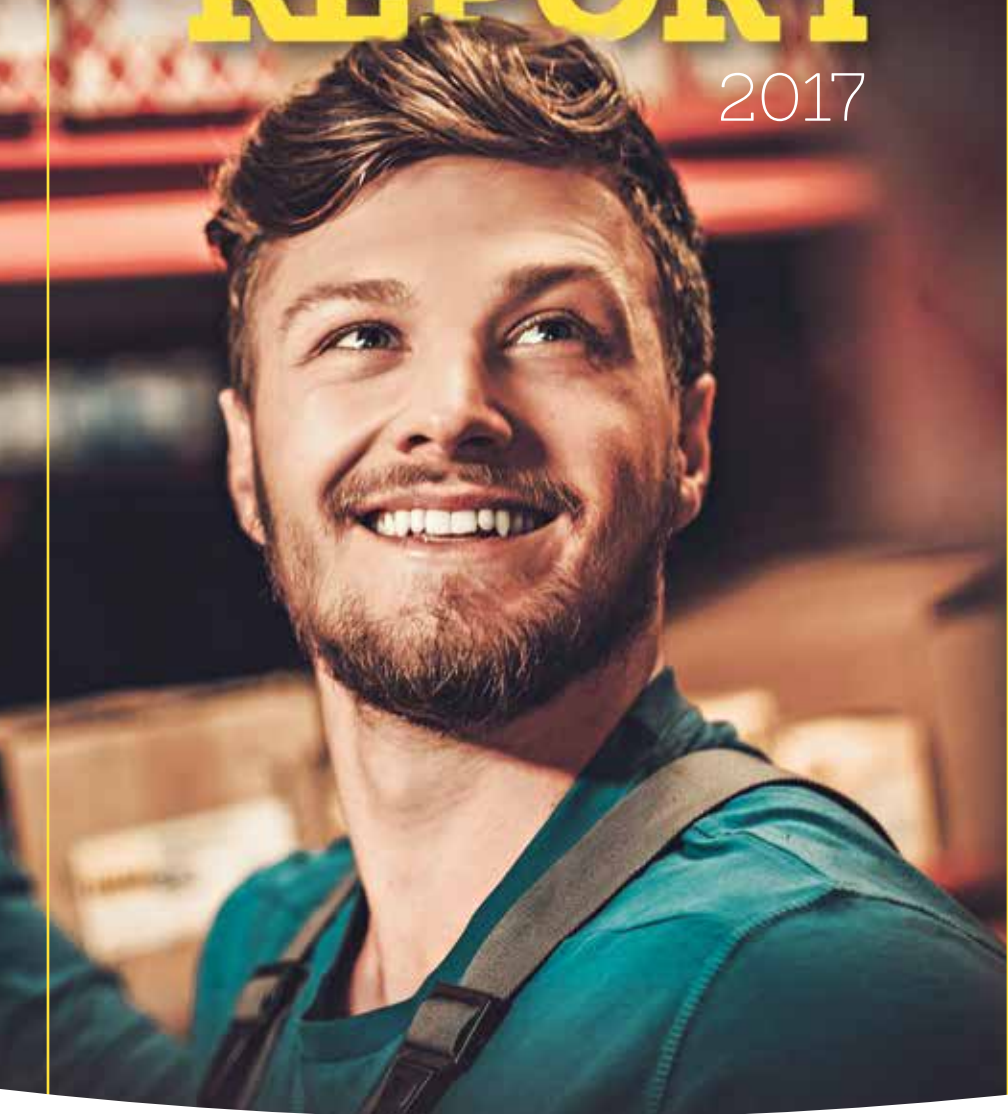


# ANNUAL REPORT

2017



  
cleanfarms

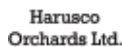


Canadian agriculture is built on strong partnerships. ADAMA collaborates with its industry colleagues through organizations like Cleanfarms to ensure all farmers have access to programs that allow them to grow sustainably.

**Darren Palendat**

ADAMA Agricultural Solutions Canada

## OUR MEMBERS





## Who We Are

Cleanfarms is a non-profit industry stewardship organization committed to environmental responsibility through the proper management of agricultural waste. Cleanfarms' programs manage agricultural waste from farms across Canada and have been emulated internationally. The success of these programs highlights the commitment of farmers, manufacturers, retailers, distributors, municipalities and provinces to agricultural environmental responsibility.

