

Product Stewardship Scheme Accreditation Summary

Scheme Details

Agrecovery Rural Recycling Programme

Programmes Assessed

Agrecovery Containers & Agrecovery Chemicals

Scheme Manager

Agrecovery Foundation
C/- The New Zealand Agrichemical Education Trust
PO Box 10232
Wellington

Scheme Assessor

Beca Infrastructure Ltd, Simon Bannock

Assessment Date

July 2010

The Scheme

Agrecovery Container Recycling Programme

The Agrecovery Container Recycling programme for is a nationwide environmentally sustainable solution for the recovery of triple rinsed and inspected HDPE plastic agrichemical and animal health plastic containers between 1 – 60 litres.

Disposal of plastics is a persistent and growing problem for the primary sector throughout New Zealand, with millions of agrichemical and animal health containers used nationwide every year.

Compliance programmes and customer driven environmental standards are placing increased pressure on the primary sector to manage their environmental footprint in a positive way.

The Agrecovery rural recycling programme enables farmers and growers to dispose of their plastic containers in a responsible way and provides a better environmental outcome than burning or dumping.

The Agrecovery container recycling and chemical recovery programme is financed by a levy on every litre/kilo of eligible product that participating brand owners place into the New Zealand market. This levy is paid to the Agrecovery Foundation.

Farmers, growers and contractors can take eligible triple rinsed containers, from 1 to 60 litre, to Agrecovery collection sites for recycling. Sites are located throughout New Zealand and all containers are inspected before acceptance.

Agrecovery then collects the plastic containers using a specially designed mobile processing truck which shreds and delivers them to a New Zealand plastics recycling company.

The plastic is processed and converted in New Zealand into a range of end uses including underground utility cable covers.

The majority of brand owners who sell agrichemicals and animal remedies into the New Zealand market place are committed to Agrecovery and more are joining every day. For an up to date list of the current Brand Owners who fund the programme [click here](#).

For more information on how this programme works [click here](#).

Agrecovery Chemicals Programme

The Chemicals programme is part of the Agrecovery Rural Recycling programme and replaces the retraction and recovery programmes previously delivered by regional and local councils and operates nationwide. It is designed to support Governments commitments

under the Stockholm Convention to remove Persistent Organic Pollutants (POPs) from the environment.

Users of agricultural and veterinary chemicals log their unwanted and expired chemicals with Agrecovery. Once a certain volume of chemical bookings have been received for a region, a collection event is scheduled. Specialised contractors will operate at these events to safely handle the chemicals booked.

For more information on how this programme works [click here](#).

Governance

Governance of the Scheme

The Agrecovery Foundation is a not for profit charitable trust which is governed by a set of trustees. For the current list of Trustees [click here](#).

The Agrecovery Foundation is responsible for decision making under the scheme and also has an advisory group which is the management committee of New Zealand Agrichemical Education Trust. This committee oversees all GROWSAFE® activity in New Zealand. NZAET also provides all administration services, under contract to the foundation.

The responsibilities of the Agrecovery Foundation are to:

1. Invoice and receive levy payments from Brand Owners
2. Make payments for programme operation
3. Provide leadership and governance of programme

The basic structure between the Agrecovery Foundation, the programme managers and the brand owners is consistent for all parts of the programme.

3R Group Ltd is the contracted programme manager responsible for all operational aspects of programme delivery including but not limited to, the provision of:

