

# Cross Sector Collaboration and Evaluation in Ag Plastics Recycling Programs

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# Background



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# The problem





# Weekly collection efforts



# Solution?



# Ag Plastics Recycling in Wisconsin

- ▶ According to the Wisconsin Department of Natural Resources, 15-20 pounds of agricultural plastics are generated per cow every year
- ▶ 1.2 million cows in Wisconsin
- ▶ 2/3rds of farms surveyed are using bunker covers



# Cross Sector Partnership



- ▶ Revolution Plastics provides ag plastics recycling dumpsters and regular pick up service to farms at no cost to the farmer.
- ▶ The plastic is processed in the United States and recycled into products



- ▶ Through University of Wisconsin-Extension, people of Wisconsin and beyond can access university resources and engage in learning, wherever they live and work.
- ▶ Historically agricultural-based programming and services

# 2017 Distribution

- ▶ Marketing: Facebook ad, radio station, press releases, Ag newsletter  
Revolution Plastics mailing and wait list
- ▶ Pick up event
- ▶ County Fair educational display
- ▶ 110 dumpsters distributed

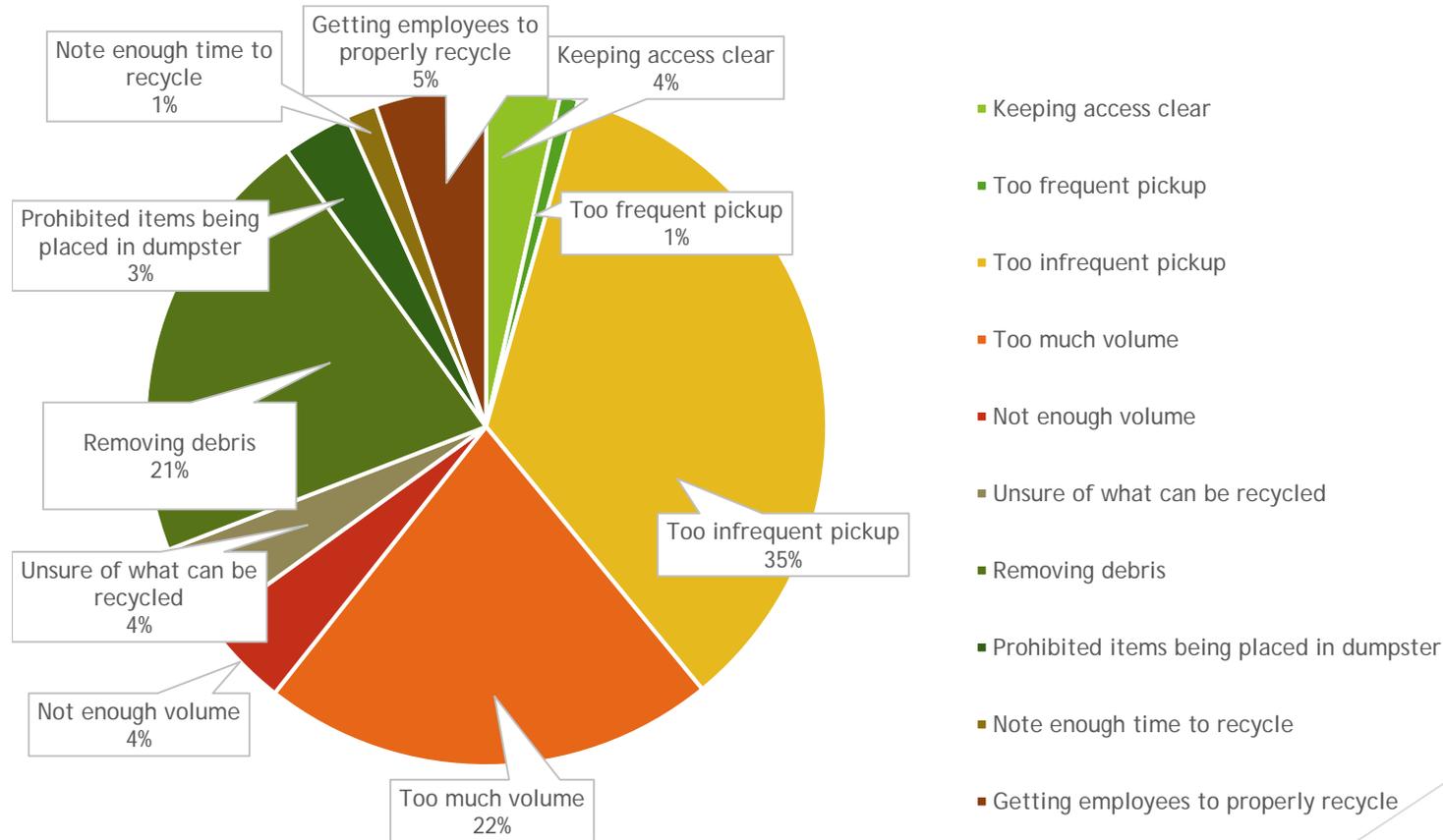


# Evaluating Plastics Collection Efforts

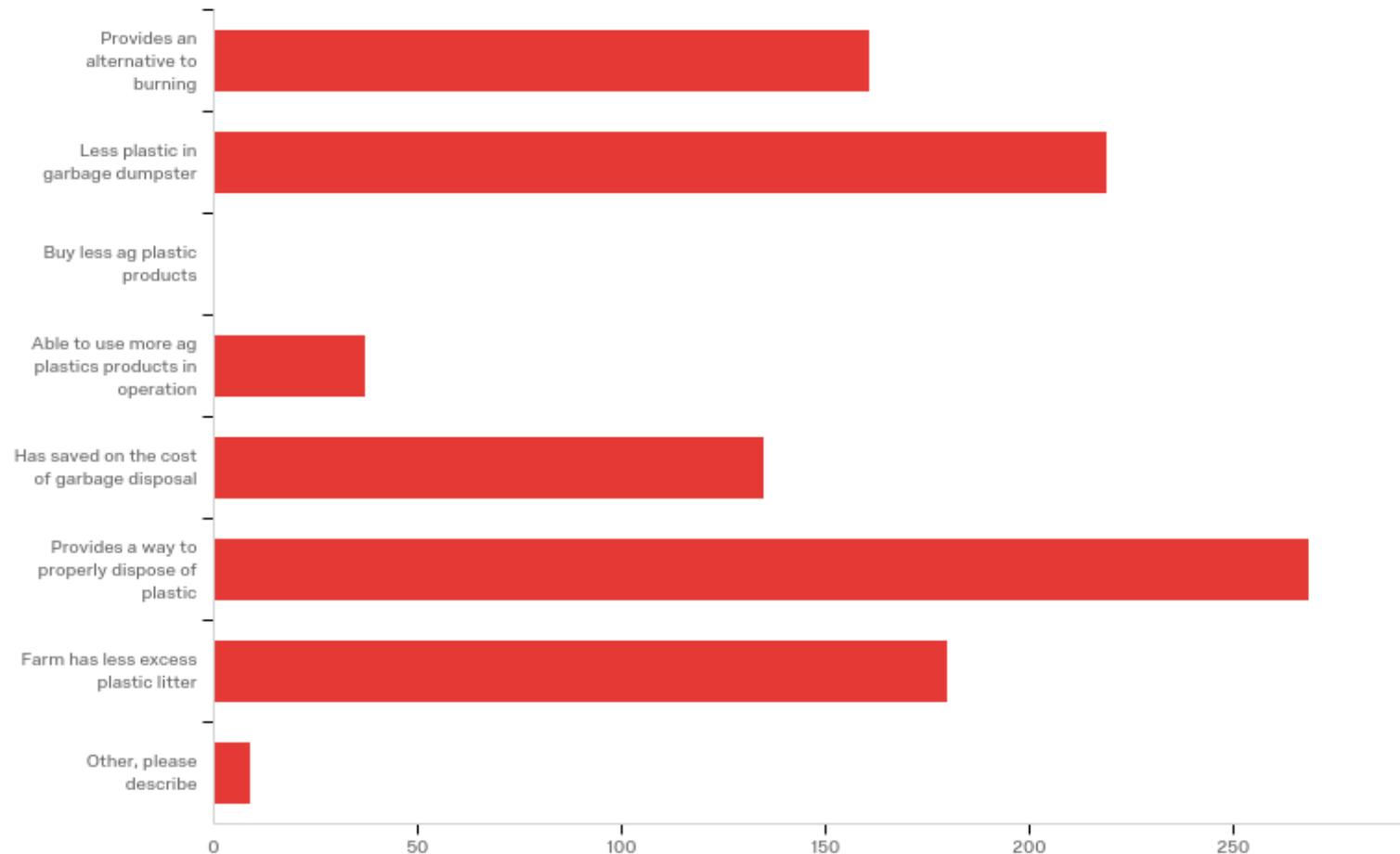
