

# Waste Zero News

GROWING TOWARD ZERO WASTE TOGETHER



## Local Company Fired Up for Sustainability!

Recology and county provide support along the way

**F**ireclay Tile in Aromas, CA is one of several businesses working toward a Green Business certification in San Benito County. The company is a stand-out Recology customer that has increased recycling collection, implemented an organics program, and leveraged Recology's free training and technical assistance to improve overall waste diversion from the landfill. These actions have helped the company save nearly \$6,000 a year in disposal costs.

To further the company's journey toward zero waste, Fireclay employees formed a green committee aimed at increasing procurement of recycled content in both shipping boxes and computer paper. Fireclay green teams also began tracking and displaying progress toward sustainability goals on two screens in the break area to promote awareness within the company.

Fireclay donates unsalable tiles through a program called Fireclay Gives. Park Hill Community Garden in Hollister was among the recent donation recipients. Whether it's a park, school or another community project, Fireclay is dedicated to giving back to the local community and reaching their sustainability goals.

Thank you, Fireclay Tile, for your outstanding accomplishments to the San Benito County community!



**“With the help of Recology and our employees, we have been able to see over a 60% reduction in volume of trash. We have also maintained a 75% diversion from landfill the past couple months! We hope to achieve 90% and become a zero waste company in the near future.”**

David Galaviz, Environmental Health and Safety Specialist at Fireclay

## Congratulations to Our Green Business Leaders!

Since April 2020, the San Benito County Green Business Program has certified five new businesses: San Benito County Chamber of Commerce, St. Francis Retreat, Karminder Brown Consulting, Before1907 and Utopia!

These San Benito County Certified Green Businesses lead by example, reducing their environmental impact and preventing pollution in their community. Businesses certified by the program strive to conserve resources while saving money on operational costs by reducing waste and decreasing water and energy consumption.

San Benito County businesses who enroll in the program receive free onsite technical support, water, energy and waste assessments, rebate offers and promotional marketing opportunities.



To learn more about the California Green Business Network's certification program, visit [GreenBusinessCA.org](https://GreenBusinessCA.org) or contact a San Benito County green business specialist at [sbcium@cosb.us](mailto:sbcium@cosb.us).

# SB1383 Goes into Effect

Feeding people, not landfills

California Senate Bill 1383 requires major reductions in organics waste going to landfill, and it will take all of us to meet these requirements. SB 1383 defines "organic waste" as yard trimmings, wood, food, and fiber, such as paper and cardboard.

Specifically, the law requires 75% reduction of organic waste sent to landfills by 2025. Strategies to achieve this target include increased recovery programs for edible food currently going to waste, and implementation of organics collection programs to recycle food scraps and yard debris.

What this means for businesses:

1. Nearly all businesses will be required to have organics collection service by Jan. 1, 2022.
2. If your business generates a significant amount of edible food, you will be required to donate food to a pantry or similar organization.

2021 will be a critical year for planning and preparing your 1383 compliance strategy, and Recology San Benito County is available to help! Contact our Waste Zero team by calling 831.636.7500. More information about SB 1383 at [CalRecycle.ca.gov/Organics/SLCP](http://CalRecycle.ca.gov/Organics/SLCP).



Recovering 2½ tons of food is equivalent to taking one car off the road.



FILM PLASTICS

PLASTIC BAGS



## Belong in the Garbage



## Invest in Your Business. Become a Chamber Member!



Now more than ever, businesses need support. The San Benito County Chamber of Commerce provides valuable opportunities for its members to connect with other local businesses and attract new customers. Membership also gives businesses access to marketing support through its social platforms.

To learn more, visit the Chamber's website at [SanBenitoCountyChamber.com](http://SanBenitoCountyChamber.com) or call 831.637.5315.

## Small Quantity Generator Program

If your business generates less than 220 lbs. (or 27 gallons) of hazardous waste, you may qualify for the county's Small Quantity Generator Program. Common hazardous items include paints, fluorescent tubes, solvents and photographic chemicals.



To learn more about this program, call the San Benito County Integrated Waste Management Regional Agency at 831.636.4110 or send an email to [sbcium@cosb.us](mailto:sbcium@cosb.us).



## Connect with us and our partners on social!

- @RecologySanBenito
- @SanBenitoCountyIntegratedWasteManagement
- @MontereyBayAreaGreenBusinessProgram
- @RecologySanBenito @SBCIWM @ShopGreenMontereyBay
- @RecologySanBenito @SBCIWM @GreenBusinessCA

## Questions about your collection service?

Contact our team at 831.636.7500, Monday through Friday, 8am-5pm. Messages left after hours will be returned the next business day. You may also email us at [CustomerService055@Recology.com](mailto:CustomerService055@Recology.com) or visit [RecologySanBenito.com](http://RecologySanBenito.com).

*Se Habla Español*

Recology San Benito County  
1351 Pacheco Pass Hwy, Gilroy, CA 95020

