

Annual Report

**Multi-Material
Stewardship Manitoba**

2011

2011

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What is Multi-Material Stewardship Manitoba?

Multi-Material Stewardship Manitoba (MMSM) is a non-profit industry-funded organization that develops, implements and operates waste diversion programs for designated packaging and printed paper in the Province of Manitoba. It was established in accordance with the Packaging and Printed Paper Stewardship Regulation (Man. Reg. 195/2008) pursuant to *The Waste Reduction and Prevention Act*.

MMSM's goal is to promote the reduction, reuse and recycling of those materials managed under its programs. Industry stewards are responsible for 80% of the net costs of efficient recycling programs in Manitoba. (Stewards of designated material are persons that have responsibilities under the Regulation.)

The organization is governed by a Board of Directors that represents the following industry associations:

- Grocery sector
- Consumer products sector
- Alcoholic and non-alcoholic beverages
- Retailers
- Printed paper
- Newspapers

All industry-related directors volunteer their services to MMSM. The Board added two independent directors in 2011 who receive remuneration.

Message from the Chair of the Board

Lanny McInnes

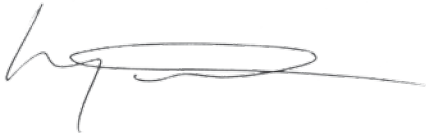
On behalf of the MMSM Board of Directors, we are proud to present our second Annual Report. 2011 represented Multi-Material Stewardship Manitoba's first full year of operating. Since we began operations on April 1, 2010, we have worked hard to ensure that recycling of household materials increases across the province. We are pleased to say that more tonnes of material were recycled in 2011 than in 2010.

We take great pride in the accomplishments we were able to achieve in 2011 which this report highlights. MMSM has been able to provide technical assistance to communities throughout the province to improve and enhance recycling programs. Rural communities across Manitoba have shown an increase in recycling, recycling 4.3 % more tonnes of material in 2011. We continued to work extensively with the City of Winnipeg in 2011 to improve the value of the recycled material and improve residential recycling.

We have also worked very closely with schools across Manitoba to promote and educate children about recycling through school promotions, plastic bag roundups, recycling presentations and a province-wide writing contest. We established a northern clean-up program and have provided outreach to many northern and remote communities. All of these achievements were done within budget, allowing MMSM to create a moderate surplus for future use and allowed steward fees per material to decrease for 2012.

An industry led non-profit organization, MMSM represents the stewards of packaging and printed paper supplied to residential households in Manitoba. Board members have worked diligently on the audit, governance, and communications committees to ensure that the Program received the oversight and direction needed. The addition of two new independent directors to MMSM's Board in 2011 has added even more talent and skill to an already very strong Board. Our contracted staff continues to execute the Program Plan successfully and has laid the ground work for future successes.

Sincerely,



Lanny McInnes
Chair, MMSM



Message from the Executive Director

Karen Melnychuk

It is my pleasure to report on the MMSM accomplishments in 2011.

MMSM's primary objective is to sustainably increase recovery and recycling rates of designated Packaging and Printed Paper (PPP). The Program provides all Manitoba residents with reasonable access to recycling on a province-wide basis.

The year was spent working with our current municipal partners to improve their recycling programs, as well as reaching out to northern and remote communities. MMSM has worked with municipalities to improve program efficiencies and increase the value of the material being recycled. Our staff traveled throughout all regions of Manitoba, working with local staff and residents. MMSM has demonstrated its commitment to working with interested communities and partners. The efforts made now will deliver results in remote communities over many years. MMSM welcomed Peguis First Nation and the R.M. of Morris as municipal partners in 2011.

In Manitoba weather affects all facets of life, and weather played an important factor for many of our partners. Flooding suspended recycling collection service in several communities as staff focused on flood defense preparations and then flood clean-up. Despite that, rural Manitoba showed the greatest increase in total tonnes collected in 2011 (4.3%), while the City of Winnipeg realized an approximate 2% decrease in recovered material. Overall, we can report that Manitoba recovered 72,856 tonnes in 2011, 189 tonnes more than in 2010. If we add in the 708 tonnes recycled by Post- Secondary Education Institutions who receive funding support from MMSM, the increase rises to 887 tonnes.

The City of Winnipeg has undertaken a detailed review of its current recycling program. MMSM staff worked extensively with the City of Winnipeg, which will be upgrading and expanding its Material Recycling Facility (MRF) and rolling out recycling carts throughout the city in 2012. These improvements will result in an increase in recovered material over the years to come.