## Mission

Enable environmental sustainability through effective stewardship of waste, agricultural plastics and packaging.

## Vision

To be the leading Canadian stewardship organization for recycling agricultural plastics and packaging.

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# LEADERSHIP MESSAGE

**As Canada's leading environmental stewardship organization, we are proud of our long history of partnerships. Our collective efforts aim at one overarching goal: to support farmers in every region by delivering programs that are responsive, sustainable and effective.**

Reflecting on our past year, one thing is clear: agricultural waste management remains a highly rewarding and increasingly complex business. We continue to operate award-winning programs and collaborate with over 1,000 collection sites and hundreds of partner organizations. By sharing our knowledge, resources and infrastructure, we can extend our programs and our reach to more farming communities across the country.

Our commitment to excellence is the reason that our stakeholder relations manager is in constant contact with farmers and other partners at industry events. It's why our operations team is willing to assist a collection site partner on a Sunday

afternoon, and why our coordinator can patiently guide a farmer on how to best dispose of a product they no longer need.

Cleanfarms' recent accomplishments elevate our own benchmarks of success and indicate our future direction. These exciting achievements come from the collective power of the Cleanfarms community – our staff and board, our members, our partners and the farmers whose commitment to the environment gives life to positive change in our communities every day.

Through that filter, we can proudly say that 2017 was a successful year for Cleanfarms. We have:

- Strengthened community collaborations to better serve farmers in every region
- Dedicated ourselves to operational excellence
- Revitalized our brand strategy, galvanizing communities more than ever
- Flourished with strong and effective governance

In the pages that follow are the highlights of another successful year. They provide a glimpse of our extraordinary Cleanfarms community. You'll learn that in 2017, we started writing a new chapter of the Cleanfarms story. We embarked on a comprehensive rebrand initiative that included a new logo, positioning, and website, all of which represent our bold ambition to never stop leading the way in innovation, personality and thought. You'll also learn that our container recovery rates continue to exceed our expectations, and that our obsolete pesticide and livestock and equine medications collection was once again delivered with astounding success. Through the program, farmers in Prince Edward Island, Quebec, Saskatchewan and British Columbia had the opportunity to safely dispose of unwanted or obsolete products and animal health medications. Since the program was first introduced in 1998, approximately 3 million kilograms of obsolete pesticide products were safely disposed of via incineration.

In 2017, we also successfully navigated China's tough new recycling standards. China's decision to impose new purity standards on the recycled materials it takes in from around the world left many Canadian municipalities and businesses with piles of garbage and hefty extra costs. Our domestic markets became overwhelmed and recycling came to a halt. Instead of incinerating or landfilling the plastic, Cleanfarms continued to explore all options, ensuring every kilogram collected can be recycled into new products.

As we reflect on our accomplishments this year, we are keenly focused on the future. Based upon our track record and strong performance, we are well positioned to sustain our success, broaden our impact and expand our organization into new frontiers.

We look forward to a successful future together.



**Barry Friesen**, P.Eng.  
General Manager



**Brad Orr**,  
Marketing Leader Canada  
Corteva Agriscience™  
Agriculture Division of DowDuPont™  
Chair, Board of Directors





# 2017

## YEAR IN REVIEW

Cleanfarms plays an important role in protecting the environment by keeping recyclable materials out of landfills and burn piles. Thanks to our strong partnerships, a powerful ripple effect of change is happening in communities across the country.

### BY THE NUMBERS: Making Change Happen Together

**Collected since Inception** *(Numbers rounded)*

**120 million containers**

Pesticide & fertilizer  
containers (23L or less)

**79,000 containers**

Non-refillable bulk  
pesticide containers

**3 million kg**

Obsolete pesticides

**40,000 kg**

Obsolete equine/  
livestock medication

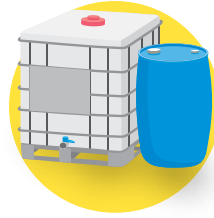
**924,000 kg**

Empty seed &  
pesticide bags

## 2017 Achievements



**5,053,731**  
empty pesticide  
and fertilizer  
containers returned.



**42,732**  
non-refillable bulk  
containers collected.



**298,925**  
kg of empty seed and  
pesticide bags  
returned.



**269,749**  
kg of obsolete  
pesticides returned.



**5,050**  
kg of livestock and equine  
medications collected.

### Obsolete Pesticides and Medication Collected in 2017

Region	Pesticides	Livestock/Equine Medication
British Columbia	22,832 kg	1,470 kg
Saskatchewan	181,804 kg	2,804 kg
Quebec	39,325 kg	421 kg
Prince Edward Island	25,788 kg	355 kg
<b>TOTAL</b>	<b>269,749</b> kg	<b>5,050</b> kg

