



JULY 2024 RECYCLING PROGRAM UPDATE

MONTHLY OUTREACH TOPICS – ULSTER COUNTY TIFFIN PROJECT

The “Ulster County Tiffin Project” aims to increase community awareness about the impact of waste reduction and reuse as pollution prevention strategies. The project addresses pollution prevention by providing residents with FREE reusable, stainless steel Tiffins that eliminate their single-use, disposable counterparts. Participants in our workshop series will learn about the amount of single use packaging generated from food service, the environmental harms and potential health harms associated with single use packaging, and those items most likely to become litter, and together we will unlock the power of reuse!

MEDIA ANNOUNCEMENTS

FACEBOOK 1,384 FOLLOWERS	INSTAGRAM 1,253 FOLLOWERS	MAILCHIMP 5,282 SUBSCRIBERS	YOUTUBE 92 VIEWS 1 HRS
SOCIAL MEDIA	Promos for the Ulster County Tiffin Project Meta Advertising Campaigns <ul style="list-style-type: none"> • Boosted Instagram post (all 6 tiffin project events) • Boosted Facebook Event Page (Phoenicia Tiffin Project) • Boosted Instagram post (Phoenicia Tiffin Project) • Boosted Facebook Event Page (Kingston City Hall Tiffin Project) • Boosted Facebook Event Page (New Paltz Tiffin Project) 		
RADIO	<p>Plastic Free July – Reduce Plastic (15 sec Radio Woodstock) <i>It's Plastic Free July. How long could you go without using any plastic? Less than 10% of the plastic produced today is recyclable tomorrow. If 90% of plastic you encounter is not actually recyclable, let's try to reduce of use as much as possible. This message from the Ulster County Resource Recovery Agency. Visit UCRRA.org</i></p> <p>Film Plastic Recycling (15 sec Radio Woodstock) <i>Film plastics are soft, flexible plastic – like produce bags, bubble wrap, case wrap, and more! While recyclable, they cannot be placed in your household recycling bin. Bring clean and dry film to your local grocery store instead. To learn more, Visit UCRRA.org</i></p>		

COMPOST (30 sec Radio Kingston)

Support for the Radio Kingston Community Fund is provided by the Ulster County Resource Recovery Agency – U C R R A. The Agency’s “Grow Ulster Green Compost” is made locally at the Flatbush Road facility in Kingston from local food scraps and municipal yard waste. Finished compost is finely screened and unblended. Compost may be purchased in bulk – Monday through Saturday – on a first come, first served basis and is also available in one cubic foot bags via online ordering for Saturday pick up. Learn more at UCRRA.org

GENERAL AGENCY MESSAGE (30 sec Radio Kingston)

Support for the Radio Kingston Community Fund is provided by the Ulster County Resource Recovery Agency – U C R R A. For over 30 years, the Agency has been actively pursuing its mission to protect public health and the environment, promote sustainable practices and efficiently manage solid waste with a focus on resource conservation. Many free offerings are available, including electronics recycling, educational materials and events, and tours of its facilities plus recycling and composting solutions for local businesses and municipalities. Learn more at UCRRA.org

PRINT

- 06/01 – 07/31 Digital Ad (Tiffin Project) on Shawangunk Journal
- 06/19 – 07/31 Digital Ad (Tiffin Project) Hudson Valley One
- 06/16 – 07/30 Digital Ad (Tiffin Project) on Daily Freeman
- 07/03 Print Ad (Tiffin Project) in Hudson Valley One
- 07/04 Print Ad (Tiffin Project) in Shawangunk Journal
- 07/05 Shawangunk Journal Digital Ad in newsletter Kingston Wire
- 07/07 Print Ad (Tiffin Project) in Daily Freeman (Sunday)
- 07/11 Print Ad (Tiffin Project) in Shawangunk Journal
- 07/11 Shawangunk Journal Digital Ad in newsletter Kingston Wire
- 07/11 Print Ad (Tiffin Project) in Hudson Valley One

WEBSITE/BLOG

None this month

OTHER MISCELLANEOUS

- 07/06 - UCRRA Festival Bin Rental Program – Bearsville Center
- 07/13 - UCRRA Festival Bin Rental Program – Tilda's Outdoor Market
- + 0 media kit requested this month (17 kits YTD)

OUTREACH EVENTS

+116 CALLS / 4.2 HOURS RECYCLING HOTLINE (07/01- 07/18) (1,034 CALLS/53.74 HRS YTD)		+141 ADULT PARTICIPANTS (705 ADULTS YTD)	+0 YOUTH PARTICIPANTS (741 YOUTH YTD)	11.75 HOURS (102 HRS YTD)
PRESENTATIONS	<ul style="list-style-type: none"> 07/11 – Ulster County Tiffin Project (Kingston Library) 07/14 – Ulster County Tiffin Project (Phoenicia Farmers Market) 07/16 – Ulster County Tiffin Project (Gardiner Library) 07/20 – Ulster County Tiffin Project (Saugerties Library) 07/29 – Ulster County Tiffin Project (Kingston City Hall) 07/31 – Ulster County Tiffin Project (New Paltz Library) 			
FACILITY TOURS	<ul style="list-style-type: none"> 07/03 - Class of 2024 MCR Program 07/18 - Luzon Environmental 			
EVENTS	<ul style="list-style-type: none"> 07/30 – Ulster County Fair 07/31 – Ulster County Fair 			
SITE VISITS, CONSULTATIONS	<ul style="list-style-type: none"> 07/23 Gardiner Bakehouse 			
NEW MEDIA OR TEACHING TOOLS	<ul style="list-style-type: none"> NEW Tiffin Project Fact Sheet, magnets, stickers, window decals 			
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> 07/03 - Healthy Ulster Radio Show with Stacy Kraft, Public Health Education Coordinator, Ulster County Health Department 07/17 – Hudson Valley Regional Materials Mgmt. Working Group (Special Focus: Long term disposal and alternative technologies) 07/19 – Tour of County Waste Sierra Processing Single Stream MRF in Albany 07/24 - Hudson Valley Regional Materials Mgmt. Working Group 			