MMSM staff conducted waste audits in MRFs in the City of Winnipeg, Portage La Prairie and Steinbach. Information gathered from these audits assists in understanding the composition of material entering the recycling system.

Promotion and education are a vital component of our integrated model. Awareness campaigns were run province wide using several different media channels. The communications committee is working on a three-year strategy to increase overall recycling and awareness.

MMSM will be working toward receiving an unqualified audit opinion. Increased focus on steward identification and compliance will be a key priority. It is mandatory that all obligated stewards register, report and pay fees. Full participation by all obligated stewards is critical to the success of the PPP Program in Manitoba and to ensuring that no steward pays more than its fair share.

We said good bye to a few board members in 2011 and welcomed some new ones, including two independent directors who have no commercial relationship to the program. On behalf of MMSM, I would like to thank the past directors for their service. Through their dedication and support, they have helped lay the ground work for a successful program.

Sincerely,



Karen Melnychuk
Executive Director, MMSM



On average, Manitobans recycled 60.3 kgs/person based on 2011 Census population of 1,208,268.

92.7% of Manitobans have access to a recycling program.

Services for Municipalities

MMSM's Municipal Services Program was introduced April 1, 2010. The overall objectives of the Municipal Services Program are to:

- promote the reduction, reuse and recycling of designated packaging and printed paper in Manitoba
- provide stable, long term funding for municipal recycling programs
- help reduce the inherent uncertainty in recycling markets through market research and development
- ensure that the cost of handling designated materials is reflected in steward fees

The Municipal Services Program allows participating municipalities and local governments, including First Nations, to design their recycling program to meet the specific needs of their community. Recycling programs can be delivered by municipal employees or contracted to private suppliers. Each municipality is responsible for establishing, promoting and maintaining their own recycling services.

The Municipal Services Program provides municipal participants with:

- funding for recycling programs through Municipal Recycling Services Payments
- tools and assistance for promoting local recycling programs
- opportunities for information sharing
- other programs designed to complement recycling and waste reduction activities.

MATERIAL RECOVERY RESULTS

The following table illustrates the material recovery results as reported by participating municipalities for the period January to December 2011. Overall recovered material has increased from the previous year by 189 tonnes. Recovered material increased by an additional 708 tonnes to 72,856.4 tonnes when the weights from Post-Secondary Education Institutions are included.

Material Description	Total Kilograms (kgs)
Aluminum Cans	1,166,469
Aseptic Containers (juice boxes)	316,658
Boxboard (cereal boxes)	6,298,878
Gable Top Cartons (milk cartons)	1,051,727
Glass Containers	6,315,212
#4, 5 and 7 Plastics	2,273,523
Magazines	3,257,856
Newsprint and Flyers	34,027,482
Plastic Bottles ¹	2,763,861
Rigid Plastic Containers ²	1,922,485
Steel Cans	3,159,498
Telephone Directories	393,629
Sub-total	62,947,278
Old Corrugated Cardboard ³	9,937,203
Total	72,884,481
Post-Secondary Education Institutions ⁴	708,000
Total	73,592,481

Table notes:

1. Many materials are collected, processed and sold co-mingled. This creates a challenge in determining precise weights by material. For example, rigid plastics (#2, #4, #5 and #7) are sometimes marketed together. In other cases, #2 plastics are marketed separately from the others.
2. Recovery numbers reported by MMSM include only those materials that are recycled through registered local recycling programs in participating municipalities. Manitoba also has several charity-based organizations and individuals that collect recyclable materials for sale directly to brokers. MMSM believes that some beverage containers are brought to Saskatchewan for a deposit refund even though no deposit has been paid on these containers.
3. MMSM has capped the amount of corrugated cardboard (OCC) recovery that it funds based on estimated volumes generated in the residential collection channel. The intention is not to pay for OCC generated in the commercial sector. The OCC shown in the table includes all OCC collected and reported by participating municipal recycling programs.
4. Materials recovered from Post-Secondary Education Institutions (PSEIs) are based on the 2010/2011 school year instead of the calendar year. PSEIs submit an annual report to MMSM but not all are able to report results by material category.

MMSM's Municipal Services Program is an incentive-driven program which requires that municipalities share the cost of providing recycling services to their communities. Municipal Recycling Services Payments are paid for each metric tonne of eligible material recovered from the residential waste stream. The payment rate is set each year to offset up to 80% of the cost of an efficient collection and processing recycling program. Materials recovered are transported to recycling facilities where they are sorted and sold to end users.