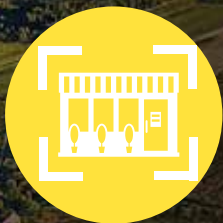


# STRATEGIC PLAN

1. Build partnerships and work toward solutions that ensure Canada's farming communities can enjoy a clean, safe and sustainable environment today, tomorrow and well into the future.
2. Anticipate the needs of farming communities and commit to innovative solutions and best practices to facilitate continuous operational improvement.
3. Use education, communication and capacity building to engage farmers and ensure they understand the importance of caring for their land.
4. Act openly and transparently.



## Strategic Plan 2017 Highlights



**We minimized operational pressure on retailers.**



**We achieved zero overdue service requests in Saskatchewan.**



**We pursued higher value markets for recycled plastics.**



**We made our programs available to more farmers across Canada.**

# OPERATIONAL HIGHLIGHTS

As we continue to grow in scale and complexity, our focus remains on creating value for our stakeholders. Our programs offer a tangible way to address agricultural waste management and resource recovery in the community.

## Empty Container Recycling Program

Over 1,000 agricultural retailers and municipalities help make container recycling accessible to Canadian farmers.

Farmers returned over five million small (less than 23 L) commercial pesticide and fertilizer containers in 2017. Close to 43,000 non-deposit bulk containers were also brought in for recycling.

### *Supporting our collection partners*

In 2017, Cleanfarms developed a more robust online pickup request system to help our contractors better manage thousands of

requests from agri-retailers. This has resulted in more efficient service and zero overdue requests, particularly in Saskatchewan.

2017 also marks the first year that the non-deposit bulk container program was available to retailers across the country.

As we move into 2018, we remain committed to strict material tracking through the recycling chain, rigorous health and safety standards, and harmonization of services.

*This program was made possible thanks to the funding support of our members.*



### **Rinse**

Triple or pressure rinse



### **Remove**

Caps and booklet



### **Return**

to your local collection site

# 65%

Approximately 65% of small containers sold into the marketplace are returned through this program.



