

THE COMMERCIAL CONNECTION

December 2018

KEEPING US CONNECTED TO THE COMMUNITIES WE SERVE



Recology of San Benito County provides recycling, organics, and garbage collection service to residents, businesses, and multi-family buildings in Hollister, San Juan Bautista, and the surrounding unincorporated areas of San Benito County.

Margot's Ice Cream Goes Green!

Margot's Ice Cream Parlor has been a landmark in San Juan Bautista for over 20 years. I bet you didn't know that in addition to all that yummy hand-made candy and fresh ice-cream it is a business that is going the extra mile to reduce their carbon footprint by "greening" their business. Margot Tankersley is the owner of Margot's Ice Cream and said, "I really get happy and excited when I see my garbage has no recycling in it because it means that all of my employees are doing the right thing. I even save up my foam shipping materials from the boxes and give them to other San Juan Bautista businesses to reuse." Margot has started composting organics from her store including the paperboard ice-cream tubs, fresh fruits, and coffee grounds and filters. Margot is also in the process of getting certified as a California Green Business under the County's Green Business Program. As a Certificated Green Business, Margot's Ice Cream Parlor will reduce waste, conserve energy and water, and cut costs!

By recycling more and adding the organics program, Margot's Ice Cream will be realizing a cost savings in their garbage bill. If your business is interested in starting an organics recycling program, please call a Waste Zero Specialist at **831-636-7500**.



Free Recycling Assessments for Businesses and MFD

We understand that every business is unique and our Waste Zero Specialists are ready to work with your business to determine the proper level of service that will work best for you. Over the next year, a member of

our staff will be reaching out to your business to help you maximize recycling and possibly help save you money. Call us at **831-636-7500** to get your free recycling assessment. Technical Assistance is available to you in the form of on-site waste assessments, recommendations on properly sorting materials at the source, training of staff, and providing posters to place on or near containers. Signage, posters, stickers, and Recycling and organics indoor containers, are all provided to you at no cost.



The assessment takes approximately 30 minutes where we will meet with the Business Owner, Property Manager, or other decision maker to decide on bin and poster locations, possible future trainings needed, and will end with a recommendation on service level needs going forward. Our goal is to help your business recycle materials and organics efficiently.

Spanish Translation Para recibir información en Español llame a este número (831) 636-7500.

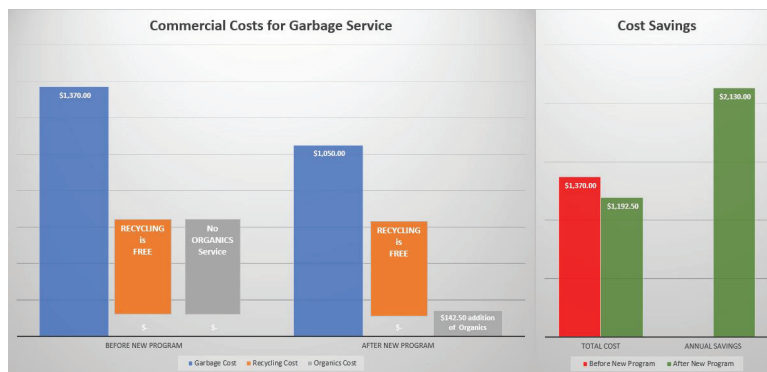
Proper Separation of Recycling & Organics

Properly separating your waste makes collection of organics (food waste, yard waste, and soiled paper) easier. It has been proven that if recycling is made convenient for the user, then there is less chance for contamination. Contaminated waste, such as paper smeared by a greasy plastic bag or someone's leftover stale lunch, loses its value; and unsorted waste will become harder to recycle since it'll be costlier, requires more manpower to process it, and sometimes it's too contaminated to be recycled. Once contaminated, a potentially recyclable item will simply end up in a landfill.

Proper containers and signage seen in the photo to the right coupled with education and training are key concepts our Waste Zero Team has available to make your business' recycling and organics programs more successful. Contact us at **831-636-7500** to get your free recycling posters and internal containers.



Cost Savings Example from a San Benito County Customer



Savings with new recycling and organics service.

The more you decrease your garbage, the more money you can save for your business.

In the example to the left, a business that subscribes to the new organics services and reduces their garbage service level can **save \$2,130 a year**. The business reduced from 8 cubic yards of garbage to 6 cubic yards of garbage and added 2 cubic yard organics. The business realized it could divert items such as food, food soiled paper products, and unpainted wood scraps from the garbage and place into the new organics bin.

Businesses in San Benito County Go Green!

San Benito County Integrated Waste Management has recently re-launched their Green Business program and it has quickly gained momentum with over 20 local, future CA Green Businesses enrolled in the program. The San Benito County Green Business Program is part of a state-wide network and certification process where a coalition of cities and counties provide free technical support and sustainability consulting to small and medium sized businesses interested in greening their business and reducing their environmental impact. Businesses enrolled in the program will find ways to better conserve water and energy, reduce waste, use energy efficient equipment, improve employee health and wellness, and

prevent pollution. Overall, enrolling in the Green Business program provides easy framework for a business to get help in identifying where they could save money by conserving resources and identifying rebates and other financial incentives to make upgrades. By joining the program, businesses are connected to the growing Green Business network with some 3,500+ businesses already certified throughout the state. Once certified, businesses will reap in the benefits. Certified businesses receive a CA Green Business Network certification and window cling, free local online and print advertising, access to the CA Green Business marketing toolkit, listing on the ShopGreen mobile phone app and a statewide and national directory.

Green Business is smart business and it's great for communities and our environment. To learn more about the CA Green Business Network or to enroll your business visit www.greenbusinessca.org. For questions or Green Business referrals in San Benito County contact Green Business Specialist, Celina Stotler at **831-245-6996** or cstotler@cosb.us.



Need more information?

Contact us! (831) 636-7500

We value your opinion,
questions, or comments.

www.recology.com/recology-san-benito-county/

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