



2005 Clark Blvd., Unit 3, Brampton Ontario L6T 5P8  
Tel: (905) 791-9500 ♦ Toll (866) 266-9166 ♦ Fax: (905) 791-9514 ♦ [www.owma.org](http://www.owma.org)

NEWS RELEASE  
May 17, 2005

## **Ontario Facing A Waste Disposal Crisis**

### ***Ontario Waste Management Association Calls for Province to Implement an Integrated Waste Management Plan***

TORONTO – The Ontario Waste Management Association (OWMA) says the province will have a waste management crisis unless the Ontario government acts quickly to implement an integrated waste management plan to handle the province's waste within its own boundaries.

“Ontario is the worst jurisdiction in Canada when it comes to ensuring it has the capacity to manage its own waste,” says OWMA president Nigel Guilford. “No other province ships more than one-third of its garbage destined for landfill to another jurisdiction, let alone another country. That's 3.5 million tonnes of garbage per year, which means that every day more than 370 tractor trailer loads of waste cross the U.S. border into Michigan.”

A study commissioned by the association and undertaken by RIS International demonstrates that the lack of landfill capacity in Ontario is reaching crisis proportions. This situation will become much worse over the next five years. The study also shows that the business sector generates nearly two-thirds of the waste produced in Ontario and the capacity to dispose of this waste in Ontario landfills will drop by 50 per cent by 2010. This would result in even more of Ontario's waste needing to be sent to the U.S. for disposal. The problem is that the State of Michigan is looking for ways to close the border to Ontario's waste.

RIS International's managing partner, Maria Kelleher, who authored the study notes that “More permitted landfill capacity is needed in Ontario to meet our current and future needs domestically, even if significant waste diversion occurs over time.”

more...

A public opinion survey commissioned by the OWMA and conducted by Ipsos-Reid in April 2005 shows that: 73 per cent of Ontarians believe Ontario is facing a garbage crisis; 61 per cent disapprove of shipping garbage to Michigan; and 81 per cent believe that managing and disposing of Ontario's non-recyclable garbage should be a priority for the provincial government. Ipsos-Reid's senior vice-president John Wright notes, "Two-thirds of Ontarians indicate that the province needs to seek new and expanded disposal facilities, and increase recycling and diversion efforts."

"Successive provincial governments have failed to plan for a comprehensive, integrated system of waste management, which certainly must include disposal as well as recycling and diversion programs," Mr. Guilford says. "The current government has a goal - though not a plan - to divert 60 per cent of waste away from landfill, but that alone will not solve the problem. The OWMA strongly supports diversion efforts, but we need more than that. Our increasing population and economic growth will result in even more waste being generated, despite our best efforts at diversion. We need an integrated plan that encompasses all aspects of waste management from collection to transfer, recycling, composting, incineration and disposal."

Mr. Guilford says the management of waste in Ontario is an infrastructure issue that needs to be treated as such. "Ontario's economy, the health and safety of its citizens, and the environment are at risk unless the McGuinty government takes action now."

"There is a critical need to dispose of our own waste in our own province, and that need is growing," Mr. Guilford says. "We are calling on the provincial government to look at the entire waste picture and to develop an integrated, planned system of waste management, instead of what we have now - which is a fragmented, stop-gap approach."

- 30 -

For more information, please contact:

Mr. Rob Cook, Executive Director, Ontario Waste Management Association, 905-791-9500

Ms. Maria Kelleher, Managing Partner, RIS International, 416-482-7007, ext. 21

Mr. John Wright, Senior Vice-President, Ipsos-Reid, 416-324-2900



## **BACKGROUND**

The Ontario Waste Management Association (OWMA) is a non-profit association incorporated under Ontario law in 1984 to represent the private sector waste management industry in Ontario. The Association represents over 155 private sector companies and individuals involved in the provision of the full range of waste services to business, industry and municipalities across Ontario. OWMA members have diverse business interests and investments in areas such as waste and recycling collection, material recycling facilities, organics collection and processing, composting, waste transfer stations, landfills and hazardous waste management. OWMA's membership ranges from large, multi-national corporations to small, family businesses active in communities throughout the province.