**BY THE NUMBERS:**  
**Empty Container Recycling Program For 2017**

**84,777**  
Prince Edward Island

**24,726**  
Nova Scotia

**39,804**  
New Brunswick

**336,408**  
Quebec

**846,185**  
Ontario

**576,995**  
Manitoba

**1,819,719**  
Saskatchewan

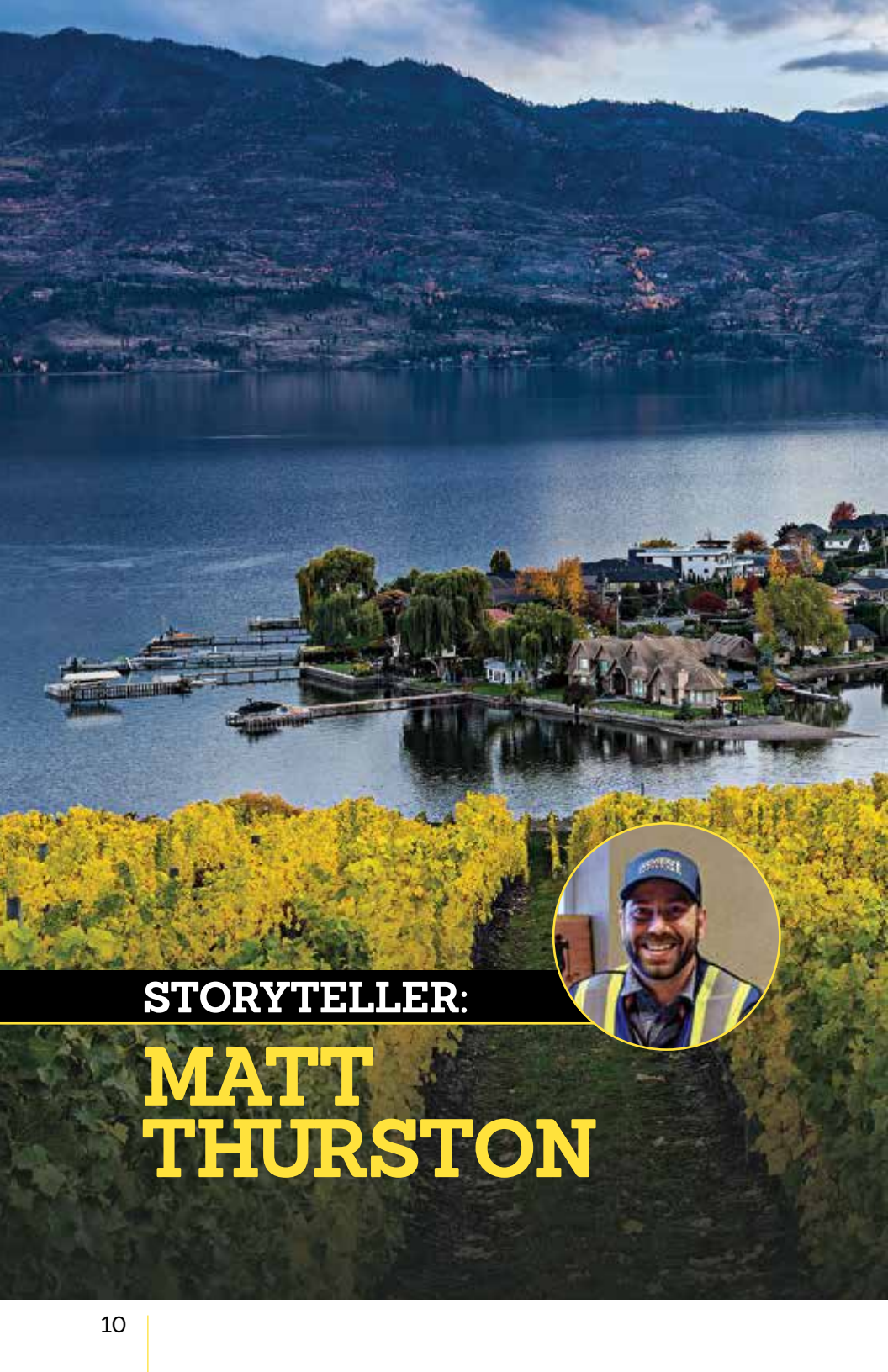
**1,221,764**  
Alberta

**103,354**  
British Columbia

TOTAL CONTAINERS RECYCLED

**5,053,731**

(estimated)



**STORYTELLER:**

**MATT  
THURSTON**





*For us, environmental stewardship means doing everything we can to mitigate and prevent any impact on the environment around us. We live in one of the best countries in the world and we want to keep it that way.*

**Matt Thurston is the general manager of Growers Supply Limited, a commercial wholesale supplier of orchard, vineyard and farm products, lawn and garden supplies and irrigation systems in Kelowna.**

The company currently offers the pesticide container program as well as the obsolete pesticide and livestock and equine medications collection program to farmers.

And while Matt and his team distribute print material at trade shows and industry events that sell the benefits of recycling, Kelowna farmers need no encouragement to participate in these sustainability initiatives.

"The farmers in our area take it upon themselves to take advantage of the Cleanfarms programs," says Matt. "It gives them a way to properly dispose of their containers and any obsolete products they are not able to spray anymore."

Consumers benefit first-hand from the healthy food that Canadian farmers provide to them. However, consumers aren't always fully aware of the programs and tools that farmers use to grow their food while preserving and protecting the environment. Cleanfarms programs help farmers be more sustainable with virtually no impact to their bottom line.

"If Cleanfarms programs were not available in our community, farmers would have to bring back their pesticide containers to a hazardous waste facility to handle these products," says Matt. "This would come at a heavy cost and burden to the producers."





## **OBSOLETE PESTICIDE AND LIVESTOCK MEDICATION COLLECTION PROGRAM**

At Cleanfarms, we know that by working with others, we can deliver important programs and extend our reach to even more farmers across Canada. Through partnerships with our members, the provincial and municipal governments and our strong network of collection sites, we are building cleaner agricultural communities. Cleanfarms worked with 57 municipal and retail partners to deliver the 2017 obsolete collection campaign.

