



Henry McMaster
Governor

SOUTH CAROLINA
DEPARTMENT OF COMMERCE

Harry Lightsey
Secretary

Recycling Market Development Advisory Council (RMDAC) Meeting
Tuesday, May 16th, 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
Adam Padget, Green Energy Biofuels
Angel Lara, Mid-Carolina Steel
Chris Fisher, Fisher Recycling
Kristen Brown, WasteZero

ABSENT

Brad Dutton, Dutton Polymers
Jay Spears, Continental Tire

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 10:01 AM.

MINUTES

The March 16th RMDAC meeting minutes are approved.

Tina Green, Wes Westbrooks, and Anna DeLage give an update from Lt. Governor Meeting.

- Lt. Governor expressed interest in tire recycling. RMDAC updated her on the Viva Tire Recycling situation. The Chair, Green, and DeLage discussed options for end-of-life tire markets like rubber modified asphalt.
- RMDAC believes “when the rubber hits the road” is a good tagline for a tire recycling campaign.



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- Lt. Governor is interested in recycling education. She would like the help of RMDAC to put a recycling education book into every South Carolina student's hands. One of her initiatives is reading.
- RMDAC also discusses the need to consult an educator who has experience in children's books.
- RMDAC agrees that this would be a great opportunity to connect with DHEC's current recycle right in the classroom program. RMDAC and staff discuss the need for all state agencies and local governments to come together to promote consistent messaging around recycling. The marketing and promotion of recycling is also important for the general public, not just students. It is not a recycle everything story but a recycle "what and how" story. Title of campaign could potentially be "It doesn't all go to the landfill"
- Lt. Governor would like to start a recycling program at Bucee's.
- Lt. Governor would like to have a follow-up discussion with The Chair, Green and DeLage.
- RMDAC Members will email their ideas to staff.

Anna DeLage updates RMDAC on the Food Packaging Institute (FPI) and Ameripen Conference.

- At Ameripen, the focus is on packaging policy.
- 40 out of 75 attendees' companies had a SC component.
- Clemson is currently working with Ameripen to do social media campaigns to see what marketing is resonating with consumers.
- The idea of circularity was discussed and the concept being easier for paper versus plastic. Circularity is a broader term. It does not necessarily mean the material from the recycled product is put back into the same product.
- California wants their own recycling label.
- Four states have passed Extended Producer Responsibilities (EPR) laws for packaging.
- People in other states have been receptive to the pay-as-you-throw program. Kristen Brown has volunteered to speak with Sustain SC about the program.
- FPI did a kick-off event with Resource Recycling for their paper cup collection in Wilmington. They will be expanding into South Carolina. Charleston County has already started paper cup collection.

Anna DeLage asks RMDAC if the Council should have a Lithium-ion Battery Representative and/or a Sustain SC Liaison.

- Council agrees a long-term battery representative may be good idea going forward. Council needs to discuss whether the battery representative should be a recycler or manufacturer.
- Department of Commerce staff is hosting a lunch and learn with Cirba Solutions next week.

Other Business:



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- Next meeting will be at Continental Tire in Sumter, SC on July 18th.
- Staff is still planning the retreat for November.

Market Updates

Paper: Market has dropped. Dropped \$15 in the month of May. \$5-\$50 (OCC).

Consumers are not buying much product which drives the market down. Volume is down for commercial.

Plastic: People are more serious about a closed loop system. New plastic reprocessor coming to the state to make rpet,

Petroleum: - Between April 12th and May 4th, Brent and WTI crude oil fell between \$15-16 per barrel, to an avg. of \$73 per barrel. Drop in Opec production and seasonal increases will slightly increase prices over the next few months. US gas prices avg. price forecast for summer of 2023 is \$3.40 per gallon, which is a 20% decrease from summer 2023. Virgin Soy Oil pricing is once again below Used Cooking Oil value which is historically pretty wild. This is due to over production of seed and vegetable oils over the last few quarters as well as the new traceability requirements that are being put in place to ensure these feedstocks are renewable. There are large incentives and requirements for finished products to be certified renewable, and this will help ensure they are in compliance.

Organics: continue to see interest in organics diversion, transportation is a big barrier, counting every single yard

Metal: Volume is down. \$40 a ton. Aluminum down 16 cents. copper market down. Market uncertainty.

Carpet: Nylon 66 postindustrial has dropped. Nylon 6 post-industrial is holding its own
Residential postconsumer nylon 6 and 66 is going up- people can't get enough.

ADJOURN

Meeting adjourned at 11:56am.