Individual municipal recycling program costs will vary depending on services offered and program efficiencies. Costs above the established payment level are the sole responsibility of the municipality. Payment rates are based on a three-year rolling average of the net costs of participating municipalities within specific population categories.

2011 MMSM Population Category	Payment Rate/tonne
0 - 1,000	\$265
1,001 - 5,000	\$185
5,001 - 15,000	\$157
City of Brandon	\$141
City of Winnipeg	\$98

MMSM provided \$8,531,412 in funding to municipalities for the period January 1, 2011 to December 31, 2011.

The table below demonstrates the total tonnes recycled by participating municipalities within described regions. Populations for this reporting period are based on the 2011 Census. When using the 2006 Census populations, the average kilograms recycled per person is 68.09, a slight decrease from the previous reporting period.

	Population in participating communities	Total kilograms recycled	Average kilograms recycled per person
Central West (CW)	23,897	1,573,830	65.86
Eastern (E)	83,974	5,810,657	69.20
Interlake (I)	62,200	3,158,703	50.78
North (N)	31,423	1,571,754	50.02
North West (NW)	29,220	2,019,821	69.12
South Central (SC)	81,597	5,608,270	68.73
South West (SW)	85,131	5,818,499	68.35
Winnipeg (WPG)	722,666	47,322,946	65.48
Total	1,120,108	72,884,480	65.07

- Flooding played an important factor for many municipalities during 2011.
- Several municipalities experienced severe flood conditions which affected their ability to provide collection services to their residents.
- The City of Winnipeg experienced a decrease in total material collected.
- Many rural Manitoba communities had substantial increases to their programs.

MUNICIPAL PARTNERS

Municipality	Region	Population (2011 Census)	2011 Total kgs Reported	Kgs Recycled /Capita (2011 Pop)	2010 Total kgs Reported	Percent Change from Previous
Alexander, R.M.	E	2,983	196,780.00	65.97	175,250.02	12.29%
Altona, Town	SC	4,088	331,761.15	81.15	323,141.68	2.67%
Arborg, Town	I	1,152	95,288.14	82.72	55,207.97	72.60%
Argyle, R.M.	SC	1,071	5,636.32	5.26	8,699.93	-35.21%
Armstrong, R.M.	I	1,835	157,671.00	85.92	122,403.17	28.81%
Arthur, R.M. ¹	SW	413	0.00	0.00	22,494.82	–
Beausejour, Town	E	3,126	369,610.40	118.24	361,784.57	2.16%
Benito, Village	NW	377	38,722.10	102.71	31,521.90	22.84%
Bifrost, R.M.	I	2,976	277,367.12	93.20	160,700.75	72.60%
Binscarth, Village	CW	425	23,356.31	54.96	17,959.69	30.05%
Birtle, R.M.	CW	632	21,064.50	33.33	26,733.08	-21.20%
Birtle, Town	CW	664	20,938.50	31.53	26,573.16	-21.20%
Blanshard, R.M.	CW	526	13,090.00	24.89	13,787.00	-5.06%
Boissevain, Town	SW	1,572	129,679.53	82.49	115,329.32	12.44%
Bowsman, Village	NW	298	22,259.30	74.70	24,108.40	-7.67%
Brandon, City	SW	46,061	3,426,640.00	74.39	3,355,208.00	2.13%
Brenda, R.M.	SW	469	8,159.88	17.40	9,618.83	-15.17%
Brokenhead, R.M.	E	4,635	255,249.40	55.07	212,428.23	20.16%
Buffalo Point First Nation	E	162	27,225.00	168.06	21,849.67	24.60%
Cameron, R.M.	SW	420	24,833.96	59.13	21,383.53	16.14%
Carberry, Town	SW	1,669	118,670.00	71.10	133,81.00	-11.31%
Carman, Town	SC	3,027	384,972.52	127.18	336,207.08	14.50%
Cartier, R.M.	WPG	3,153	152,785.00	48.46	179,935.92	-15.09%
Cartwright, Village	SC	308	15,020.50	48.77	10,602.08	41.68%
Clanwilliam, R.M.	CW	414	22,186.48	53.59	20,156.17	10.07%
Coldwell, R.M.	I	1,351	65,369.65	48.39	94,436.48	-30.78%
Cornwallis, R.M.	SW	4,378	93,610.00	21.38	136,639.17	-31.49%
Crystal City, Village	SC	384	115,935.60	301.92	72,838.92	59.17%
Dauphin, City	NW	8,251	592,519.00	71.81	703,355.00	-15.76%
Dauphin, R.M.	NW	2,200	382,185.00	173.72	315,267.00	21.23%
De Salaberry, R.M.	E	3,450	171,351.56	49.67	175,903.00	-2.59%
Deloraine, Town	SW	977	88,067.00	90.14	97,914.13	-10.06%
Duck Mountain Provincial Park	NW	100	452.60	4.53	1,763.80	-74.34%
Dufferin, R.M.	SC	2,394	17,087.59	7.14	14,923.06	14.50%
Dunnottar, Village	I	696	28,576.80	41.06	24,302.17	17.59%
East St. Paul, R.M.	WPG	9,046	848,084.00	93.75	797,915.10	6.29%
Edward, R.M.	SW	574	3,438.00	5.99	3,771.00	-8.83%
Elkhorn, Village	SW	471	63,532.00	134.89	66,312.32	-4.19%
Ellice, R.M.	CW	392	4,232.16	10.80	3,779.38	11.98%
Elton, R.M.	SW	1,257	54,920.02	43.69	40,385.21	35.99%
Emerson, Town	SC	671	36,979.87	55.11	35,187.00	5.10%
Erickson, Town	CW	487	20,485.98	42.07	18,611.28	10.07%
Eriksdale, R.M.	I	846	44,477.05	52.57	64,253.62	-30.78%
Ethelbert, R.M.	NW	354	24,996.00	70.61	11,281.00	121.58%
Ethelbert, Village	NW	275	40,664.50	147.87	34,498.40	17.87%
Falcon Lake/ Westhawk (WPP)	E	277	77,7200.00	280.58	79,677.00	-2.46%
Fisher, R.M.	I	1,704	54,177.76	31.79	116,868.95	-53.64%
Flin Flon, City	N	5,363	325,298.00	60.66	206,644.00	57.42%

