<u>Best Practices in Waste Reduction, Chapter 1 of 12. Overview</u>

California, the land of plenty, generates a whopping 78 million tons of waste a year! That's more than a ton for every man, woman and child. The California Integrated Waste Management Board is responsible for protecting the health and safety of those 37 million Californians. The Integrated Waste Management Act of 1989, known as AB 939, requires cities, counties, and regional agencies to annually divert 50 percent of their municipal solid waste from landfills.

The strong overall commitment of Californians to divert waste from landfills, shows. Jurisdictions using new waste handling systems like; curbside recycling, material recovery facilities (or, MRF's), composting operations, and other commercial waste management services have already diverted more than *304 million tons of material* away from the landfill!

Reducing waste can actually save money, conserve energy and resources, and reduce air, soil, and water pollution.

In California, we produce approximately 6 pounds of garbage, per person, each day! Our landfills are at capacity. It doesn't make sense to send usable materials into the waste stream.

We all have the same problem, we're making TRASH. But is it all *waste?* Waste is a symptom of an inefficient process. Waste is generated from paid-for materials that are rendered useless during their lifetime! After they are rendered useless, money is paid to haul them away. That's illogical!

As landfill availability decreases, waste generators are looking for alternative ways to manage waste. Some people are just starting to realize that one business' trash is another business' treasure. (Yes, you heard that right, WASTE is a valuable resource!)

Helping promote the development of economical markets for recyclable materials in California is part of the Board's mission. The Board can help you with technical, financial, and permitting assistance.

We'll show you options for recycling or re-using your waste products, and show you how you can change your money-losing venture into a money-making success!

"End Chapter 1"