



Update on Your Recycling Program

10 September 2024

New Brunswick's recycling system is transitioning to a new model where it is 100% funded and operated by **producers** – those who sell products that have packaging and paper products. “**Circular Materials**” is a national not-for-profit organization that is now responsible for managing the recycling collection system in NB and representing producers to ensure they meet their obligations under the new framework.

Under the new system, producers are now financially responsible and accountable for managing the waste associated with their packaging and paper products.

New Brunswick is the first Atlantic province to transition to this type of program, which is recognized as one of the most effective ways to improve recycling rates and advance a circular economy where materials are looped back into the system to be used again as recycled content in new packaging and products.

The program kick-started with 47 municipalities in the Province last November. As of May 1st, 80 municipalities were included, and the rest of the Province (including Valley Waters) will transition on Nov. 1st.

For Valley Waters, this means that after Nov. 1st, the contract for collection of recyclables will no longer be between the municipality and the haulers. The **Circular Materials** organization has signed agreements directly with our two existing haulers – L'il Truckin' Aarons and FER0, for collection of recyclables.

The new partnership will also allow residents to recycle additional materials, such as glass, flexible plastics, beverage cardboard and white polystyrene foam, which were not previously part of the recycling program. So, the plan not only increases the types of materials collected in the Province, but also reduces the amount of packaging being landfilled, ultimately leading to better environmental outcomes.

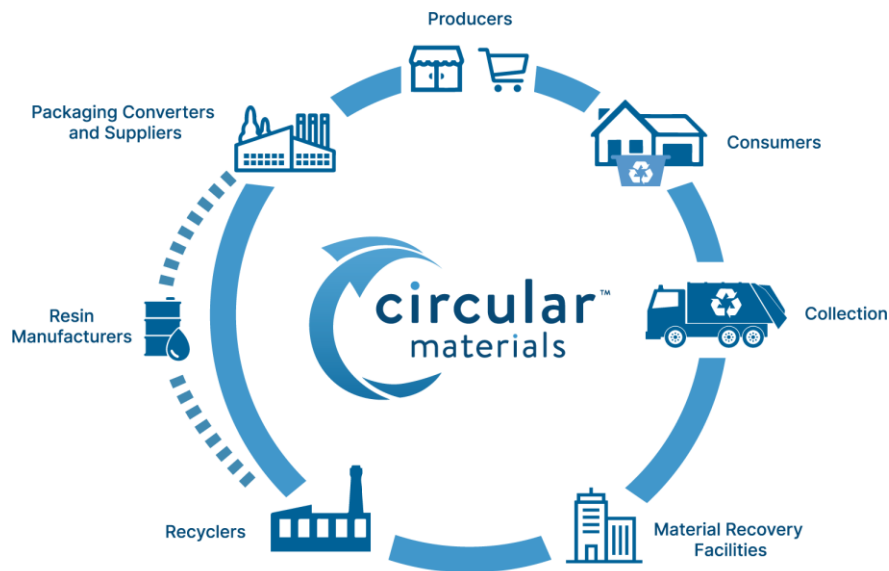
The Circular Materials organization will be providing educational material to residents as the November 1st implementation date approaches. You may have already heard some of their radio ads.

Because materials are looped back into the system to be used again as recycled content in new packaging and products, the loads need to be properly sorted. As a result, the haulers will be

subjected to penalties for contaminated loads. They have been working hard to educate residents about the sorting requirements. In addition to reducing the amount of material going into the landfill, we are hoping that lower contamination rates will increase the tonnage being diverted and allow us to reduce our Valley Waters solid waste budget.

What does this mean for you? You will still have the same garbage collector, the same collection days, and the same three bag system, you just need to be extra vigilant with sorting! If you are still in need of a sorting guide, please call 506-839-3011 or email office@valleywaters.ca we'll e-mail one to you, or check our website at <https://valleywaters.ca/> , or pick one up at the office at 10 Municipal St., Norton.

Are you interested in more information on how the Program all works? Check out the Circular Materials website at <https://www.circularmaterials.ca/producer-province/new-brunswick/>



At this time, we are asking the public to bear in mind that the requirements of this program were not designed by Valley Waters nor the haulers, and our participation was not optional.

We appreciate the efforts of our residents who have been learning how to meet the requirements of the Provincial recycling program, and contributing to improved environmental outcomes for future generations.

Council and Staff
Valley Waters