OWMA's membership-adopted Vision and Mission Statements are as follows:

Our Vision is....

***To be an effective and efficient Association, providing industry leadership by creating opportunities for the membership and contributing to the development of public policy to safeguard the public interest and protect Ontario's environment for future generations.***

Our Mission is....

***To ensure that OWMA member companies are the leaders in a strong, viable private sector waste services industry by providing a full range of professional membership services and programs and by fostering partnerships with governments and the public that contribute to Ontario's economic and environmental goals.***

OWMA member companies and the private sector directly manage over **95%** of the province's industrial, commercial and institutional (IC & I) waste and recyclables and manage over **80%** of Ontario's residential waste and recyclables under contract to municipalities. OWMA members are service providers with extensive experience and knowledge of Ontario's waste management system – the strengths and weaknesses and the improvement opportunities.

OWMA has been a willing, active participant in the development and implementation of waste management regulatory and policy initiatives at all levels of government – federal, provincial and municipal and is committed to working with stakeholders to improve our waste management system.

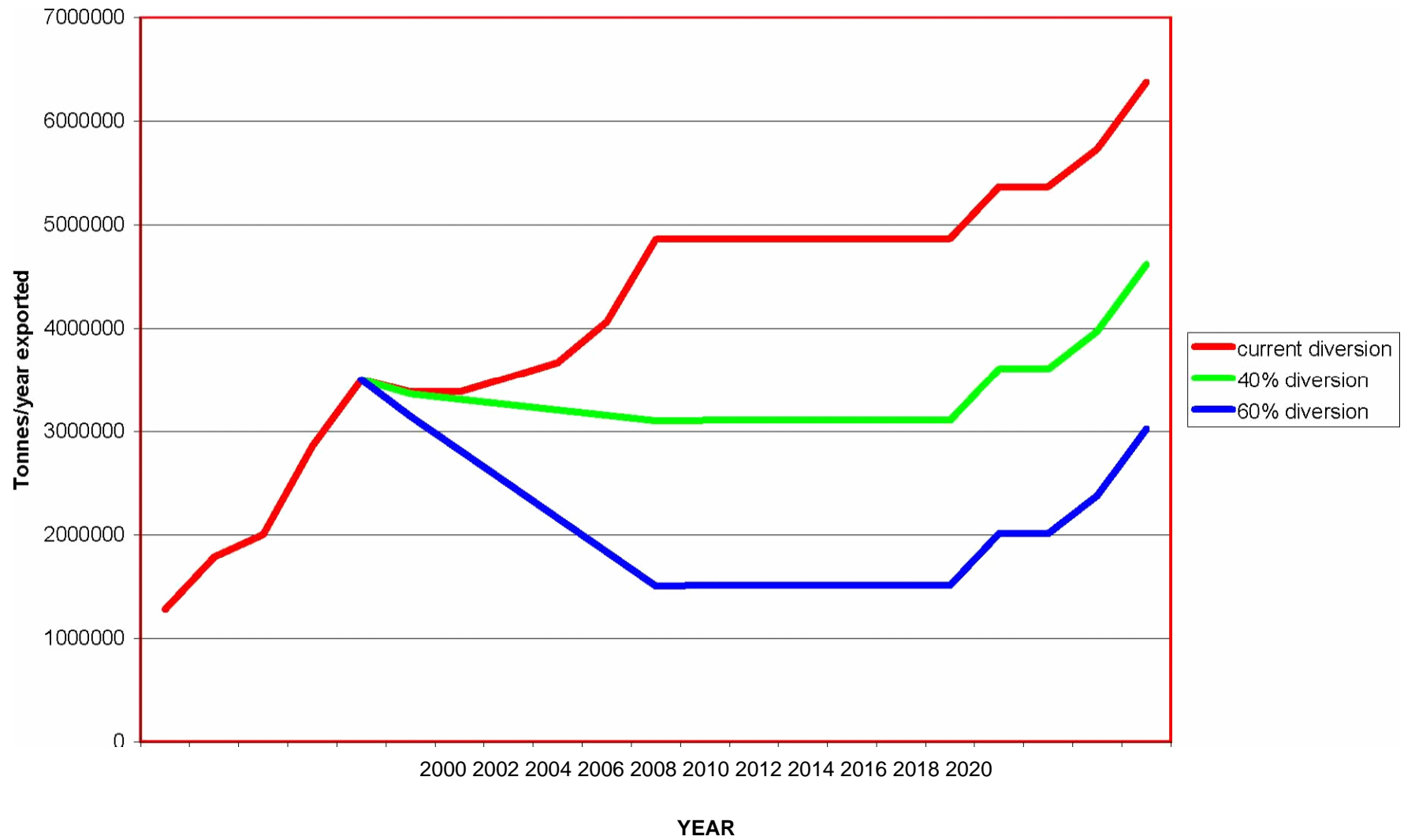


## BACKGROUND

### Ontario's Waste Management Situation

- According to figures released by the State of Michigan, Ontario shipped approximately 3.5 million tonnes of waste across the border into that state in 2004.
- This works out to more than 370 tractor trailer loads of waste crossing the border from Ontario each day, six days a week.
- A study conducted by RIS International for the Ontario Waste Management Association shows that Ontario generates 12 million tonnes of waste per year, with 2.4 million tonnes diverted from landfills as a result of recycling initiatives (2002 data).
- Of the 9.4 million tonnes of waste that is sent to landfills, more than one-third is trucked to the U.S. – primarily to Michigan.
- Of the Ontario waste that is sent to the U.S., only about one-third of it is generated in Toronto. The remainder comes from many other municipalities in other parts of the province including Peel, York, Durham, Hamilton, Halton, Kitchener, Brantford, London, Barrie, Peterborough and Sudbury.