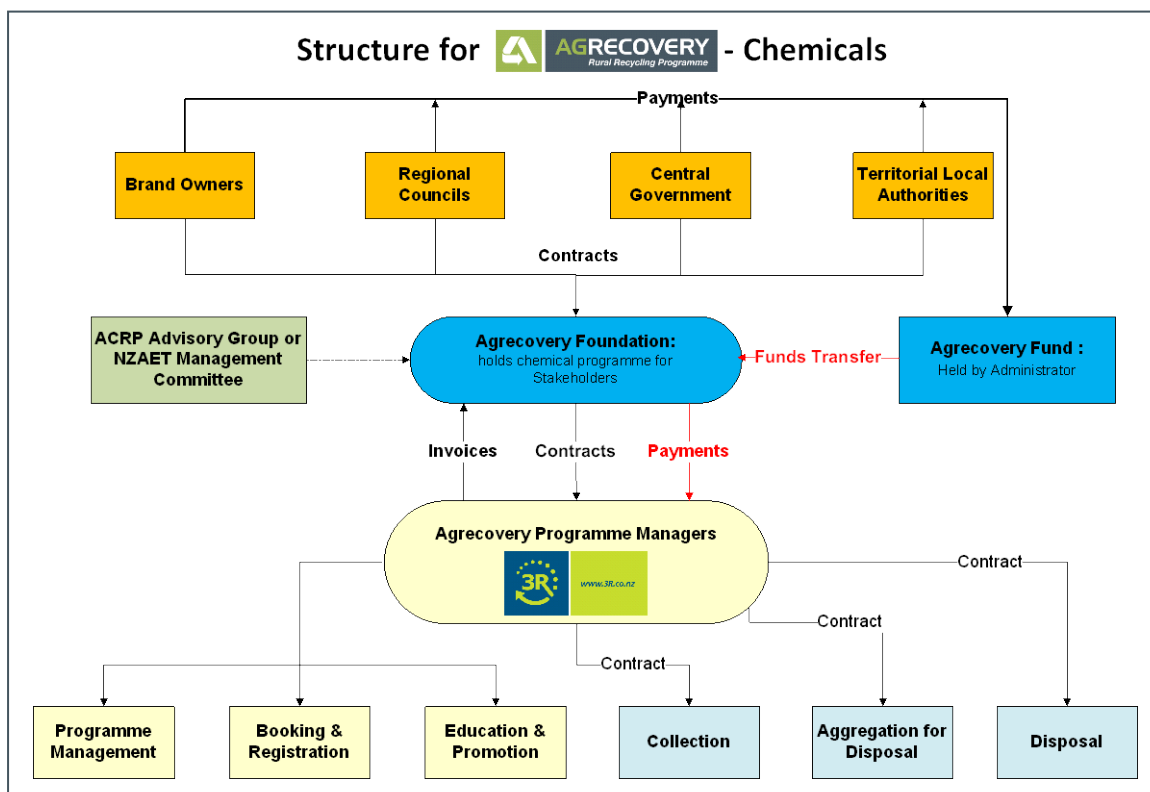
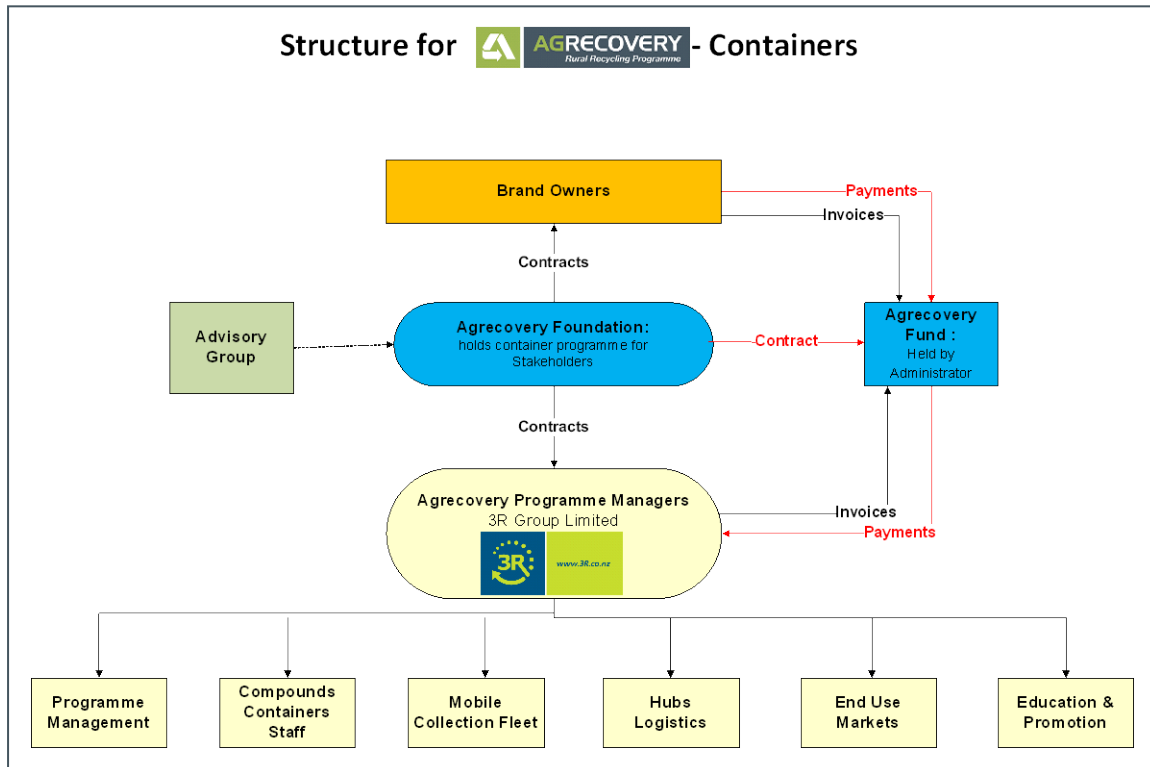
- Collection sites
- Inspection/collection/processing of collected material
- Promotion and education
- Brand Owner engagement
- Development of end use markets and appropriate end use applications

The programme managers are responsible for keeping records for all aspects of the programme delivery including but not limited to:

- Contracts with brand owners
- Programme delivery and performance measures
- Customer satisfaction
- Communications and marketing exposure
- Financial performance to budget

The Agrecovery Foundation is responsible for producing annual financial accounts which form part of the Agrecovery Annual Report.