The obsolete collection program is part of the plant science and animal health industry’s commitment to the responsible lifecycle management of their products. In 2014, we partnered with the Canadian Animal Health Institute (CAHI) to add the collection of livestock and equine medications to our existing program.

Canada’s farmers have a long history of good stewardship practices and have been participating in the obsolete collections program since 1998. This year’s collection was a great success thanks to the support of agri-retailers and our funding partners. We’re proud to offer a collection program that ensures unwanted and obsolete pesticides, as well as livestock and equine medications, can be disposed of in an environmentally responsible way.

The obsolete collections program is generally delivered in each province or region of the country every three years and comes at no cost to farmers. In 2017, farmers in Prince Edward Island, Quebec, Saskatchewan and British Columbia had the opportunity to participate in the program. In 2018, collections will be delivered in Nova Scotia, New Brunswick, Saskatchewan, Alberta, and British Columbia. In between collections, farmers are encouraged to safely store their unwanted pesticides and livestock and equine medications until they can properly dispose of them through the program.

*This program was made possible thanks to the funding support of our members.*

**BY THE NUMBERS:**  
**Obsolete Product Collection Program Totals for 2017**

Region	Pesticides	Livestock/Equine Medication
British Columbia	22,832 kg	1,470 kg
Saskatchewan	181,804 kg	2,804 kg
Quebec	39,325 kg	421 kg
Prince Edward Island	25,788 kg	355 kg
<b>TOTAL</b>	<b>269,749</b> kg	<b>5,050</b> kg



**STORYTELLER:**

**HEATHER  
REALFFE**



*Ferme Impériale is one of the biggest farms in our region. With 850 hectares of cultivated land, they generate a lot of seed bags and pesticide containers. They rely heavily on the Cleanfarms programs.*

**Agrocentre Farnham Inc., of Stanbridge Station, Quebec is a long-time Cleanfarms partner. The company provides agricultural services that help farmers improve their profitability, efficiency and sustainability. It also offers seed bags and pesticide containers collection programs, as well as the obsolete pesticides and livestock and equine medications collections to its customers. Agrocentre makes it more convenient for farmers to dispose of their agricultural waste properly.**

“When we ship seed to farmers, we make sure to include a few recycling bags,” says Heather Realffe, Operations Director. “This encourages them to fill the recycling bags with their empty seed bags and makes it easier for them to participate in the Cleanfarms program.”

Sustainability is an integral part of Agrocentre’s corporate strategy and is one of their main drivers for growth. By supporting Cleanfarms recycling programs, they contribute to the overall health and well-being of their community.

“Part of our company mandate is to ensure everything that we do as a business respects the environment,” says Heather. “We participate in community initiatives to help prevent pollution, and we have comprehensive environmental training programs for our staff to ensure that they understand and support our sustainability objectives.”

# EMPTY SEED AND PESTICIDE BAG PROGRAM

Our empty seed and pesticide bag program offers an easy and safe alternative to dispose of empty bags. This program is a success due in part to the dedication of seed and pesticide companies, our retail collection sites and farmers who take the time to properly package their bags and return them.

2017 marks the second year this program is available across Eastern Canada. The total number of collected units continues to increase and we expect that this upward trend will continue over the coming years. In 2018, we will focus on growing the program by introducing a new fertilizer bag collection in Quebec that will eventually expand throughout the rest of Eastern Canada.

With the support of Canadian Seed Trade Association (CSTA) we will also introduce a pilot project for empty seed and pesticide bags in Saskatchewan.

*This program was made possible thanks to the funding support of our members and additional contributions by the CSTA.*

## BY THE NUMBERS: Empty Seed and Pesticide Bag Program for 2017

**10,590 kg**  
Prince Edward  
Island

**380 kg**  
Nova Scotia

**680 kg**  
New Brunswick

**109,960 kg**  
Quebec

**177,315 kg**  
Ontario

TOTAL  
**298,925 kg**





**STORYTELLER:**

**VINCENT  
COUTURE**



*From the beginning, we knew that Cleanfarms programs are important to farmers in our area. We received a phone call from our Mayor who is also a farmer to congratulate us on serving the needs of our community.*

**Vincent Couture is the Crop Production Manager at La Coop Comax, in the Montérégie region of Québec. A long-time Cleanfarms partner, Vincent believes that sustainability should be embedded into every farming operation. The retailer offers several environmental stewardship programs for pesticide containers, seed bags, and obsolete pesticides and livestock and equine medications to its customers.**

“We have to be responsible for our waste,” says Vincent. “Farmers in our community are very keen and they actively participate in the Cleanfarms programs we support. They want to take care of their land for future generations.”