MUNICIPAL PARTNERS

Municipality	Region	Population (2011 Census)	2011 Total kgs Reported	Kgs Recycled /Capita (2011 Pop)	2010 Total kgs Reported	Percent Change from Previous
Franklin, R.M.	E	1,768	88,969.77	50.32	90,463.00	-1.65%
Gilbert Plains, R.M.	NW	812	4,071.30	5.01	8,089.70	-49.67%
Gilbert Plains, Town	NW	811	84,816.30	104.58	78,157.20	8.52%
Gillam, Town	N	1,281	49,697.80	38.80	52,264.80	-4.91%
Gimli, R.M.	I	5,845	449,312.83	76.87	400,501.81	12.19%
Gladstone, Town	SC	879	76,693.00	87.25	61,403.61	24.90%
Glenboro, Village	SW	645	132,302.70	205.12	70,575.50	87.46%
Glenwood, R.M.	SW	602	52,782.00	87.68	51,354.92	2.78%
Grahamdale, R.M. ²	I	1,354	7,785.00	5.75	0.00	–
Grandview, R.M.	NW	649	59,565.05	91.78	48,092.65	23.85%
Grandview, Town	NW	859	67,901.35	79.05	54,823.35	23.85%
Gretna, Town	SC	556	61,618.48	110.82	54,374.00	13.32%
Grey, R.M.	SC	2,025	76,570.50	37.81	84,234.00	-9.10%
Hamiota, R.M.	CW	420	31,241.13	74.38	32,786.82	-4.71%
Hamiota, Town	CW	868	58,842.87	67.79	61,754.18	-4.71%
Hanover, R.M.	E	14,026	947,542.00	67.56	864,724.00	9.58%
Harrison, R.M.	CW	864	32,101.00	37.15	46,317.00	-30.69%
Hartney, Town	SW	415	22,942.04	55.28	19,754.47	16.14%
Headingley, R.M.	WPG	3,215	189,600.00	58.97	190,100.00	-0.26%
Hecla Grindstone Prov Park	I	124	29,007.60	233.93	43,995.00	-34.07%
Kelsey, R.M.	N	2,272	75,089.48	33.05	24,051.33	212.21%
Killarney – Turtle Mountain	SW	3,233	293,192.00	90.69	311,684.00	-5.93%
La Broquerie, R.M.	E	5,198	223,610.00	43.02	210,021.00	6.47%
Lac du Bonnet, R.M.	E	2,671	192,347.00	72.01	197,794.00	-2.75%
Lac du Bonnet, Town	E	1,328	82,760.00	62.32	82,728.50	0.04%
Lakeview, R.M.	SC	311	11,160.00	35.88	9,638.15	15.79%
Langford, R.M.	CW	767	21,867.00	28.51	27,630.00	-20.86%
Lansdowne, R.M.	CW	723	9,245.00	12.79	6,879.00	34.39%
Lawrence, R.M.	NW	456	12,958.00	28.42	21,986.00	-41.06%
Leaf Rapids, Town	N	453	5,870.00	12.96	4,884.86	20.17%
Lorne, R.M.	SC	1,884	56,366.82	29.92	60,322.13	-6.56%
Louise, R.M.	SC	913	57,967.80	63.49	36,419.46	59.17%
MacDonald, R.M.	WPG	6,280	366,675.00	58.34	363,390.00	0.82%
MacGregor, Town	SW	963	37,930.90	39.39	42,351.75	-10.44%
Manitou, Town	SC	808	34,140.30	42.25	37,243.05	-8.33%
MB Conservation Grand Beach ³	E	60	28,791.00	479.85	35,958.08	-19.93%
MB Conservation Moose Lake	E	90	8,019.00	89.10	6,163.00	30.12%
MB Conservation Paint Lake	N	275	9,474.00	34.45	12,311.35	-23.05%
McCreary, R.M.	CW	476	24,993.34	52.51	12,607.62	98.24%
McCreary, Village	CW	482	25,569.75	54.17	12,898.38	98.24%
Melita, Town	SW	1,069	164,090.60	153.50	53,732.98	205.38%
Miniota, R.M.	CW	871	30,872.53	35.44	39,722.85	-22.28%
Minitonas, Town	NW	522	49,047.70	93.96	45,361.00	8.13%
Minnedosa, Town	CW	2,587	249,310.00	96.37	240,956.80	3.47%
Montcalm, R.M.	SC	1,309	69,620.72	53.19	70,354.00	-1.04%
Morden, Town	SC	7,812	603,921.00	77.31	909,950.00	-33.63%
Morris, R.M. ⁴	SC	2,999	87,943.70	29.32	0.00	–

