



August 12, 2014

Solid Waste Management Innovation Fund Strengthening Communities for a Sustainable Future

\$100,000 Investment Supports Green Innovators in Newfoundland and Labrador

The Multi-Materials Stewardship Board (MMSB) is providing \$100,000 to nine innovators in Newfoundland and Labrador through the Solid Waste Management Innovation Fund. The Honourable Vaughn Granter, Minister of Environment and Conservation and Minister Responsible for the Multi-Materials Stewardship Board, made the announcement today at the Petty Harbour Mini Aquarium.

“Today’s funding announcement demonstrates the importance of local innovation in developing technologies, products, services and processes that can further guide our communities towards achieving Newfoundland and Labrador’s 50 per cent waste diversion goal and helping protect our environment.”

- *The Honourable Vaughn Granter, Minister of Environment and Conservation and Minister Responsible for the Multi-Materials Stewardship Board*

The Solid Waste Management Innovation Fund provides a non-repayable maximum contribution of \$15,000 to provincially-owned and/or operated businesses, industry associations and non-profit organizations for initiatives that support solid waste management in Newfoundland and Labrador at any stage of the waste management hierarchy (reduce, reuse, recycle or recover).

“Through the Solid Waste Management Innovation Fund, MMSB is committed to helping local innovators and entrepreneurs explore the potential of initiatives that are uniquely positioned to identify new ways to divert waste from landfills throughout the province.”

- *Mike Samson, Chief Executive Officer of the Multi-Materials Stewardship Board*

Recipients of the Solid Waste Management Innovation Fund are Birch Lane Farm, Chicken Farmers of NL, Esteem Women, Ever Green Environmental, From Nature’s Seeds, Lester Farms Inc., New Found Fibre Products, Shell-Ex, and the Petty Harbour Mini Aquarium.

Information about this year’s recipients is included in the attached backgrounder.

“The Petty Harbour Mini Aquarium is excited to be a recipient of the Solid Waste Management Innovation Fund, and we are looking forward to building a new education

program that will teach youth and the young at heart about the connection between household waste and marine debris.”

- Keith Moore, Executive Director of Petty Harbour Mini Aquarium

Since the launch of the Solid Waste Management Innovation Fund in 2009, MMSB has funded 28 projects and dispersed more than \$300,000.

QUICK FACTS

- MMSB is providing \$100,000 to nine local innovators through the Solid Waste Management Innovation Fund.
- The Solid Waste Management Innovation Fund provides a non-repayable maximum contribution of \$15,000 to provincially-owned or operated businesses, industry associations and non-profit organizations.
- Funding is to be used for the development of new or improved technologies, products, services or processes that support the management of solid waste in Newfoundland and Labrador.
- MMSB has funded a total of 28 projects and dispersed more than \$300,000 since the launch of the Solid Waste Management Innovation Fund in 2009.

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BACKGROUNDER 2014 Solid Waste Management Innovation Fund

The following projects will receive funding from the 2014 Solid Waste Management Innovation Fund for various innovative business concepts.

Project	Project Description	Provincial Funding Amount
Birch Lane Farm	Composting commercial waste to produce a rich soil amendment to grow organic produce	\$15,000
Chicken Farmers of NL	Exploring the potential of creating pellets from paper and cardboard to produce a bedding material that is suitable for the chicken farming industry	\$12,600
Esteem Women	Educating young women about waste reduction and reuse through presentations	\$5,000

	and hands-on activities	
Ever Green Recycling	Expanding its wine and beer bottle de-labeling and sanitizing program to reduce the environmental impact of the production and shipping of new glass bottles	\$15,000
From Nature's Seeds	Composting shrimp shells in partnership with the Northern Peninsula Regional Service Board	\$13,580
Lester Farms Inc.	Exploring options to use commercial bakery waste as a pig feed substitute	\$8,008.76
New Found Fibre Products (Geoff Stevens)	Recycling residential and commercial cardboard into livestock bedding for local farmers	\$15,000
Petty Harbour Mini-Aquarium	Educating youth and young at heart through the delivery of the "Keep Our Sea Waste-Free" program, designed to educate visitors about the connection between household waste and marine debris	\$5,000
Shell-Ex	Processing poultry feathers and fishery and aquaculture by-products into protein meals, fish oil and chitin-rich shell to be sold to local, national and international markets, diverting thousands of tonnes of organic waste from landfills and the ocean	\$15,000

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