



November 2022 – Newsletter



FLORIDA RECYCLES WEEK – November 14-18

Florida Governor Ron DeSantis signed a [proclamation](#) declaring November 14-18 as Florida Recycles Week. The Florida Department of Environmental Protection (DEP) and the Florida Recycling Partnership Foundation (FRPF) coordinated a week of free educational events to encourage all Floridians to recycle.

Monday, November 14 – 2:00 pm – “Celebrate Recycling” webinar with Deputy Secretary John Truitt, Brent Bell, VP Recycling for WM, and Liz DeWitt, Florida Beverage Association – sponsored by WM. To view webinar - <https://youtu.be/p33L11lxhG4>

Tuesday, November 15 – 2:00 pm - America Recycles Day Assembly at Highlands Elementary School in Lake Worth where FDEP Green School Program Manager, Sheena Chin, presented them a “Green Apple Award.” She was joined by Palm Beach County School Board Member Erica Whitfield. FRPF Members John Mitchell, Coca-Cola Beverages Florida and Executive Director Keyna Cory presented a fun, interactive program to educate the students on what and how to recycle. Event sponsored by Coca-Cola Beverages Florida and prizes donated by CEMEX.

Wednesday, November 16 – 8:30 am – noon – Recycling On The Go - Beach/Park Cleanup at Jetty Park - Port Canaveral. This event was supported by Keep Brevard Beautiful, Florida Ports Council and Canaveral Port Authority and sponsored by Wawa and Niagara Bottling. Volunteers helped cleanup Jetty Park and adjacent beach area. Lunch was provided by Wawa. During lunch, speakers talked about Recycling on the Go and the “Every Bottle Back” Program.

Thursday, November 17 – Food Waste Prevention Day – This day we used social media to discuss ways you can help prevent food waste, food sharing programs and composting.

Friday, November 18 – 11:00 am - Recycling Recognition Awards and Recycling Champion Awards Press Conference at the Capitol. FDEP recognized Charlotte, Palm Beach, Lee, Sumter, and Collier Counties for achieving 75% or more recycling rate in 2021. FRPF presented Recycling Champion Awards Winners to the following:

- **Publix Super Markets** – Best Overall
- **Brightmark: Marine Science 101** – Communication & Education
- **Brightmark: NOAA** – Waste Reduction, Recycling & Reuse
- **Anheuser-Busch** – Water Reuse/Recycling
- **Tampa International Airport** – Energy Efficiency
- **National Storm Water Trust: Port of Tampa Bay** – Environmental Stewardship
- **NuCycle Energy** - Innovation
- **Explora Stadium** – Recycling Market Development

Click [here](#) to see press conference

NuCycle Energy Event Discussed How to Handle Hard to Recycle Materials



We know about the materials we recycle every day. But what can we do about the hard to recycle materials. The Florida Recycling Partnership Foundation members recently presented a program at the NuCycle Energy Facility in Plant City on these hard to recycle materials. Senator Danny Burgess, who represents Imperial Polk County, welcomed guests.

Board members Lisa Gilliard, Publix; Karl Berven, Bealls; and Donn Githens, Goodwill Manasota participated on a panel moderated by Foundation Chair, Liz DeWitt, CEO & President of the Florida Beverage Association.

Publix and Bealls recycle cardboard, mixed plastics, and paper. Publix also recycles food waste byproducts and scraps from manufacturing facilities and used for animal feed. Bealls also recycles electronic equipment and office furniture. Goodwill recycles textiles, accessories, shoes, metal, cardboard, and much more. But each company also has hard to recycle materials. They found NuCycle Energy as a solution.

Publix sends NuCycle Energy damaged air bags used to protect products during transport, multi-layer ingredient bags, label paper waste containing adhesives, mixed material corner boards used to protect product on pallets.

NuCycle, Bealls sends "Raw Materials" consisting of a mix of smaller pieces of cardboard (OCC), broken wood pallets, miscellaneous plastics and paper used in packaging.

Bealls has several high-volume "Full Cycle" items such as:

- Cardboard: Westrock buys its baled OCC, then recycles and creates new boxes from this recycled cardboard.
- Plastic Hangers, while the vast majority are reused, many are broken and recycled to be new hangers or are run through the NuCycle process to create energy.

- Furniture from corporate offices. When old or damaged, most of the furniture is stripped, repainted, recovered in new fabric and repurposed.