- The State of Michigan is looking for ways to close the border to Ontario's waste. It has implemented restrictions on the import of waste and is exploring more ways to keep our waste out of the state, including substantially increasing fees it charges on waste that crosses the border.
- Border closings, delays at border crossings and inspections of Ontario waste crossing into the U.S. are already causing major problems in managing the disposal of waste.
- If the Canada-U.S. border were to shut down tomorrow, Ontario's waste management industry would only have capacity to manage the situation for two days. Waste transfer stations are not allowed to store large quantities of waste and landfills now operating in Ontario do not have the capacity to dramatically increase the rate at which they can accept waste.
- A border closing would have profound impacts on public health and safety, our environment and the economy of this province, since there would be no way to safely dispose of the waste we generate.
- Even if the Ontario government puts in place an integrated waste management plan tomorrow, the province is still at risk of having nowhere to dispose of the waste that needs to be landfilled. It typically takes about seven years to gain the necessary approvals for a landfill to begin operating.
- Household waste in Ontario is collected and disposed of by municipalities (some of which contract out these functions to private companies). Waste generated from business activities in Ontario is typically collected, recycled, diverted, and disposed of by private sector waste companies.

## Waste Exported to Michigan With Different Diversion Levels in Ontario (Does not include economic or population growth)





# ONTARIANS & WASTE MANAGEMENT

*Three-Quarters (73%) Believe Ontario is Facing a Garbage Crisis  
Six in Ten (61%) Disapprove Of Shipping Garbage to Michigan—  
And 81% Don't Believe Province Has A Plan If Border Shuts  
Two-Thirds (64%) Indicate Province Needs To Seek New And  
Expanded Facilities, Increase Recycling And Diversion Efforts*



**Public Release Date: May 17, 2005 at 10:00 AM**

*Ipsos-Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos-Reid employs more than 300 researcher professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos-Reid's*

*Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada – including the Ipsos Trend Report, the leading source of public opinion in the country – all of which provide clients with actionable and relevant information. Ipsos-Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit*