La Coop Comax actively promotes the importance of recycling to its customers and suppliers and strongly encourages its custom applicators to take back their empty pesticide containers for recycling. It runs about seven collections in the community, so farmers don’t have to drive far to return their pesticide containers and seed bags for recycling. So far, this model is resonating with the community.

“One of our custom applicators takes recycling so seriously that he invested in equipment that helps him rinse containers and transport them,” says Vincent. “And one of our biggest customers recently returned two years’ worth of his pesticide containers in a heavy-duty truck. We found this quite funny because it would have been easier to take the jugs back more regularly in his pickup truck, but the important thing is that he wanted to make sure they were properly recycled and put into good use.”

Most recently, La Coop Comax evolved its sustainability platform. The company began its collaboration with a local nursery program and it currently offers its customers an opportunity to plant trees and shrubs as wind breaks, or close to the waterways to avoid erosion and protect water quality.



## PILOT PROJECTS

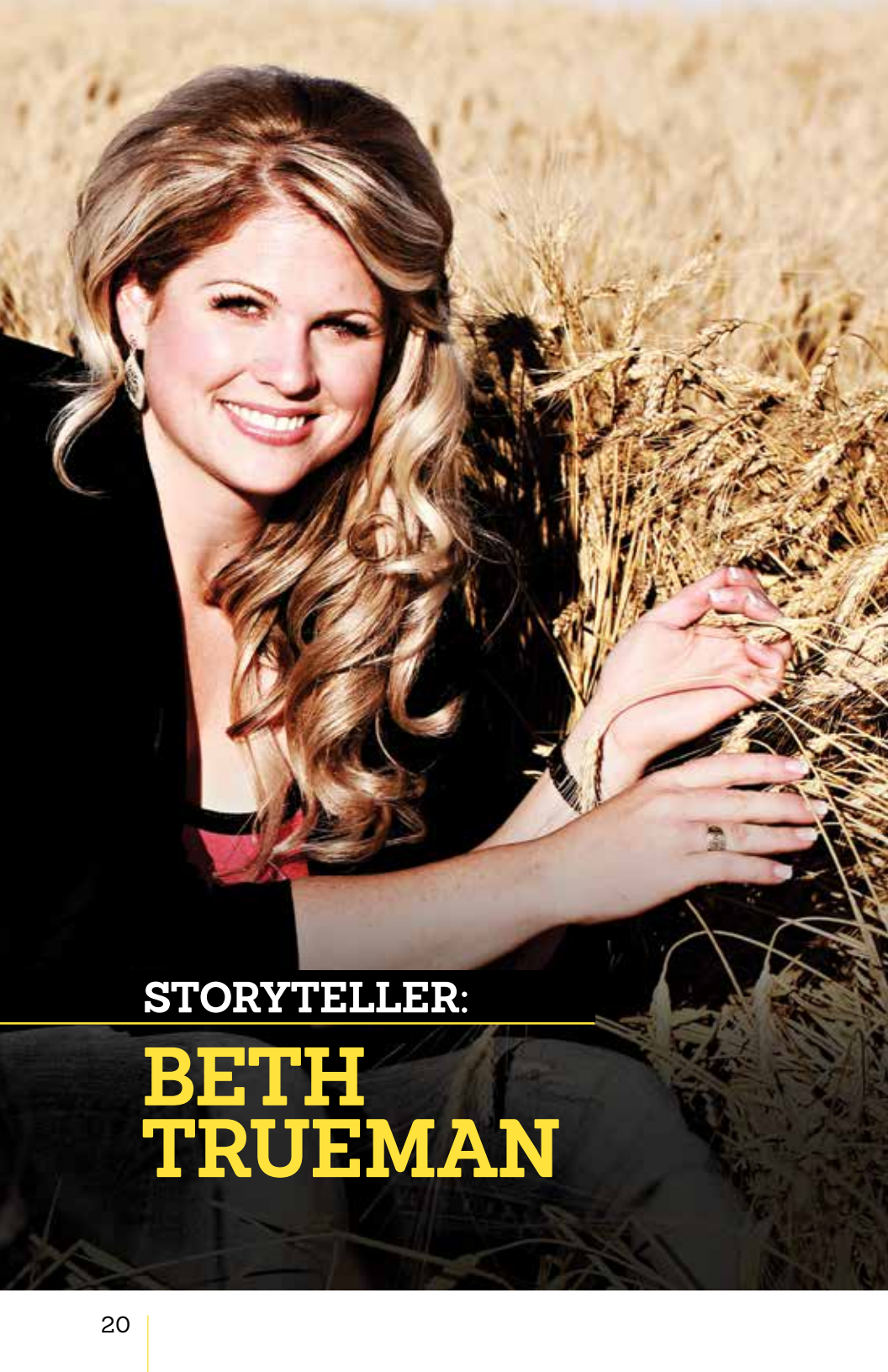
**The world's best organizations are founded on strong community support, and we're proud to say that this has always been true for Cleanfarms.**