Goodwill Manasota is a new NuCycle Energy customer and plans to send plastics and paper/cardboard products that cannot be recycled the traditional way.

NuCycle Energy started operations in Florida in 2019. NuCycle Energy manufactures Enviro Fuelcubes® (“EFCs®”). They are an EPA designated “Legitimate Fuel” capable of fully or partially replacing coal and other fossil fuels as the primary fuel used in energy-intensive industrial processes such as cement and power, among others. Mark Barasch, CEO started his presentation with a video, “Inside the Blueprint” which showed the process www.nucycleenergy.com

Then Mark and his team conducted a tour of the facility.

After the tour, the CEMEX team, Robert Smouse, Carlos Uruchurtu & Jenna Emerson talked about how their company uses alternative fuels (AF) in their process. AF can eliminate reliance on fossil fuels, powering their kilns while also providing other benefits for the environment. Alternative fuels, particularly biomass, are a byproduct of humanity, which otherwise end up in landfills. The ensuing decomposition generates methane, a greenhouse gas up to 80 times more harmful to the environment than CO2.

The Enviro Fuelcubes® are currently the AF utilized at their Brooksville cement plant. Historically, CEMEX has co-processed over 20,000 tons of fuel cubes annually and are expecting to double that next year.

We want to thank NuCycle Energy for hosting this event!



(From left to right – Donn Githens, Karl Berven, Lisa Gilliard & Liz DeWitt)



(left to right – Kyle Pukylo, Doug Bruce, Senator Danny Burgess, Mark Barasch & Liz DeWitt)

Membership News...

Hurricane Ian Recovery

So many people were affected by Hurricane Ian, and we want to thank our members for their help with the Hurricane Recovery!

Publix Super Markets – Publix has delivered more than 700 truckloads of water equal to almost a million cases, delivered more than three million pounds of ice, and is storing double inventory volumes. Prior to closing stores impacted by the storm, Publix donated perishable products to local police, firefighters, and emergency response teams, and also ensured that associates that work nearby and prepare these stores for the storm received donated product for themselves and their families. Publix associates have diligently taken care of their customers, communities, and each other.

Anheuser-Busch – Anheuser-Busch has coordinated seven trucks – more than 360,000 cans – of emergency drinking water in response to Hurricane Ian.

WAWA has donated \$500,000 to Florida's Relief Fund and plans to match customer donations up to \$250,000 on behalf of the American Red Cross.

Florida Goodwill Association has been working to provide vouchers for those affected by Hurricane Ian. The vouchers can be used in stores to purchase clothing and household items. Their members are also providing information and referrals for residents impacted by Hurricane Ian.

WM – WM serviced all the Florida Power & Light team member villages, supporting those who restored power to our communities.

Donations to the Florida Disaster Fund are made to the Volunteer Florida Foundation, a 501(c)(3) charitable organization, and are tax-deductible. Donations may be made by credit card on the secure website www.FloridaDisasterFund.org or by check to the below address. Checks should be made payable to the Volunteer Florida Foundation and should include "Florida Disaster Fund" in the memo line.

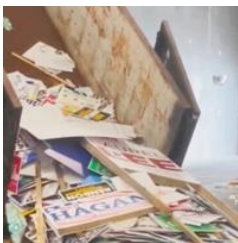
Volunteer Florida
Foundation
Attention: Florida
Disaster Fund 1545
Raymond Diehl Road
Suite 250
Tallahassee, FL 32308



WM Marks America Recycles Day with Announcement of \$75 Million Commitment to Build New WM Recycling South Florida Facility

WM has announced plans to invest \$75 million to construct the new WM Recycling South Florida facility in recognition of America Recycles Day on Tuesday, November 15. The state-of-the-art, 127,000-square-foot recycling facility will be built on a 12-acre parcel adjacent to WM's existing Reuter Recycling Facility in Pembroke Pines.

[Read More>](#)



Recycling Company Converts Old Campaign Signs into Fuel
Hillsborough County, FL code enforcement workers recently held their annual "Signs Off Day." They scoured the area to collect election and snip signs, which are signs that are illegally posted on public property. In years past, they would immediately head to the landfill, because the polypropylene signs are extremely difficult to recycle. This year, a new partnership with NuCycle Energy gives these signs renewed life. [Read More>](#)

Be safe, stay healthy and keep recycling!

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