



M O M E N T U M
RECYCLING LLC

1595 South 900 East
 Salt Lake City, UT 84105
 801-355-0334
www.momentumrecycling.com

"Moving Organizations towards Zero Waste"

NEWSLETTER

August 2008

About Us

Mission:

To help public, private, and non-profit organizations strive for "zero waste" by providing waste stream consultation, recycling collection services, and recycling education.

Objectives:

1. Provide a comprehensive recyclable materials collection service.
2. Encourage a socially responsible approach to handling commercial waste.
3. Inform and advise clients and their personnel about recycling and the efficient use of resources.
4. Publicly recognize our clients' commitment to recycling and efficient resource use.

New Customers:

Hats off to these committed organizations:

Alta Club

Whole Foods Market

(all three Salt Lake stores)

I.J. and Jeanné Wagner Jewish Community Center

Open for Business!

The team at Momentum Recycling is pleased to announce the official launch of our recycling services in the Salt Lake City metropolitan area! Momentum Recycling serves businesses, government agencies, schools, non-profits, and multi-family buildings. Momentum Recycling is the first recycling company in Utah with the goal of moving its clients towards zero waste.

Co-founders John Lair, Jeff Whitbeck, and Kate Whitbeck combine their diverse range of backgrounds and interests to bring a holistic approach to the Utah recycling industry.

John is a seasoned entrepreneur, and has been involved with start-up and early-stage ventures for more than 10 years and is very knowledgeable about business planning, financial management, marketing and sales. John thrives in a start-up environment, and has been eager to apply this experience towards a socially responsible venture.

Kate and Jeff Whitbeck have spent much of the last 15 years working in the developing world on international development projects in the non-profit sector. They have worked extensively on projects which empower citizens to actively address the problems they face in their communities. In addition, they have worked on community and economic development projects with the goal of advising non-profits on how they can use for-profit business models to raise income to support their activities.

With John's entrepreneurial knowledge, and Kate and Jeff's experience working on programs which encourage social responsibility, the Momentum Recycling team has built a multi-faceted business approach which takes into account the environment, our community's health and the financial success of the business.

We'd like to thank all those who helped us develop our approach and we look forward to moving the city of Salt Lake towards a more sustainable future!

Momentum's Comprehensive Services Include:

- **Waste Stream Assessments** to determine the amount of recyclables that can be diverted from the garbage stream and how purchasing practices can reduce environmental impact.
- **Recycling Systems & Process Design** consultation to help clients develop a customized recycling system tailored to the specific needs of the facility.
- **Comprehensive Recyclables Collection** with a commitment to diverting as much waste from landfills as possible. Among the recyclables that Momentum collects are: glass, compost, plastics, metals, paper and cardboard. (continued on back page)

Customer Profile: The Alta Club Boosts its Environmental Commitment by Expanding it's Recycling Efforts



“Momentum anticipates the Alta Club will be able to divert 33% of its current waste stream to recycling”

The Alta Club's strong commitment to the environment and their ability to transform that commitment into financial success makes the downtown organization a prototypical customer for Momentum Recycling. The Alta Club conducts its business using a “triple bottom line” with attention given to how their work impacts the environment, local (and sometimes distant) communities and, of course, the organization's financial bottom line. These values are reflected in the steps the General Manager, Richard Swapp, and Executive Chef, Brian Edwards, take to minimize and recycle waste, buy locally and conscientiously, and use human resources efficiently.

It is with these values in mind, that the Alta Club approached Momentum Recycling about developing a recycling program which takes into account the organization's unique needs and interests. What followed was a waste audit during which Momentum assessed the Club's waste stream in an effort to determine

the amount of recyclables which could be diverted from the waste stream. In addition to pursuing recycling goals, the Alta Club also sought to minimize the negative impact on guests resulting from frequent and noisy trash collection. By installing plastic dumpsters instead of metal dumpsters, scheduling customized collection times, and reducing the frequency of trash collection by diverting recyclables from the waste stream, Momentum was able to customize an approach that best fit the needs of the Alta Club. Momentum anticipates the Alta Club will be able to divert 33% of its current waste stream to recycling; with the possibility of reaching 38% should they decide to collect green waste in the future.

In addition to recycling, Brian strives to reduce waste by preparing dishes from fresh ingredients, eliminating packaging from pre-made materials, and using laminated, reusable meal preparation lists. When it comes to food purchasing, Brian purchases organic and fair trade certified products, buys from Salt Lake City's Farmers'

Market, and prepares dishes according to the availability of foods both locally and seasonally to reduce the energy impact of long distance shipping.