The Manitoba plastic film and twine pilot project provides farmers with an opportunity to dispose of their agricultural plastics in a more sustainable way. The goal of the program is to divert more waste from landfills and prevent on-farm burning, both of which can have negative impact on the environment.

Cleanfarms began operating the pilot program in 2013 with funding from Manitoba Sustainable Development (formerly Green Manitoba). The program was initially available at just three collection sites and

has since grown to 15, with plans for further expansion. The program is proving to be a success as Manitoba farmers and municipalities are becoming increasingly interested in recycling these plastic materials instead of landfilling or burning.

In 2017, Manitoba farmers recycled over 40,000 kilograms of agricultural plastics. Since we first introduced the program, more than 75,000 kilograms have been collected across the province.



**STORYTELLER:**

**BETH  
TRUEMAN**



*As an agronomist, I am often asked what producers can do about an old product that is left over. It takes up a lot of space on farm property so there needs to be a way to get rid of this material in a responsible way.*

**Beth Trueman is an agronomist at Limerick Coop in Saskatchewan. The company currently offers the empty container recycling programs, as well as the obsolete pesticide and livestock and equine medications collection to farmers. Limerick Coop has been a long-time Cleanfarms partner and Beth attributes the success of each program to farmers' willingness to do the right thing.**

"Saskatchewan farmers care about their land and the environment because their livelihood depends on it," says Beth. "In our area, farmers need no encouragement to participate in Cleanfarms programs. They are good stewards of the land and want to dispose of agricultural waste in a way that benefits the environment."

Across the province, farmers recycle many kinds of agricultural waste. Everything from pesticide containers to agricultural plastics. When farmers return agricultural waste material for recycling, it is typically cleaned, pelletized at a processing facility and transformed into new products. These can include everything from farm drainage tile and horticultural trays to pallets, garbage bags and more. Saskatchewan farmers are deeply invested in reducing their environmental impact and they are the reason behind our partnership with Limerick Coop.

"We decided to partner with Cleanfarms mainly because of our customers," says Beth. "Producers want to be able to do what they can to reduce their environmental impact and Cleanfarms programs help meet that demand. If these programs were not available to farmers, they would have to resort to less environmentally-friendly options to get rid of their agricultural waste."

More recently, Cleanfarms partnered with communities across Saskatchewan to offer a province-wide recycling program for grain bags. Saskatchewan farmers have clearly embraced grain bag recycling. More than 4 million kilograms have been collected through various pilot programs that have been available since 2011.





# MEMBER SERVICES

**How can we continue to deliver the very best programs to farmers across the country? And how do we exceed the expectations of our members and partners? These fundamental questions drive virtually everything we do at Cleanfarms.**

At Cleanfarms, we believe that stewardship is a conversation. This is one of the reasons Cleanfarms attended a number of farm shows in Western Canada last year. These events allow us to hear first-hand from the farmers who use our programs and the retailers who help deliver them.

With the expansion of agricultural plastics recycling programs, the role that municipalities play in helping farmers recycle continues to grow. Cleanfarms is in touch with its municipal partners through a variety of events delivered by organizations like the Saskatchewan Association of Rural Municipalities and the Manitoba Association of Rural Recyclers.

On a national and international level, Cleanfarms is often called upon to share its expertise. Cleanfarms participated in the Conference on Canadian Stewardship and several international events that focused on crop protection initiatives. These events also provide the opportunity to explore harmonization and market access.

