



Minnesota Beverage Association

For further information, contact:

Roy Wallace, The Wallace Group, 651-452-9800, roy@wallacegroup.com

Tim Wilkin, Minnesota Beverage Association, 651-291-2722, tim@mnbev.com

REDOUBLING RECYCLING EFFORTS AT MINNESOTA STATE FAIR WITH 82 PERCENT INCREASE IN RECYCLING BINS ON THE FAIRGROUNDS

Greater convenience for visitors will boost recycling, with support of Minnesota's soft drink bottlers and distributors

Keeping beverage containers out of the waste cans just got a lot easier at the “Great Minnesota Get Together,” the Minnesota State Fair, where the key is to be responsible and do the right thing by recycling to the maximum extent possible. New recycling bins are sure to help.

The State Fair Committee moved well in advance of the opening to build the capacity to recycle on the fairgrounds, expanding the locations across the 320 acres. The Minnesota Beverage Association and the American Beverage Foundation for a Healthy America joined in providing a substantial grant to fund the purchase of 260 additional recycling bins. These will join with the existing 435 units, and 100 more from the state fair, to cover more than half of the waste containers located over the expansive site, which is expected to see nearly 2 million visitors this year. The Minnesota State Fair Foundation helped coordinate the effort.

“Minnesota’s non-alcoholic beverage industry is proud to support efforts that positively impact the environmental health of our great state,” said Tim Wilkin, president of the Minnesota Beverage Association. “Our industry has a record of leading the way on environmental stewardship, as evidenced by our 100 percent recyclable containers and our support for recycling whether you’re at home or on the go.”

Jerry Hammer, general manager of the Minnesota State Fair said it’s even easier to recycle now at the fair. “We appreciate the support from the Minnesota Beverage Association and the American Beverage Foundation to help the fair have even more recycling.”

Based on past experience, the State Fair has to handle more than 1,000 tons of waste material over the course of the 12-day run, or a little more than 83 tons a day. Past analysis of the contents of waste bins that were not near a recycling bin found that the waste bins actually contained about 80 percent recyclable material. This number drops to between 5 and 10 percent when the waste bin is accompanied by a recycling bin. Dramatically increasing the number of recycling bins near waste containers can be expected to substantially increase the percentage of material diverted to the recycling stream.

Sustainability consultants for the fair will analyze the outcomes this year to determine the impact of this expansion of convenient recyclables receptacles.

As an added bonus, the recycling bins acquired for use at the State Fair will be made available to organizations and communities around the state for use during their own events, outside of the State Fair dates.

About the Minnesota Beverage Association

The Minnesota Beverage Association's members are producers, marketers and distributors of almost every non-alcoholic beverage imaginable. For over 100 years the association has been committed to promoting the best of the beverage industry through information dissemination, recycling programs, awareness campaigns and providing timely updates on industry activities.

About the American Beverage Foundation for a Healthy America

The American Beverage Foundation for a Healthy America strives to make a significant contribution to the health of local communities by providing grants to support community organizations that work to advance both the physical health of their local citizens and the environmental health of their communities.

About the Minnesota State Fair Foundation

The Minnesota State Fair Foundation preserves and improves the historic Minnesota State Fairgrounds, and supports State Fair agricultural, scientific and educational programs.

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