The Alta Club also schedules standard orders from its suppliers, and tries not to deviate from those orders if they are missing ingredients, instead choosing to use substitutes. This practice results in more efficient use of staff time (employees aren't sent out to pick up ingredients) and resources (the restaurant saves energy and money by eliminating extra deliveries). Finally, Brian provides access to, and encourages staff members to utilize Internet resources instead of maintaining an extensive library of materials at the restaurant. This prevents unnecessary printing or purchasing of materials and empowers his staff to expand their knowledge using the Internet.

Momentum Recycling's partnership with the Alta Club is built on shared values, trust, and a commitment to social and environmental responsibility- we look forward to cultivating similar partnerships with other like-minded organizations in the future!

Recycling in the News: Methane is Short-term Climate Heavyweight

Imagine how difficult it would be to shut down 20 percent of our coal-fired power plants. Now imagine how much less difficult it would be to divert all biodegradable materials from our landfills and send the materials to compost facilities instead. According to new research by Eco-Cycle, the short-term climate impact is the same!

When biodegradable materials such as paper products, food scraps and yard trimming are tossed in the garbage and sent to the landfill, those lettuce heads, grass clippings and paper boxes don't just break down as they would in nature or in a compost pile. They decompose anaerobically, without oxygen, and in the process become the number one source

of human-caused methane and a major player in climate change. In fact, methane is now understood to be 72 times more potent than CO₂ over a 20-year period. This means our landfills emit the greenhouse gas equivalent of 20 percent of U.S. coal-fired power plants every year!

Current accounting protocols for greenhouse gas emissions fail to address the short-term risks and opportunities of methane (CH₄) emissions. Correcting the time horizon—a policy, not scientific decision—launches methane abatement from a climate afterthought to an essential first step forward in the fight against global climate change, and recog-

nizes landfill methane emissions as a source equivalent to 20% of U.S. coal-fired power plants. Based on the data from the Intergovernmental Panel on Climate Change (IPCC), we believe keeping organic materials out of the landfill and avoiding potent methane emissions to be the quickest, easiest and cheapest first step for a community to immediately reduce its GHG emissions while working toward longer-term reduction strategies.

This piece was taken from "Eco-Cycle Times Spring/Summer 2008 Edition". For more on keeping organic materials out of landfills and zero waste see the report "Stop Trashing the Climate" on Eco-Cycle's website at: www.ecocycle.org.



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Momentum Services (continued from page 1)

- **Continual Diversion Rate Monitoring** to provide clear feedback to clients about how their recycling efforts are progressing and providing instruction where necessary.
- **Publicizing Our Clients' Commitment** to protecting the environment throughout the greater Salt Lake area.
- **Educational Tools & Programs**

to help clients educate their employees, clients, residents and guests about what can be recycled, how to recycle and why recycling is important.

**Momentum
Recycling**

Advises

Collects

Promotes



Recyclables Collected by Momentum Recycling

- Cardboard and paperboard
- Tin (steel) and aluminum cans
- Plastic coated beverage cartons (soda cups, coffee cups)

items for composting:

- Food processing residuals (material remains from fruit and vegetables)
- Coffee grounds
- Sawdust
- Yard waste (leaves, brush, grass clippings, plant trimmings, and plant remains)

Mixed Recyclables

Mixed recyclables are taken to local Material Recovery Facilities where the materials are sorted and shipped to a variety of different re-processors and end users.

- Plastics (numbered 1-7; including beverage bottles, grocery bags, shrink wrap, etc.)
- White and colored paper (office paper, magazines, phone books, paperbacks)
- Newspapers (including all inserts)

Glass

Green and clear glass is taken to a facility where it is crushed and then sold to a company for the production of fiber glass. Amber glass is crushed to form terrazzo flooring ingredients or used in larger sizes for landscaping.

Green Waste

Momentum partners with the Salt Lake Valley landfill to compost organic waste collected from our customers. Currently, we can collect the following organic waste

E-waste & Hard-to-Recycle Materials

Momentum partners with a leading e-waste recycler to help our clients discard electronics responsibly. We're also always striving to expand the materials we can recycle for our commercial clients. As a rule, if you're not sure that it can be recycled, just call us!



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