



## “Show everyone you have a crush on Alberta”

### Campaign Fact Sheet

#### Alberta Dairy Council (ADC)

- The Alberta Dairy Council (ADC) is the trade association for the province’s dairy processors – the companies that convert raw milk into finished dairy products. Collectively, these companies process and market more than 95% of the raw milk produced in the Province of Alberta.
- The Council committed to the environmental stewardship of empty milk containers in 1999 when it launched its Milk Jug Recycling Program – one of the first and most comprehensive programs of its kind in North America.
- Since then the Council has worked closely with municipalities and Alberta Environment to advance milk container recycling throughout the province. In January 2002 it added used milk cartons to the program.

#### The ADC Milk Container Recycling Program

- Alberta’s milk container recycling program is widely recognized as the best program of its kind in Canada.
- In June 2002, the program was honoured with an Emerald Award by the Alberta Emerald Foundation for Environmental Excellence.
- Since inception, the program has helped Albertans achieve continuous increases in the volume of used milk containers collected and recycled.
- The Minister of Environment has expressed his support for the program and continues to encourage the industry to promote increased recovery performance and greater public access to milk container recycling.
- Milk Container Recycling Program features include:
  - “Top-up” payments to Recycling Authorities (municipalities or their designates) registered in the milk container recycling program. These payments guarantee a floor price for recovered milk containers.
  - An optional “no-fee” milk container collection and transportation program for smaller communities that collect milk jugs.
  - “Camera-ready” communication and education materials that municipalities can use locally to promote milk container recycling.

- Community support initiatives such as 2002's "Milk Container Round-Up Days" which was promoted in Alberta's daily and weekly newspapers and during which 4-H members distributed information on recycling to people at municipal recycling centres, supermarkets and even at their homes.
- Targeted communications activities such as distributing "door hangers" that promote milk container recycling to more than 700,000 Alberta homes.
- Funds are raised for these programs through a fee paid on each milk container sold in Alberta.

### **"Show everyone you have a crush on Alberta" Campaign**

- With a renewed focus on program performance, the emphasis has now shifted to understanding and motivating consumer behaviour. In the spring of 2002, ADC conducted extensive public awareness research to obtain insights into household recycling routines and to develop key messages. The research led to the decision to use far-reaching advertising methods.
- The research confirmed that Albertans know milk containers are recyclable, but need to be reminded and encouraged to recycle them every single time. It also indicated that Albertans are encouraged to recycle more when they know it will help to keep the province's natural beauty pristine. Finally, it indicated that Albertans were most receptive to messages communicated through mass media.
- The new campaign is a direct result of these research findings. It uses humour to convey the key messages, and appeals to Albertans' values and lifestyles, particularly the value they place on the health and integrity of their physical environment. The idea is to emphasize the importance of recycling every empty milk container, not just some of them.
- The campaign also focuses on how easy it is to prepare a milk container for recycling. Simply rinse quickly with warm water (swish) and collapse using your hands, foot or any other method that works (squish). Jug caps should be discarded.
- The current campaign consists of:
  - Two 30-second television commercials that will air on Alberta television stations in Edmonton and Calgary.
  - Three 30-second radio commercials that will air on radio stations in Lethbridge, Medicine Hat, Lloydminster, Fort McMurray, Brooks and Blairemore/Elkford.
  - Newspaper advertisements that will appear in more than 100 daily and community newspapers throughout the province.
- The campaign was launched on January 20 and spans four months from January through April.

### **Purpose of the Campaign**

- In Alberta each year, approximately 26 million milk containers are recycled through municipal recycling programs and are made into new useful products. Plastic jugs, made from high density polyethylene, are remanufactured into all kinds of new plastic products such as drainage pipes, flowerpots and plastic containers for products like shampoo. Milk cartons made primarily from paper fibre become corrugated cardboard and other paper products.
- However, millions of milk jugs and cartons are still needlessly discarded in household garbage and then end up in landfill. This is a waste of natural resources that could be used again. The Council's campaign aims to educate Alberta milk consumers of the importance of recycling every container and that by doing so, we all help preserve Alberta's natural scenic beauty.

### **Recycling Milk Containers**

- At present 87% of Alberta residents have access to voluntary milk container recycling in their communities. The ADC continues to work to expand milk container recycling province-wide.
- Last year Albertans recycled more than 1200 tonnes of used plastic milk jugs. This is an increase of more than 40% since the program's inception. Last spring's research confirmed that milk is considered an essential food and the majority of Alberta households depend on it for daily nutrition. The ADC Milk Container Recycling Program is designed to optimize milk container recycling while minimizing the cost impact on Alberta consumers.
- The empty containers are recycled primarily through municipal voluntary recycling programs. These programs represent a unique partnership between industry and municipalities, delivering convenient and effective milk container recycling opportunities at minimal cost to Alberta consumers.

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You can view the campaign on-line at [www.milkcontainerrecycling.com](http://www.milkcontainerrecycling.com)