

Welcome to Cincinnati!

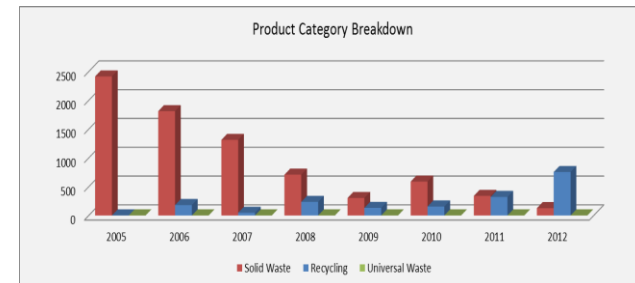
U.S.

zero waste

BUSINESS COUNCIL



stop throwing
cash
in
the trash!



The Supply Chain's Critical Role in Supporting Their Customer's Zero Waste Success

*A conscientious Team Approach is
required that involves not only the
Distributor, but the
Grower/Farmer/Shipper, as well as the
intended end-use Customer.*

We have a packaging problem in the Produce Industry...

- For decades, the produce industry has used waxed or paraffin-based coatings on a number of their produce cartons.



- In the United States, approximately 1.5 million new waxed cardboard boxes are produced every day: that's 1,800 tons each day!
- Roughly 95% (or about 1.425 million) of used waxed cardboard are added to landfills each day thereby contributing 600,000 tons of waste annually.
- Generally speaking, waxed cardboard is NOT recyclable.
- The wax or paraffin coating is a contaminant to the regular recycling process. As few as one waxed box in a 500 lb. bale of OCC (old corrugated cardboard) can contaminate the paper pulp batch.
- Waxed cardboard is weather-resistant and can take up to 50 years to disintegrate in a landfill.

So what's the solution?



Non-Waxed or Paraffin-Coated Produce Boxes!

- Fortunately, new advances in Bio-coating technologies will offer an environmentally-friendly alternative to the current wax-coated boxes.
- Three companies that have pioneered these coatings for cardboard boxes and to provide new alternatives to traditional wax-coated boxes are:



The Seydel
Companies, Inc.



Introducing...



...so, Sales People do what Sales People do:

- They try to convince the farmers, growers, and shippers that they have a new environmentally-friendly alternative to traditional wax-coated produce boxes.
- And perhaps not realizing that the produce industry sees no reason to change from a product that is viewed by many as a stalwart container that cannot be improved upon.
- Or, the usual excuses: “it probably costs more”; “what’s the big deal? They all end up in a landfill anyways....right?”

Does this look or sound familiar?



It appears that we are at the Crossroads of Indecisiveness...



Send in the ZW 'Change Agents', please!

Leaders



Identifying the Key Players to drive Change:

- Aramark
- Avendra
- Bloomin' Brands, Inc. (Outback Steakhouse)
- Brinker International (Chili's)
- Darden Restaurants (Olive Garden, Red Lobster)
- HMS Host
- JW Marriott
- National Restaurant Association (NRA)
- Pro*Act USA
- Produce Marketing Association (PMA)
- Sodexo USA
- Ted's Montana Grill
- (...just to name a few of the major Foodservice players and support associations and buying co-operatives.)

If the Foodservice Produce Industry is truly serious about expanding and achieving their pronounced Sustainability Practices, then it stands to reason that they must ultimately assume responsibility for the types of packaging used in their operations.

It is extremely vital that they commit their organizations, as well as their restaurant units, to preserving the earth's natural resources and protecting it for future generations.

Efforts towards achieving Zero Waste is a major step forward and there are committed consultative resources and products to help make this a reality.

Let's continue to demand the necessary changes!

I'VE LEARNED SO MUCH
FROM MY MISTAKES...

I'M THINKING OF MAKING
A FEW MORE.

THINK
OUTSIDE
THE
BOX



How can a Foodservice Produce Distributor effect change?

Hint: You **MUST** be willing to challenge
the Status Quo!

Let's start with an innocent looking Herb shipping container...



As we continued to increase our OCC rates, we ran into a problem...



Having identified the Problem, we now turned for a Pro-Active Solution!



Sorry Elsie, no more Glue!





CROSSROADS Industrial Services

Assembly • Fabrication • Packaging
www.crossroadsindustrialservices.com



Zero Waste: A Team effort requires great Partners!



keep Indianapolis beautiful INC.