## Methodology

- ▶ A Qualtrics survey was emailed to approximately 2,000 Revolution Plastics customers and others regarding their agricultural plastics recycling practices, there were 392 responses to the survey.
- ▶ Not all survey respondents were currently using an agricultural plastics recycling dumpster provided by Revolution Plastics and were on a waiting list.
- ▶ The survey was approved by the Human Subjects Protection Administrator.
- ▶ The purpose of the survey was to examine the need for educational opportunities when it comes to agricultural plastics recycling.

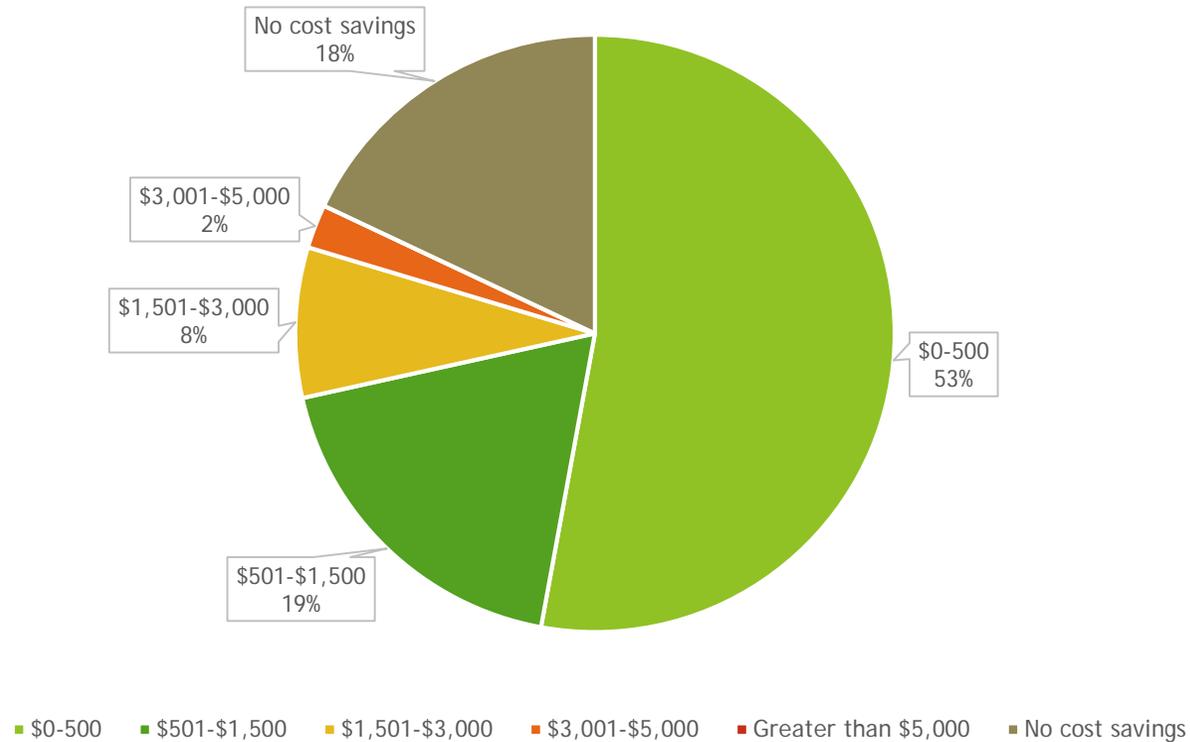
# What are your greatest challenges in recycling agricultural plastics?



