



AUSTIN RESOURCE RECOVERY BUSINESS RECYCLING CASE STUDY

JUICELAND

Jennifer Cupid, Director of Human Resources

Has your business been affected by the Universal Recycling Ordinance (URO)? If so, when?

We have had a recycling and composting program for many years so it is very easy for our company to comply with the new rules.

How did you hear about the URO?

We received a notification about this program from the Texas Restaurant Association Newsletter.

Who started the recycling program (employee, manager, tenants/customers)?

Our owner, Matt Shook, has seen this as a priority since the beginning.

Did the initiative come from the top/down or the bottom/up?

Top down, however our company culture includes environmental consciousness.



Were you already recycling before October 2012?

Yes.

What worked? What was the easiest to implement?

There is so much fruit pulp that has to be “wasted” at a juice bar. It’s a no brainer to compost this stuff. Our company has also been using compostable cups for years so it is a big part of the company philosophy to be aware of these things.

What didn’t work? What were your biggest challenges?

It’s difficult to direct customers to composting and recycling. The general public doesn’t always prioritize this the way that we do, and sometimes it seems like an inconvenience for people to read our labeled waste bins.

What surprised you?

Wasn’t surprised by too much really! Mostly that people aren’t informed about how easy composting is and how it works.

How was this useful to your company/business?

It feels good to know that the city recycling and composting for local businesses. Participating in this program was like getting a pat on the back for what we do.

Where did you see the biggest benefit- time, money, resources, or something else?

I enjoyed learning about how the city is facilitating a program like this. Our costs stayed the same as we have had a well-established program for many years. We opened a few stores last year during the program so it was nice to integrate these benefits with that.



What is an unexpected benefit that came from implementing this program?

Part of our reimbursement with went towards creating a community event that is growing in East Austin. We host this event, the JuiceLand Flea 4 All, at Kenny Dorham's backyard the 2nd Wednesday of every month. This space also values recycling and composting and we are happy to be a part of this community.

Would you share a funny, cool, or unusual story about recycling?

Well in the past we have found that baby opossums love to hang out in our recycling bins. Many of our unsuspecting employees have been freaked out by these little critters. Also bees love compost so it takes courage to open those bins. Another great tip is to breathe with your mouth closed unless you like the taste of gnats. Gross!

JuiceLand also participated in last year's Zero Waste Rebate program offered through the City of Austin and received \$1800 towards their recycling and composting program.

Describe the process for how trash, recyclable and compostable materials were handled. Were the containers sufficient in size and number?

Yes everything was great! We go through a lot of cardboard and compost so we have it down to a science.

Did you provide recycling or compost bins for employees only or for customers as well?

We provide for both. We have labeled cans in the stores.

Describe the education and signs your business used? What did you find to be most effective?

The culture is pretty well established among our employees. It really helps to talk to customers about our compostable cups. This causes the right amount of curiosity and triggers people to be more conscious about where they are putting their trash.



What advice would you give to others who are establishing, expanding or improving their diversion programs?

Just go for it! It's important to care about our environment and focus on reducing waste as much as possible.

Will you continue to offer services that were rebated through this program?

Absolutely.

Would you recommend this rebate program to others? Why or why not?

Yes. If you have never done this before it's awesome to have access to people that know how to get a program started.

What would you change about your collection services?

We are pretty happy with our collection services. We work with a great local company for our composting needs.

Did City of Austin staff provide other helpful information or assistance?

Yes. They were very dedicated and interested in what we were doing.

Have you seen a reduction in your landfill trash since the beginning of this rebate? Were you able to reduce the frequency of your trash collection services?

No, because we have done this since the beginning!

Please describe your **existing** collection services:

- a. Frequency, cost, size of dumpsters:
2-3 times a week and the cost varies per location/volume. 55 gal containers and 4-6 yards for cardboard and trash.
- b. Top 3 materials that are in containers:
Glass, cardboard and paper for recycling and fruit pulp, rinds, and peels for compost!
- c. Describe how full the containers are before pick-up (percent full)
Trash: 50-100%
Recycling: 100%
Compost: 100%

