

DESTINED FOR DIRT: COMMERCIAL ORGANICS DIVERSION



 **HILLTOPPER**
REFUSE & RECYCLING
SERVICE INC.

STEPS TO SUCCESS

Step 1 → Identify the Opportunity

Step 2 → Create Game Plan & Timetable

Step 3 → Implementation & Visions of Growth

Step 4 → Justification of Program

Step 5 → Continue to Engage & Influence Change



1) IDENTIFY THE OPPORTUNITY

♻️ Hilltopper Refuse & Recycling Service → Waste & Recycling Hauler

- Employee Drive
- Service Industry - “Build the Bridge”
- Financially Stable?

♻️ Community & Industry Outreach

- Western Technical College
- Current Customers – Engagement
- State Programs – Succeed or Fail?
 - City of Milwaukee
 - Compost Crusader

♻️ End Goal

- Compost Site, Animal Feed, etc.?



2) CREATE A GAME PLAN & TIMETABLE

♻️ Who Produces Organic Material?

- Residential or Commercial Organizations
 - Pre-Consumer vs Post-Consumer
 - Acceptable Material

♻️ Partner with Key Stakeholders

- Festival Foods & People's Food Coop

♻️ Equipment & Collection Needs

- Containers – Dumpsters vs Carts
- Trucks
- Routing
 - Frequency of Collection – Summer vs Winter

♻️ Cost of Service

- Justify the Service



3) IMPLEMENTATION & GROWTH

♻️ Beginning Stages – Summer 2019

- Customers: La Crosse Area ONLY
- Collection Methods: Front Load Dumpsters → Synthetic Liners
- Frequency of Collection
- Material Being Collected
- Disposal Site

♻️ Visions of Growth – Fall 2020

- Winona County & Houston County
- Post-Consumer Food Waste
- Residential Curbside Collection

♻️ Spring 2021 – Present

- Increase of Customers



4) KEY DATA & INFORMATION

♻️ Material Collected

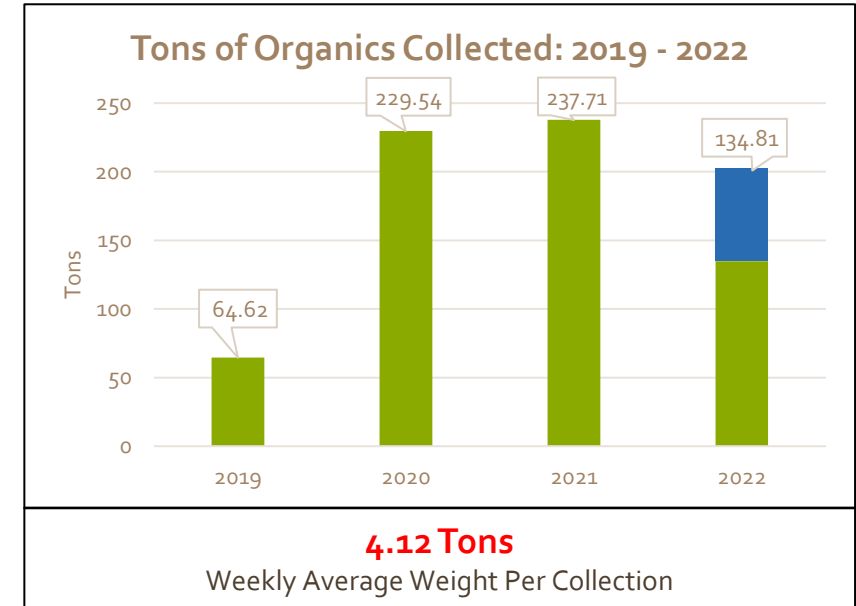
- August 2019 – September 2022
 - ~1,333,040 Pounds of Organics

♻️ Financial & Business Impact

- Compost Tip Fees vs Landfill Tip Fees = \$1.00 : \$2.56
- Refuse Collection Frequency
- Green Earth Compost → Year Round Operation
- Hilltopper
 - New Customers, Additional Composting Services, Credibility, etc.

♻️ Environmental Benefits

- Landfill Space → 4,370 cubic yards SAVED
- Greenhouse Gases → 5,065,552 lbs REDUCED Emissions



426.27 Hours
Collection Truck
Hours

2.63 Hours
Average Weekly
Collection

5) CONTINUE TO LEAD THE WAY

♻️ Legislation

- Letter of Support – Compost Crusader

♻️ Grant Writing

- City of La Crescent – MPCA Letter of Support

♻️ Community Engagement

- GROW La Crosse – Community Gardens

▪ State/Industry Engagement

- AROW Organic Composting Group
- ISOSWO



EXAMPLES OF MARKETING

Hilltopper Refuse & Recycling Service Inc is at City of La Crosse Refuse & Recycling. ...
Published by Brandon Michael · July 22 · La Crosse ·

Hey, [City of La Crosse](#), [Wisconsin](#) Residents -

The organics container at Isle la Plume is capable of holding more of your food waste each week! When dropping off your yard waste, bring your food scraps, as well 🍅 🍌 🥒 For what is acceptable in the container, contact the Recycling Dept. or call Hilltopper.

There are many great perks to compost your food waste; ask us about it 🌱♻️



HILLTOPPER'S COMMERCIAL ORGANICS COLLECTION UPDATE, SUCCESSES & WHERE WE ARE HEADED

ONGOING SUCCESS



Since August 2019, the program has been running smoothly and diverting LOTS of organics from the general waste stream. In **27 months**, the program has successfully collected **487.58 tons** or **975,160 pounds** of organic material! To visualize this, that is enough material to fill a 15ft x 30ft swimming pool almost **9 TIMES!**



PROGRAM ADDITIONS



In mid-summer 2021, Hilltopper partnered with GROW La Crosse to bring compost collection to Washburn Community Garden. This service is 100% donated in exchange for marketing & visions to expand to other gardens and schools in our communities. In Fall 2021, Festival Foods added (8) containers to the program for roughly 45 days to collect pumpkin waste during their Pumpkin Blowout Events.



THANK YOU!



HILLTOPPER
REFUSE & RECYCLING
SERVICE INC.

“AT YOUR DISPOSAL”
SINCE 1984 SERVING
THE TRI-STATE AREA

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