

Milk Container Recycling Calendar Challenges Albertans to “Waste-Less”

Calendar going to 1.2 million households shows how to reduce carbon footprint.

EDMONTON (Nov. 26, 2007) – The Alberta Dairy Council is challenging every household in the province to swish ‘n squish and “Waste-Less.”

“We’re challenging Albertans to pledge to recycle every single milk container they purchase, regardless if it’s a jug, carton or single serve plastic bottle. From doing audits of residential waste, we know that on average every household is recycling most of their milk containers but many are still discarded in landfill,” said Roberta Windrum, the dairy council’s milk container recycling program coordinator.

“The audits tell us that there’s an average of one container per household a week that’s not getting recycled. If every household recycles that additional container, we would get 62 million more containers a year adding to our recycling success. We’re asking Albertans to give those containers back so they can be recycled into new products,” Windrum said.

The message to recycle more and “Waste-Less” is being carried to Albertans in a free 2008 Milk Container Recycling Calendar that is being delivered by Canada Post to all 1.2 million households in the first two weeks of December.

“Watch your mail for the calendar. We packed it full of tips on how we can decrease our individual carbon footprint by reducing, reusing and recycling. In particular we are encouraging people to join the “Waste-Less’ Challenge by committing to recycle every milk container,” Windrum said. Albertans can even sign a pledge and keep a record of the milk containers they recycle every month on the “Waste-Less” website, www.wastelesschallenge.com

Since the dairy council’s program to promote milk container recycling started over eight years ago, milk container recycling has been steadily climbing.

In 2006, people recycled 1,578 metric tonnes of milk jugs, compared to 1,371 metric tonnes in 2005. Similarly, in 2006, 504 metric tonnes of milk cartons were recycled compared to 268 tonnes in 2005.

“People are actually recycling more than that,” Windrum pointed out, “but some municipalities collect milk jugs with other plastic bottles and milk cartons with other paper. We can’t measure that tonnage but if we could our recycling numbers would be even higher.”

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