# How have your waste management practices changed as a result of having a plastics recycling dumpster or bag available on your farm



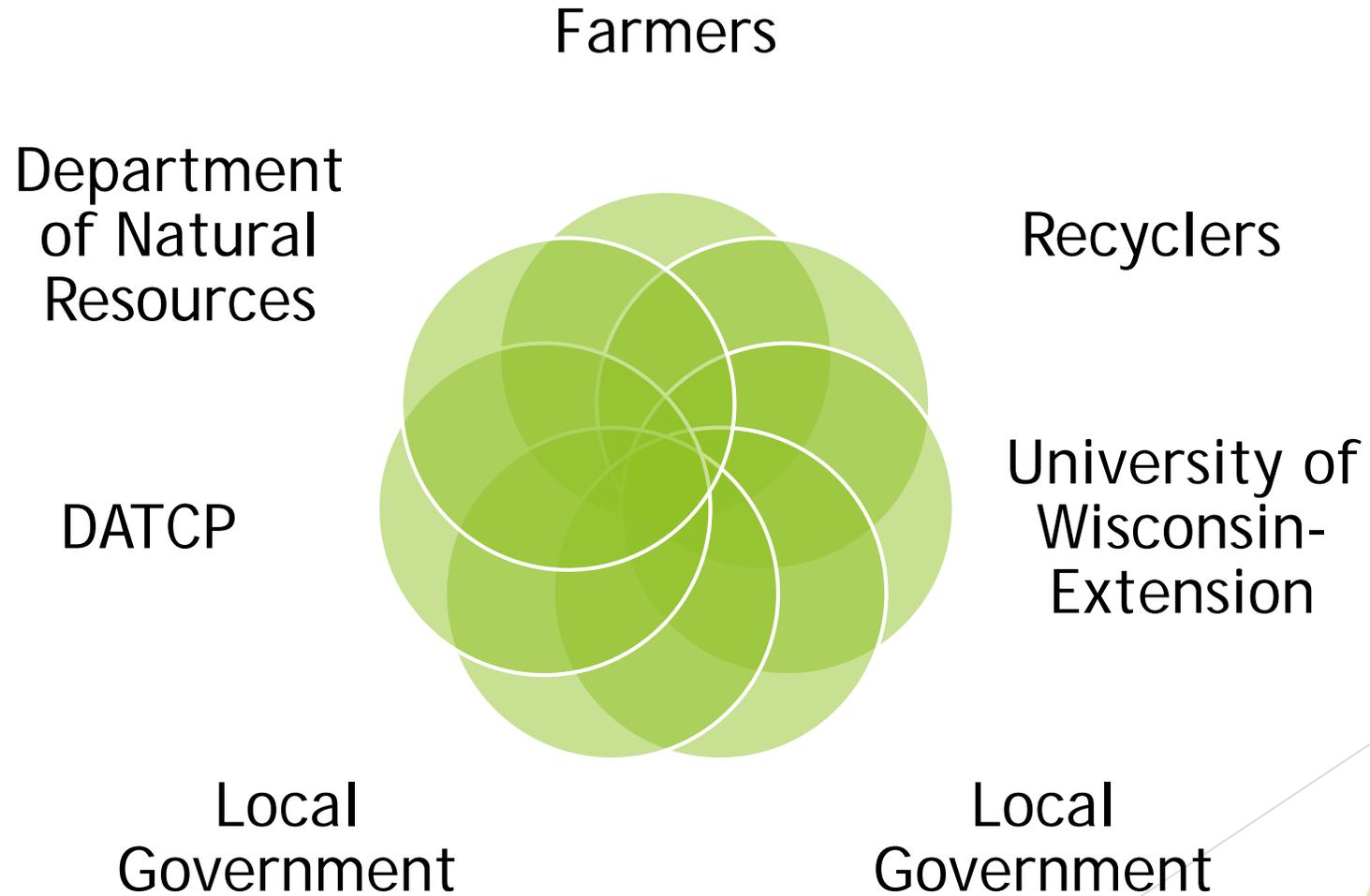
# What is your estimated annual cost savings?



# Findings and other considerations

- ▶ Half of survey respondents said it provides an alternative to burning.
- ▶ 56% said there is less excess plastic litter on the farm.
- ▶ Respondents indicated they used more ag plastics products because they were able to recycle it
- ▶ Farms seemed to underestimate their annual cost savings
- ▶ Perception vs. Reality

# Potential Partnerships



# Take Aways

- ▶ Potential for education in the areas of farm financial management, proper recycling techniques
- ▶ Efficient communication around pick-up schedules
- ▶ Increased partnerships with government entities and private sector



# Questions?



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