*[www.ipsos.ca](http://www.ipsos.ca)*

*For copies of other news releases, please visit*

*<http://www.ipsos-na.com/news/>*

---

© Ipsos-Reid

Washington ● New York ● Minneapolis ● San Francisco  
Vancouver ● Edmonton ● Calgary ● Winnipeg ● Toronto ● Ottawa ● Montreal



## ONTARIANS & WASTE MANAGEMENT

*Three-Quarters (73%) Believe Ontario is Facing a Garbage Crisis  
Six in Ten (61%) Disapprove Of Shipping Garbage to Michigan – And  
81% Don't Believe Province Has A Plan If Border Shuts  
Two-Thirds (64%) Indicate Province Needs To Seek New And  
Expanded Facilities, Increase Recycling And Diversion Efforts*

**Toronto, ON-** According to an Ipsos-Reid poll conducted for the Ontario Waste Management Association (“OWMA”) and released today, three-quarters (73%) of Ontarians believe the province is facing a garbage crisis and that the provincial government should take action now because there are not enough garbage disposal options currently in place or available for the future.

Further, over eight-in-ten Ontarians (85%) feel that managing and disposing of our non-recyclable garbage should be a priority for the provincial government, including 47% who feel it should be a major priority.

Although Ontario currently does not have the capacity to dispose of all of the garbage it produces, six in ten (61%) Ontarians disapprove of shipping the province's garbage to Michigan with 41% of the 61% strongly disapproving of this method of managing the province’s garbage. The current method of managing and disposing of approximately 33% of current garbage generated is to ship it to Michigan. Conversely, of the 37% who approve of shipping Ontario’s garbage to the U.S. only 9% strongly approve. Awareness of the Michigan shipments is high (79%) and when fully informed, 81% of Ontarians don’t believe that the provincial government has a plan in place if the border is shut to the garbage shipments.



Overall, two-thirds (65%) of Ontarians believe that all of garbage produced in Ontario should be disposed of within the province as opposed to the three in ten (28%) who feel Ontario should continue to send some of its garbage outside of the province for disposal and dispose of the rest in the province. Just 5% feel Ontario should send all of its garbage outside of the province for disposal.

In order to properly manage and solve this problem, two-thirds (64%) indicate Ontario needs an integrated approach that is, the province needs to build and seek out new and expanded disposal facilities as well as increase its level of recycling and diversion efforts. One quarter (23%) feel the province only needs to increase its level of recycling and diversion efforts such as composting, while 10% believe Ontario only needs to build and seek out new and expanding disposal facilities.

*These are just some of the findings of an Ipsos-Reid/Ontario Waste Management Association survey conducted between April 5<sup>th</sup> and April 10<sup>th</sup>, 2005. The poll is based on a randomly selected sample of 1,007 adult Ontarians. With a sample of this size, the results are considered accurate to within  $\pm 3.1$  percentage points, 19 times out of 20, of what they would have been had the entire adult population of Ontario been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Ontario population according to 2001 census data.*



## *Three-Quarters (73%) Believe Ontario is Facing a Garbage Crisis*

After all recycling efforts, Ontario produces about 9.4 Million tonnes of garbage per year, of which 3.0 million tonnes is shipped to Michigan for disposal. Three-quarters (73%) characterize this situation as a garbage crisis -- that the provincial government should take action now because there are not enough garbage disposal options currently in place or available for the future. One-quarter (23%) feel there is no urgent garbage problem -- that there are enough garbage disposal options currently in place and available for the future.

Eight in ten Ontarians (85%) feel that managing and disposing of our non-recyclable garbage should be a priority for the provincial government. Of those, 47% feel it should be a major priority, and 14% feel it should be a minor priority or not a priority at all.

Almost all (84%) Ontarians feel that we should be recycling more than we currently are. Presently, Ontario recycles 30% of the garbage it produces, however, on average, Ontarians feel 55% of our garbage can realistically be recycled or re-used.