While delivering programs that help growers farm sustainably is the most visible thing that we do, Cleanfarms is also very engaged within Canada's vast recycling/stewardship network which allows us to influence policies and practices that, in the long run, benefit Canadian farmers and our members who deliver innovative products to support them.



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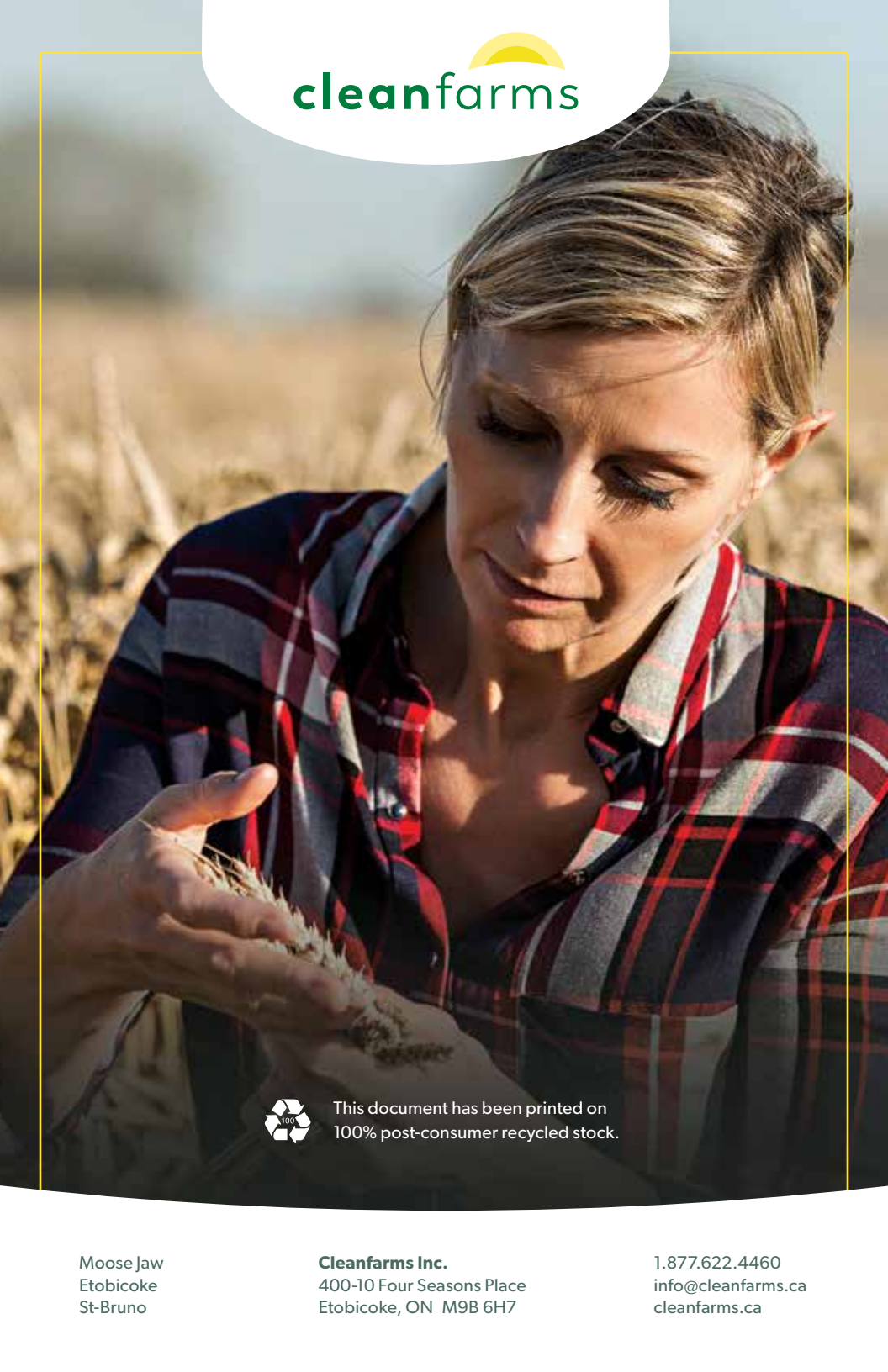
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