



**Henry McMaster**  
Governor

**SOUTH CAROLINA**  
DEPARTMENT OF COMMERCE

**Harry Lightsey**  
Secretary

**Recycling Market Development Advisory Council (RMDAC) Meeting**  
**Thursday, March 16, 2023**  
**10:00 AM – 12:00 PM**

**RMDAC**

Wes Westbrooks, BMW  
Tina Green, Mumford Industries  
Norman Chandler, Republic Services  
Dr. Andy Spicer, USC Darla Moore School of Business  
Carol James-Gilchrist, Sonoco Recycling  
Elizabeth Morgan, City of Rock Hill  
Michelle LaRocco, Georgetown County  
Jay Spears, Continental Tire  
Adam Padget, Green Energy Biofuels

**ABSENT**

Kristen Brown, WasteZero  
Brad Dutton, Dutton Polymers  
Angel Lara, Mid-Carolina Steel  
Chad Prescott, Mid Carolina Steel  
Chris Fisher, The Upcycling Company

**GUESTS**

Glenn Odom, Retired (Emeritus Member)  
Leslie Rodgers, Atlas Organics (Ex Officio Member)

**STAFF**

Anna DeLage, SC Department of Commerce  
Allyson Barbier, SC Department of Commerce  
Ashley Jenkins, SC Department of Commerce

**CALL MEETING TO ORDER**

Wes Westbrooks (Chair) motions to call the meeting to order at 10:02 AM.

**MINUTES**

The January 17<sup>th</sup> RMDAC meeting minutes with Angel Lara's edits are approved.

**WELCOME**

**Chair welcomes Council and introduces new members, Leslie Rodgers and Adam Padget.**

- Leslie Rodgers introduces herself and Atlas Organics and thanks the Department of Commerce and RMDAC for their help. Atlas Organics founders Joeseeph McMillin and



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Gary Nihart successfully exited from Generate Capital. Generate Capital purchased the company in 2022.

- Adam Padget introduces himself and Green Energy Biofuel.

### **Ashley Jenkins reviews the RMDAC 2022 Annual Report**

- Ashley reviews the message from Secretary Harry Lightsey and highlights the record-breaking year Commerce had in investments.
- Ashley reviews the RMDAC recommendations. Recommendation added, RMDAC encourages the use of rubber tire in asphalt applications.
- Recycling rate decreased from last year to 22.86%.
- Glenn says South Carolina stopped recycling carpet which Pret Advance Materials could use, this may be part of the decline.
- Council members suggest that data for annual recycling demand for recycled in South Carolina be included next year, or a way to put these numbers in context for comparison.
- Tina asks if exporting is being counted in the recycling rate. Ultimately, the recycling rate is based on the companies that report their recycling numbers with DHEC. Exporting is not included in the recycling rate, unless it is included in these numbers.
- Anna states that a lot of metals and fiber are absorbed domestically.
- Tina states that there is not enough recycled PET in the state that Mumford Industries could use.
- Carol states that she has seen exporting pick up recently and domestic mills are starting to want the material now.
- Anna highlights the SC Material Exchange and reviews the marketing plan to launch the platform.
- Leslie asks the success rate for SC Material Exchange and if staff can advertise success stories in the marketing.
- The Council suggests that staff advertise the platform to purchasing departments for counties and cities.
- The Council discusses the difficulty in transporting glass. Recyclers can't get glass and no one has a place to put it.
- The Council discusses the sharing of company best practices and how some companies are hesitant to share to avoid scrutiny (hushed sustainability). Members suggest Commerce or the counties create a website where companies can see their recycling stats and where they rank among others in the state.
- Members review the message on the second to last page of the report "RMDAC encourages businesses to adopt a framework for an economy that is restorative and regenerative by design." The suggests referring to recycling as "circular economy" because of ESG backlash. They recommend taking out "regenerative and restorative"

### **Ashley Jenkins reviews the RMDAC reappointment protocol**



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**Anna DeLage updates the RMDAC on the EPA Recycling Education and Outreach (REO) Grant application.**

- In February, staff submitted an application to the EPA for a recycling education and outreach grant. The total project cost is \$791,317. Staff will know if the funds will be awarded in late summer/October. The project will be a similar marketing campaign to Your Bottle Means Jobs but with different commodities. Companies are already calling staff about wanting to start marketing campaigns before the funds are awarded. This is especially true about batteries.
- Dr. Spicer asks if we can raise money. Maybe through another 501c3, but not directly.

**Anna DeLage shows RMDAC highlights from the 2023 Recycling Day at the State House.**

- Litter was important to Rep. Hixon as well as battery safety.
- Anna shares that she reviewed the economic impact report highlights with attendees.
- A bill regarding tire fees/caps from the SC Association of Counties may be on the floor soon.
- There is an incentive bill H4087 that would decrease incentive threshold for recycling companies from \$400M to \$100M and add new commodities to include li-ion batteries, turbines and solar panels.
- Council members ask if we should have a list of all bills involving recycling passed and not passed on our website. Staff will consult with Commerce Director of Governmental Affairs, Mark Hendrick. Staff will invite Mark to next meeting.

**Anna DeLage shares the results from the Sustain SC SDG study.**

- The study finished in January and has moved into the implementation phase.
- The “Responsible Production and Consumption” initiative can be accomplished through the REO grant if awarded.
- The working group is looking at other states for examples.
- The group focusing on organics is pushing for commercial composting and Commerce wants to add value.
- Anna asks Council Members if they would like to join the policy group.
- Dr. Spicer asks if a member of RMDAC were engage in advocating for policy, should they go as a member of RMDAC or their companies.
- The Council decides that having a joint meeting with Sustain SC would be a good idea.

**Anna DeLage discusses the Initiatives the SC Scrap Tire Sustainability Coalition developed.**

- The three initiatives are evaluating South Carolina’s tire fee, market development, and illegal tire dumping education
- Cost to recycle tires has gotten out of hand and counties are paying the price.



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### **Market Updates**

Paper: OCC not seeing markets catch up for another month or two. Right now it is at \$35 a ton with forecast for a yearly average of \$55.

Plastic: There is a shortage of on monomers. Plastics will become more expensive and there will be constrictions on manufacturers. For small recyclers outside of cities, cash flow is going to be a big deal. Recyclers are having to prove their exit strategy.

Petroleum: Huge drop in February and March in pricing.

Organics: Feedstock is strong and demand is there. Spring is a crazy time of year.

Metal: Metal is not doing well.

Landfill: 10-15% pricing going up.

### **ADJOURN**

Meeting adjourned at 12:20 PM.