REPORTS

P2I Community Grants Program Quarterly Progress Report
 MWRR Quarterly Progress Report

MEDIA SAMPLE

Ulster County Resource Recovery Agency

ULSTER COUNTY TIFFIN PROJECT

WWW.UCRRR.ORG

999 Flatbush Road, Kingston, NY 12401 | 845-336-0600 | Follow us @UCRRA



Choose Reuse to Protect Your Health!

Single-use takeout containers like paperboard boxes and plastic clamshells can contain chemicals such as **phthalates**, **bisphenols**, and **fluorinated chemicals** (per- and polyfluoroalkyl substances). Chemical additives are often added to food packaging to impart specific performance qualities.



Emerging science suggests exposure to chemicals can occur during the entire lifespan of plastic products, including alarming implications for consumer contact.

(Source: the Endocrine Society and the International Pollutants Elimination Network)

These chemicals have been linked to serious health risks including fertility issues, early puberty, low birth weight, obesity, diabetes, immune system impacts, cardiovascular and respiratory problems, certain cancers, and neurological and behavioral issues (EWG).

(Source: Environmental Working Group)

Be Green & Keep Your Tiffin Clean!

- Wash your Tiffin in the dishwasher or hand wash thoroughly with hot, soapy water before its first use, immediately after use, and in between every use.
- Rinse well to remove any soap residue.
- Avoid using abrasive cleaners or harsh chemicals that could damage the metal.

Tiffin Reuse Best Practices:

According to the NYS Department of Health, in certain instances customers may use their own containers as long as they do not come in contact with food-contact surfaces and are dispensed in a sanitary manner.

Customers may transfer leftover food from their meal into a personal reusable container at their table to take home.

Contact between a customer's personal container and in-house dinnerware does not pose a health risk since the in-house dinnerware is to be washed and sanitized.

Source:  **CENTER FOR SUSTAINABLE MATERIALS MANAGEMENT**

There are two main codes that regulate the use of reusable food and drink containers at restaurants in NYS. Pertinent sections of these include:

- **NYS Sanitary Code**, Subpart 14-1: Food Service Establishments
- **US Food Code**, 3-304.16: Using Clean Tableware for Second Portions and Refills
- **US Food Code**, 3-304.17: Refilling Returnables

Remember, it's your responsibility to fill your Tiffin with leftovers.

Keep your reusables alongside your other essentials to remember to bring them with you!



Phone



Wallet



Keys



Tiffin



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Know the Facts!

Reusable tiffins can significantly reduce waste and litter, save resources, reduce costs for businesses, all while promoting sustainability!

Nearly **1 trillion** individual pieces of disposable foodware packaging are used by food service businesses in the U.S. each year. This is an estimated **9 million tons of waste** – or the equivalent weight of 25 Empire State Buildings!

(Source: Upstream)

Single use items represent a high and ongoing cost – U.S. businesses spend **\$24 billion** on disposables each year.

(Source: Upstream)

Most single-use take out containers are **not recyclable** and end up in landfills, contributing to methane and other greenhouse gas emissions.



Each year in Ulster County, more than 100,000 tons of waste requires disposal at a distant landfill, 250 miles away. The long-haul trucking of waste is responsible for **4%** of Ulster County's greenhouse gas emissions inventory. Statewide, the waste sector accounts for 12% of New York's greenhouse gas emissions.

(Source: Ulster County Department of the Environment and NYS DEC)

Eight of the top ten items found during beach clean ups are related to single use disposable food and drink packaging.

67% of litter found on commercial streets is single-use food and beverage packaging.

(Source: Clean Water Action Study)

Litter cleanup costs **\$11.5 billion** in the U.S. each year. (Source: Keep America Beautiful)

The presence of litter can lower property values within a community by as much as **7%**.

(Source: Keep America Beautiful)



Tiffin Trailblazer Pledge

"I pledge to be a **Tiffin Trailblazer** by using my tiffin for dine-in leftovers, and always with cleanliness and best practices in mind.

By doing so, I commit to reducing single-use disposables, conserving resources, being a sustainability champion, and teaching others about reuse solutions with kindness.

I am committed to using my tiffin as a symbol of my dedication to remember how easy it is to rethink waste."

Using a Tiffin Makes a World of Difference

999 Flatbush Road, Kingston, NY 12401 | www.ucrra.org/events-classes/tiffin-project/ | Follow us @UCRRA



New York State
Pollution Prevention Institute



ULSTER COUNTY TIFFIN PROJECT

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CHOOSE TO REUSE!

Bring Your Own Container to:

- **reduce waste & pollution**
- **conserve natural resources**
- **support sustainability**
- **create a more circular economy**



Be green and keep your tiffin clean!

www.ucrrr.org/events-classes/tiffin-project



New York State
Pollution Prevention Institute

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ULSTER COUNTY TIFFIN PROJECT

WWW.UCRRRA.ORG



CHOOSE TO REUSE!

WE PROUDLY SUPPORT CUSTOMERS WHO BRING THEIR OWN CONTAINERS.

BE GREEN AND KEEP YOUR TIFFIN CLEAN!



www.ucrra.org/events-classes/tiffin-project

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