

Agrecovery

Our agriculture sector uses millions of litres of chemicals each year. Potentially harmful plastic containers and unused chemicals are regularly burned or dumped, polluting our air, land and water to the detriment of human and animal health, jeopardising "brand NZ".

- Initiative:** Agrecovery Rural Recycling Programme – Initial project phase (2003)
- Client:** Sustainable Farming Fund / Ministry for the Environment / Agrecovery Foundation
- Brief:**
- a) Define the problem and develop business plan for container recovery in NZ (2003-04)
 - b) Develop programme structure and governance model to own the programme (2005-06)
 - c) Define the problem and develop business plan for chemical recovery (2008-09)
 - d) Ongoing programme management (2007-ongoing)
- 3R Role:** Development / programme design / stakeholder engagement / project management



A world class solution

Agrecovery Rural Recycling provides a responsible and sustainable nationwide solution for chemicals and their containers. It is operated in line with international best practice (including ISO 14001 environmental standards) and is affiliated with Crop Life International.



Passion and commitment

3R Group has been the driving force behind the Agrecovery programme. 3R designed the programme with the industry and now manages it nationwide.

Like any industry-wide programme that seeks to change traditional behaviours, Agrecovery has its challenges. 3R's passion and vision for its continued growth has been integral to its success.

"When you talk to 3R, you talk to experts in product stewardship who have a proven track record of delivering results within budget."

*Graeme Peters: Former Chair,
Agrecovery Foundation*

- 2002 - 2004**
Worked with primary sector to define the problem and develop business plan for implementing agrichemical container recovery in NZ.
- 2005**
3R commissioned to develop Agrecovery and the governance model to 'own' the programme
- December 2006**
Establishment of the Agrecovery Foundation. 3R contracted to implement and manage programme
- April 2007**
Container recycling programme launches with 12 brand owners and 22 collection sites
- September 2007**
World first 3R-designed mobile processing truck hits the road
- July 2009**
Chemicals programme launches, replacing disparate regional and local government retraction schemes
- April 2010**
Number of supporting brand owners for container programme reaches 50 and over 70 collection sites are in operation across NZ
- October 2010**
Ministry for Environment accredits Agrecovery container and chemical recycling as Product Stewardship Programmes under the WMA 2008
- February 2015**
Large drum programme launches with free on-property collection
- Ongoing**
Further development of Agrecovery programme



3R-driven solutions:

- Development of a product stewardship organisation (Agrecovery Foundation) providing transparency and industry-wide governance and representation
- Fully supplier-funded levy model, supported by 12 founding brand owners (now 61) allowing users free recycling of their HDPE packaging
- Development of mobile shredding technology, allowing efficient processing and transport of collected materials to recyclers
- Creation of Smart Member Services (SMS) software, enabling users to simply download auditable reports of their recycling activity and industry to track group performance
- Ongoing development of recovery or recycling programmes for other materials, including in 2009 commencing the collection and disposal of unwanted or expired agrichemicals, replacing disparate regional and local government retraction schemes.



Enduring: Where is it now?

“Without 3R’s professionalism, expertise, dedication and innovation these rural recycling programmes wouldn’t be as successful as they are ”

Lew Metcalfe: Agricultural Policy & Sustainability Advisor and former Agrecovery Chairman

To enhance the scheme’s credibility for brand owners and users alike, 3R sought government accreditation, and in 2010 Agrecovery Containers and Chemicals were accredited by the Minister for the Environment as Product Stewardship Programmes under the Waste Minimisation Act 2008.

In April 2015, the programme achieved the major milestone of recycling 1 million kg of container plastic. In addition, Agrecovery exceeded 10,000 members, 63 brand owners, and 75,000 kg of unwanted chemicals recovered.

As of October 2015, 3R continues as programme managers, operating all programme aspects on behalf of the Agrecovery Foundation according to a strict set of KPIs, and developing further recovery programmes.

For more information visit www.agrecovery.co.nz



Appropriate end use for recycled agchem containers – underground cable cover