



Alberta Dairy Council launches advertising campaign to encourage milk container recycling

EDMONTON (Jan. 23, 2003) -- The Alberta Dairy Council this week launched a province-wide media campaign aimed at capturing more milk containers for recycling.

In announcing the campaign, Roberta Windrum, coordinator of the council's Milk Container Recycling Program, said the campaign is designed to boost the public profile of its voluntary recycling program, which has been renewed by Alberta Environment until July 1, 2004 and aims to meet a recovery rate target of 75 per cent.

"After conducting a province-wide public awareness survey last year, we confirmed that Albertans know milk containers are recyclable, but they need reminders and encouragement to recycle them every single time," Ms. Windrum said. "We also learned that Albertans are encouraged to recycle more when they know it will help to keep the province's natural beauty pristine, so that's the message of our new campaign."

The campaign uses television, radio and newspaper advertising to remind Alberta's milk consumers, in a humorous way, that whenever they don't recycle milk containers, it impacts Alberta's highly valued natural settings.

The television advertising features two familiar scenes, a herd of Holstein cows grazing in a pasture and a couple enjoying a canoe trip on a fall day, and illustrates how this pristine environment is affected when people don't recycle their milk containers. The message urges them to "show everyone they have a crush on Alberta" by recycling every milk container. The radio commercials also use humour to focus on rinsing and crushing jugs and cartons for recycling.

"Campaigns like this play an important role in Alberta's recycling and waste management system, and make a real difference to our environment," said Alberta Environment Minister Lorne Taylor. "I applaud the efforts of the dairy council in encouraging Albertans to recycle milk jugs, and look forward to the day when we have a 100 per cent recovery rate on these containers."

The television ads start January 20 on Edmonton and Calgary networks covering much of the province. Radio ads will run concurrently in major markets and print ads will appear in community newspapers throughout the province.

The Alberta Dairy Council Milk Container Recycling Program now gives 87% of Albertans direct access to milk container recycling services in their communities. After concentrating on building the program and raising public awareness, the council's promotional efforts are now aimed at increasing the overall recovery of empty milk containers. When they are recycled, milk jugs are remanufactured into all kinds of new plastic products such as flowerpots, drainage pipes and bottles for products like shampoo. Paper milk cartons become corrugated cardboard boxes and other paper products.

The Alberta Dairy Council represents the province's dairy processors – companies that manufacture and market dairy products to consumers. The council established the Milk Container Recycling Program in 1999 to spearhead its stewardship commitment of milk beverage containers. The program is widely recognized as the best milk container recycling program in Canada.

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You can view the campaign on-line at www.milkcontainerrecycling.com