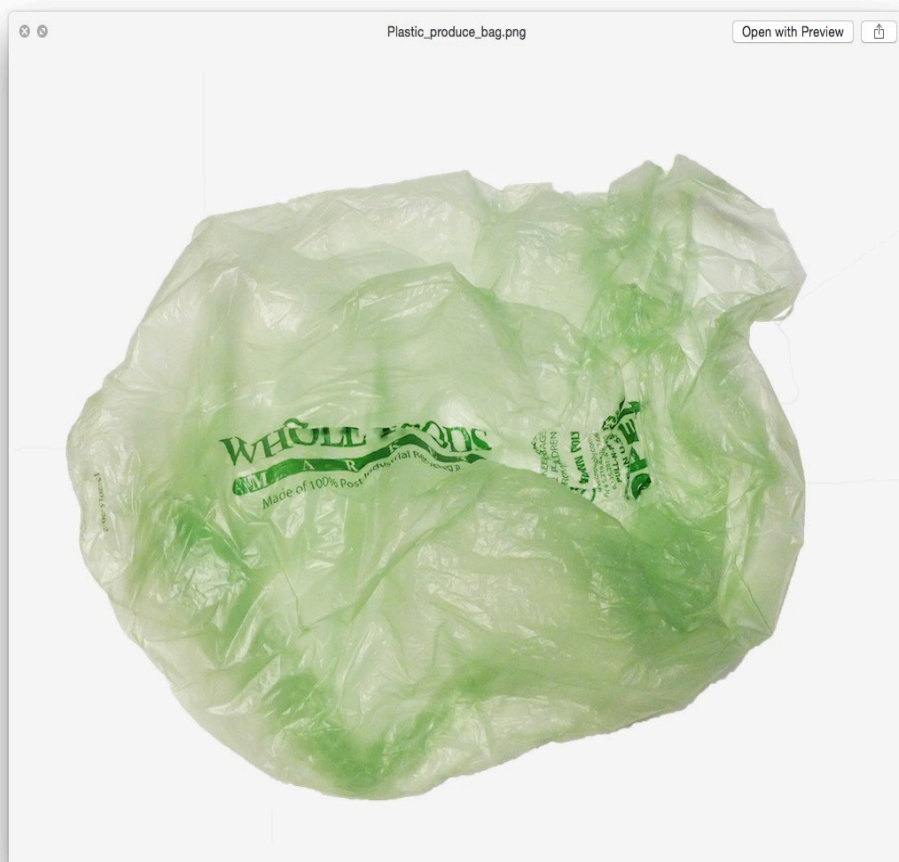
plasticfilmrecycling.org

Total recycled from Cheshire DC

- Our Distribution Center in Cheshire, CT serves 2 regions.
- Total of about 80 stores
- This has grown over the years.
- This volume is combined customer and in-store recycling.
- Majority is in-store and also includes other facilities.

Year	Volume in Pounds	
2010	520,626	
2011	538,680	
2012	510,260	
2013	606,220	
2014	652,520	
2015	690,040	
2016	689,360	
2017	805,215	
2018	686,280	As of 10-22-18
Total	5,699,201	

Produce bag options



- The green color of the produce bags makes some people think they are compostable – but they are not.
- We choose not to use compostable bags in our stores – in produce or at the registers – for several reasons.
- One of the big reasons is the contamination this would cause in our stretch plastic recycling.
- We also don't view them as the best environmental choice at this time.



Backhaul program

- Being able to backhaul stretch plastic makes it even more environmentally sustainable
- Our Gimme 5 Program is also a backhaul program which adds to environmental benefit
- Also backhaul cardboard bales and pallets – they take up a lot of space on the trucks and the bags of #5 and stretch plastic can be stacked on top.

Program since 2008 has been:

For **Recycling #5 Plastic** – Use red barrel with **Blue** bags and #5 Recycling sign (or use Preserve Gimme 5 bin):





5 plastics
rinsed clean



brita® pitcher
and bottle filters



stonyfield® yogurt containers
and other #5 containers



plum organics® caps
and similar pouch caps



preserve® toothbrushes
and other preserve® plastic products



#5 plastic utensils
and containers



NO #5 plastic bags
please use designated bin

**Coffee cup
lids - #5**








mixed
recycling


Utensil
Recycling Only

RINSE OR WIPE
CLEAN


compost


trash

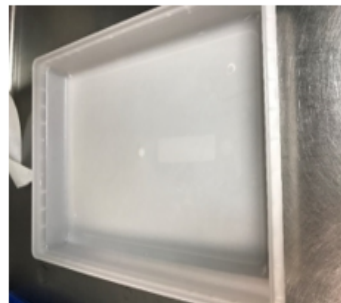
COMPOST



**Flower Pots –
#5**



**Asparagus, Bean or Pea
Boxes –
#5**



**Plastic Tubs –
#5**

Training is key to preventing contamination

- We have developed various signs and training guides.
- We also found that videos are really helpful, so we developed training videos for all new hires.
- We also are using this for retraining current Team Members.
- We have separate videos for Waste Diversion (which includes stretch plastic and Gimme 5), and Food Donations.

WHOLE FOODS MARKET®



ZERO WASTE DAY 2018

Zero Waste Day Video

We did a short video this year from our Zero Waste Day to show Team Members what it looks like in some of our stores.

We included pictures from some of the other regions as well.

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Zero Waste Day – Ideal and Impact

ZWD in May 2014 was the first one in our region recently – last one was in 2007.

It was a real teaching moment for many TMs – one STL called it “the single best training day all year long”.

We have continued to hold a Zero Waste Day each year in April to retrain our Team Members and make it a fun way to learn about waste.

Some general Best Practices

Have a space set up to receive and sort “trash”



Have TMs ready to sort and train





Thank you for your time today!

Karen Franczyk

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Region

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