- Those 55 years of age and older (81%) are significantly more likely to feel that Ontario is facing a garbage crisis than those aged 18-34 (68%) and those 35-54 (71%). And females are slightly more likely to feel we are in a crisis than men (75% versus 71%).
- Residents of Central Ontario are more likely than those in Eastern Ontario to feel that Ontario is facing a garbage crisis (78% versus 69%). This compares to 74% of GTA residents who feel the province is in a garbage crisis. More rural Ontarians feel this way than urban Ontarians (78% versus 72%).
- Middle-income households (\$30K-\$60K) are significantly more likely to feel there is a garbage crisis (83%) in Ontario than either low income (less than \$30K) or higher income (over \$60K) households (74% and 68% respectively).



## *Six in Ten (61%) Disapprove Of Shipping Garbage to Michigan*

Awareness of the Michigan garbage shipments is high—79% of Ontarians know of the situation and 61% of all Ontarians disapprove of it compared to 37% who approve. The most common reasons for the opposition is the belief on an unprompted basis is that “we should deal with the garbage ourselves “ (42%) and “because shipping to Michigan is not the right way to reduce our garbage or address the problem” (19%). Others lament that “it is too expensive or a waste of money to ship our garbage /costs millions of dollars to ship it” (11%) and that “it cannot be a permanent solution “(9%). Another 9% suggest “Toronto should deal with the garbage itself”.

Of the 37% who approve of shipping garbage to Michigan, most do so because they believe that “it is better than keeping it here” (23%) or because “it is a good alternative and solves our problem “(21%). Others feel that “it is just basic business and Michigan is getting paid well for taking our garbage” (17%), 9% suggest “it is the best option, or the only option available”, and 7% suggest this arrangement “is fine as long as Michigan is willing to take the garbage”.

If the border were suddenly closed and Michigan stops taking the garbage, a fully informed 81% of Ontarians do not believe that the Government of Ontario has a plan ready to properly dispose of the three million tonnes of garbage that is being shipped there, 14% believe there is a back up plan in place.

When given options, two-thirds (65%) of Ontarians believe that the province should dispose of all of its garbage within the province. Another three in ten (28%) indicate Ontario should continue to send some of its garbage outside of the province for disposal and dispose of the rest in the province, and just 5% feel Ontario should send all of its garbage outside of the province for disposal.



- Support for disposing all of the Ontario's garbage within the province is highest in Eastern (72%) and Central Ontario (71%) and lowest, but still with a full majority, in the GTA (60%). Males and females are equally as likely to believe that garbage should be kept within the province (66% versus 64%). Support is highest among those aged 55 and older (80%).
- Although GTA residents are most approving of shipping a portion of the province's garbage to Michigan, still a majority disapprove (42% approve, 57% disapprove). Central Ontarians (outside of the GTA) are most likely to disapprove of shipping to Michigan (30% approve, 69% disapprove).

## *Two-Thirds of Ontarians Believe In The Need For An Integrated Approach to Managing the Province's Waste*

In order to properly manage and solve the province's garbage problem, two-thirds (64%) feel Ontario needs an integrated approach – that is, the province needs to build and seek out new and expanded disposal facilities as well as increase its level of recycling and diversion efforts. One quarter (23%) believe the province only needs to increase its level of recycling and diversion efforts such as composting, while 10% indicate Ontario only needs to build and seek out new and expanding disposal facilities.

- While there are no significant differences among those who support the integrated approach, those in urban Ontario (24%) are most likely to believe Ontario only needs to increase its recycling and diversion efforts compared to those in rural Ontario (17%).



Ipsos Reid

- The younger age groups (18-34 at 28% and 35-54 at 24%) are also significantly more likely than older Ontarian counterparts 55+ (16%) to feel that we should only increase its recycling and diversion from landfill.

-30-

*For more information on this news release, please contact:*

*John Wright  
Senior Vice-President  
Ipsos-Reid  
Public Affairs*

*(416) 324-2900*

*For full tabular results, please visit our website at [www.ipsos.ca](http://www.ipsos.ca). News Releases are available at: <http://www.ipsos-na.com/news/>*