Organisation Structure



Geographical Coverage

Nationwide.

For a full list of container collection sites [click here](#).

For chemical collection events [click here](#).

Background

In 2005, Scott Economics conservatively estimated the total annual empty weight of animal health and plant protection companies plastic containers to be 749 tonnes (plastic). In 2009/10 the plastic volume put into the market represented 434 tonnes (est.).

The estimate of Total Persistent Organic Pollutants Chemicals estimated for removal in New Zealand as at July 2009 was 70.6 tonnes.

Objectives & Targets

Parameter <i>e.g. volume of glass recycled</i>	Specific Target <i>e.g. tonnage, percentage</i>	Time frame <i>Show approximate date</i>
CONTAINERS: Volume of HDPE plastic recycled	60% of the product put into the market by Agrecovery's committed brand owners. Based on 2009's volume into the market of 434 tonnes this would be annual recovery of 260 tonnes.	Within 5 years. i.e. by April 2012
CHEMICALS: Tonnes of Group 2 chemicals collected for disposal	To have supported the Government's commitments under the Stockholm Convention to remove POPs from the environment 100% of the volume of POPs estimated as outstanding being cleared within the first three (3) years of the programme. 70.6 tonnes	Within three years i.e. by July 2012
Overall programme satisfaction	Conduct stakeholder satisfaction surveys for the following groups and achieve > 80% satisfaction <ul style="list-style-type: none"> • Brand Owners • Programme Users • Retailers / Vet Clinics • Trustees / Industry Association / Local Gvt / Supply Chain 	One stakeholder group is surveyed each quarter.

Data on how these targets are met is published in the Agrecovery Annual Report. For the current report [click here](#).

Groups and Participants

- Programme users: Farmers, Growers, Vineyards, Spray contractors, Nurseries, Forestry, Golf Courses, Local Authorities, Vet Clinics.
- Brand owners who represent animal health, agrichemical and dairy hygiene companies [click here](#)
- Agrecovery Trustees, Stakeholders and Supporters [click here](#)
- Local Government (Trustee of Agrecovery Foundation)
- Rural Retailers e.g. Farmlands, PGG Wrightson, CRT, Ashburton Trading Society (ATS), as collection sites and as promoters of chemical collection activity in their regions
- Supply Chain such as Bernard Matthews, Silver Fern Farms, Westland Milk, etc.

Compliance and Performance

Brand Owners sign a 5 year contract with the Agrecovery Foundation which outlines their commitment to declaring their leviable product to market on a quarterly basis, and their undertaking to promote the programme to ensure that customers who use their products are aware that recycling of their containers is free. The contract also outlines their commitment to the chemical programme.

When farmers and growers bring their containers to the collection site for recycling, they declare that the containers have been triple rinsed. They are then independently inspected by the site inspector, checked for eligibility and placed inside the collection site container. When a farmer or grower uses any of Agrecovery Services they are supplied with terms and conditions outlining the respective responsibilities. This is also posted on the Members section of the Agrecovery Website.

The site inspectors are trained regularly to ensure they can identify any non compliant containers and are resourced to reject any non compliant containers.

Agrecovery is designed to comply with international best practice and an audit trail and manifest tracking system is an integral part of the programme design. Therefore compliance with the conditions of the programme is seen as imperative and is enforced by the Agrecovery Foundation and by the programme managers.

Reporting Requirements / Enforcement Action

The Ministry will be provided with the following report in July each year:

1. Annual Report, containing:

- Message from the Chairman
- Programme Managers Report
- Update on Programmes
- Update on Brand Owners
- Financial Reports

2. Summary of the Programme Managers' Quarterly Report, containing:

General:

- detailed information on programme activity and performance
- brand owner activity
- promotion and education
- key performance indicators
- Product Stewardship objectives/targets and progress towards achieving them for each programme
- Summarised results from any customer satisfaction surveys undertaken

Containers programme

- total tonnage collected per year by: material type, percentage increase, cumulative total
- total tonnage stored and total tonnage of recycled plastics by material type
- total number of farmers participating and percentage increase
- total new farmers joining the programme
- total number and geographic coverage of collection points
- identify changes to the programme
- report on any changes to key personnel
- report on media coverage of the programme
- report on developments surrounding plastics recycling
- complaints received in respect in respect of the Container programme
- enforcement action, abatement notices or pending/actual prosecution in respect of any environmental incident or any other matter which might impact upon the Container programme