

Mid-Valley Garbage & Recycling Association

October 23, 2011

Company name: Mid-Valley Garbage & Recycling Association (MVGRA)

Contacts: Jeanette Neliton, President 503-363-7923; Mary Kanz, Executive Director 503-409-1413

Address: P.O. Box 9130, Salem, OR 97305

Site address: 3680 Brooklake Road NE, Salem, OR 97303

Phone: 503-390-4000

Website: www.mrtrashrecycles.com

Business description: Non-Profit Association of local Garbage/Recycle Hauling Companies

Employees: 3

Business Specialties: Residential/Commercial/Industrial: Garbage hauling, recycle hauling, storage containers, special clean-ups and more

Business history: This association is comprised of 8-franchised garbage/recycle haulers that has serviced all areas within Marion County since 1954. All but one of these companies are family owned and operated, now by second generation garbage hauling families. Allied Waste is a publicly owned corporation, with all the same local folks we've been working with for the past several decades. MVGRA is known for its leadership role in the NW environment and is one of the responsible groups that earned many "firsts" in this state:

- First in the nation to collect residential curbside cooking oil recycling collection for biodiesel in Oregon
- First and only curbside recycling program for latex and oil based paint in Oregon
- First and only curbside antifreeze recycling program in Oregon
- First and only curbside antifreeze collection recycling program in Oregon
- First curbside battery collection recycling program in Oregon

What is biggest advantage of doing business in the Mid-Willamette Valley: We live and work in



Special to the Statesman Journal
Mid-Valley Garbage & Recycling Association is a non-profit association of local garbage/recycle hauling companies.

SEDCOR, the lead economic development agency for Marion and Polk counties, is pleased to offer you a glimpse of the multitude of products and services being manufactured and provided by local area companies. SEDCOR's membership is composed of more than 500 business and community leaders who support our mission to enhance and diversify the economy of the Mid-Willamette Valley.

this wonderful valley and are proud to offer our professional/clean/safe hauling services to residences and businesses throughout Marion County.

Essential business philosophy: Listen to our customers. Keep up-to-date with the ever-changing environment of solid waste management.

Best way to stay competitive: We have been working within a franchise system for all cities and unincorporated areas of Marion County - and because of this system, we strive to make long term, best-sense decisions to stabilize rates for customers.

What is most challenging in work: Peoples' perceptions of this industry, why rates are calculated the way they are and why something cannot be recycled - even though you can find the recycle symbol (chasing arrows) right on the packaging.

Best business decision: Many years ago, local haulers began researching automated vehicles - knowing that a purchase of this type of vehicle would aid in keeping rates down over the long-term.

Toughest business decision: To move forward with a jurisdictional request to add service (which means added cost) in a very difficult economy.

What trends do you see happening in your industry: Food-Waste (mixed organics) collection and processing, and Rural/Sparse recycling collection, just to name a few.

Major Clients: All Residential/Commercial/ Industrial residents and businesses.

For additional information contact SEDCOR at 503-837-1803 or email sappleby@sedcor.com.