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Nebraska Recycling Council wants Nebraskans to know that the best kind of paper is the paper not used in the first place. In honor of America Recycles Day, November 15<sup>th</sup>, the Council encourages every household to sign a pledge to reduce paper consumption. Visit <https://nrcne.org/ard2019-pledge/> to take the pledge, enter into a drawing, and learn more about recycling.

The average American consumes almost SIX 40-FOOT TALL TREES worth of paper each year, and about 40% of that is what the recycling industry calls "mixed paper." Currently, and for the foreseeable future, mixed paper has no value in the recovered commodities market, yet it comprises about 40% of the material processed at Material Recovery Facilities (MRFs) in the U.S., so it's doubly important to reduce consumption because it drives up the cost of recycling for everything else.

### What exactly is mixed paper?

- Telephone books, paperback books
- Junk mail (including envelopes and coupons)
- Magazines containing glossy coated paper, catalogs
- Glossy flyers and mailers
- "Kraft" paper grocery bags
- White and colored ledgers
- Cereal boxes, shoe boxes and other similar packaging
- Paper egg cartons, construction paper

### The Junk Mail Curse

Perhaps the most offensive of all mixed paper is junk mail. Junk mail includes unsolicited mailers that advertise services and products. The New York University School of Law researched the impact of junk mail and uncovered these alarming statistics:

- 5.6 million tons of catalogs and other direct mail advertisements end up in U.S. landfills annually.
- 44 percent of junk mail is thrown away unopened, but only half that much junk mail is recycled.
- The average American household receives 848 pieces of junk mail, which equals 1.5 trees every year and more than 100 million trees for all U.S. households combined. That's the equivalent of deforesting all of Rocky Mountain National Park every four months.
- Largely due to deforestation, junk mail manufacturing creates as much greenhouse gas emissions annually as 3.7 million cars.

### The Story of Stuff

Check out this great video about [Junk Mail](#) created by The Story of Stuff from their *The Good Stuff* video series.



### How to reduce Junk Mail

To most of us, any junk mail is too much. Here are some resources that will take your personal information off most unwanted mailing lists, although none can guarantee your name will be removed from every mailing list on which it appears.

- **Opt out of prescreened credit offers** at [www.optoutprescreen.com](http://www.optoutprescreen.com) or call toll-free 1-888-5-OPT-OUT (1-888-567-8688).
- **To be removed from marketers' mailing lists** sign up with the Direct Marketing Association's Mail Preference Service at [www.DMAchoice.org](http://www.DMAchoice.org). You have to re-register every three years.
- **The National Do Not Mail List** also removes names from direct mail lists. Visit [https://www.directmail.com/mail\\_preference/](https://www.directmail.com/mail_preference/) or call 212-768-7277 ext. 1888. It takes around 30 to 90 days for the registration to take full effect.
- **Catalog Choice** can be used to cancel catalogs and junk mail for yourself and on behalf of another person. Visit <https://www.catalogchoice.org/>.
- **PaperKarma** is an app to stop unwanted junk mail and catalogs. Visit <https://www.paperkarma.com/> to create an account.

### Why Recycle?

First reduce or refuse, then reuse, then recycle or compost paper as a last resort, but don't landfill! According to the EPA, recycling one ton of paper can save:

- 17 trees
- 7,000 gallons of water
- 3.3 cubic yards of landfill space
- 4,000 kilowatts of energy (reducing greenhouse gases by one metric ton of carbon)



**TAKE THE PLEDGE**

# RegeNErate Nebraska: Growing Nebraska Communities From the Soil Up



**Wednesday, November 6th**

**Noon-1pm**

**Speaker: Graham Christensen**



In a new era with increased extreme climatic events, Nebraska agriculture is facing serious challenges. However, the solution lies in the soil through regenerative farming and ranching practices that offer us the best chance to reduce rapidly rising greenhouse gas emissions and prevent water from further degradation, all while creating new economic opportunities around food production. This presentation will focus on the numerous problems with the current agriculture model and offer a glimpse of the work that is already transforming Nebraska into a regenerative ag leader.

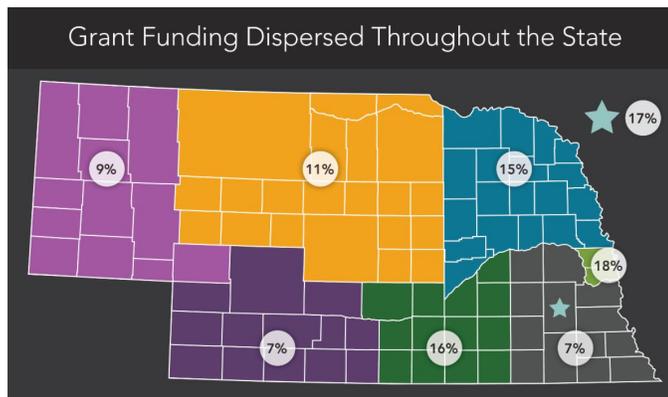
**REGISTER**

## Recycling Equipment Grants

Nebraska Recycling Council is happy to report that from 2016-2018, 26% of the grants funded were awarded for used equipment or to repair existing equipment. 40% of the grant funds were used for cities/villages with populations less than 5,000 in Nebraska. The following map shows the relative fund disbursements in each territory. The 55 recycling equipment grants awarded in this period serve more than 978,382 people in Nebraska. We are proud to partner with Nebraska Environmental Trust!

To date, 108,287,274 pounds have been recycled, just in this grant period without all the recycling reports yet submitted. For more info and to apply for a recycling equipment grant: <https://nrcne.org/equipment-grants/>

**APPLY**



## Compost Corner



### [Compost Key to Sequestering Carbon in the Soil](#)

*By moving beyond the surface level and literally digging deep, scientists at the University of California, Davis, found that compost is a key to storing carbon in semi-arid cropland soils, a strategy for offsetting CO2 emissions.*

### [Composting for Community Podcast](#)

*On the Composting for Community Podcast, they bring you stories from the people doing this work on the ground and in the soil. Guests talk shop about their composting projects, and share their inspirations and lessons learned.*

## Webinars & Events



### [Free Social & Behavior Change Networking Event led by SMANA](#)

Wed, Nov 13th | 5:30-7 pm | Modern Love, Omaha | [REGISTER](#)

### [Recycle a Cycle for the Holidays](#)

Thurs, Nov 14th | 6-9 pm | Drop-off Event | Lincoln Bike Kitchen, 1535 S 1st St

### [What You Need to Know about the New AASHTO Specification 294R - Recycled Content in Drainage Pipes](#)

Mon, Nov 18th | 1-2:30 pm | [REGISTER](#)

### [The Recycling Partnership's Social Media Kit and DIY Signs Webinar](#)

Wed, Nov 20th | 11 am-noon | [REGISTER](#)

## Articles of Interest



### [Recycling Partnership offers online tool to help clarify recyclable materials messaging](#)

*Get FREE, open-sourced templates you can personalize and download to show what recyclables go in which bin.*

### [How to Navigate Towards a Plastic Pollution-Free Future](#)

*In the journey to a plastic pollution-free future, we need a compass not a speedometer.*

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Nebraska Recycling Council | 402-436-2384 | [www.NRCNE.org](http://www.NRCNE.org)

STAY CONNECTED