MUNICIPAL PARTNERS

Municipality	Region	Population (2011 Census)	2011 Total kgs Reported	Kgs Recycled / Capita (2011 Pop)	2010 Total kgs Reported	Percent Change from Previous
Morris, Town	SC	1,797	83,074.37	46.23	85,444.00	-2.77%
Morton, R.M.	SW	698	62,210.87	89.13	55,326.68	12.44%
Mossey River, R.M.	NW	539	8,499.30	15.77	13,749.60	-38.19%
Mountain, R.M.	NW	1,104	21,788.30	19.74	26,179.60	-16.77%
Neepawa, Town	CW	3,629	487,383.00	134.30	416,125.00	17.12%
Niverville, Town	E	3,540	448,961.00	126.83	412,794.72	8.76%
North Cypress, R.M.	SW	1,860	80,120.00	43.08	77,870.00	2.89%
North Norfolk, R.M.	SC	2,799	112,947.76	40.35	126,111.85	-10.44%
Notre Dame de Lourdes, Village	SC	683	70,070.00	102.59	68,330.00	2.55%
Oak Lake, Town	SW	383	6,252.13	16.32	5,187.12	20.53%
Oakland, R.M.	SW	1,056	23,301.00	22.07	23,220.00	0.35%
Ochre River, R.M.	NW	945	46,677.60	49.39	54,965.60	-15.08%
Opaskwayak Cree Nation	N	2,714	78,354.24	28.87	25,097.04	212.21%
Park, R.M.	CW	935	57,977.02	62.01	52,671.47	10.07%
Peguis First Nation ⁵	I	2,609	47,627.36	18.26	0.00	–
Pembina, R.M.	SC	1,561	81,393.70	52.14	88,790.95	-8.33%
Pilot Mound, Town	SC	635	89,586.60	141.08	56,284.62	59.17%
Pinawa, L.G.D.	E	1,444	147,001.00	101.80	133,716.68	9.93%
Piney, R.M.	E	1,720	125,037.00	72.70	86,456.00	44.63%
Pipestone, R.M.	SW	1,447	94,671.00	65.43	100,620.40	-5.91%
Plum Coulee, Town	SC	843	56,723.99	67.29	35,517.00	59.71%
Portage la Prairie, City	SC	12,996	1,205,144.00	92.73	1,290,284.00	-6.60%
Portage La Prairie, R.M.	SC	6,525	409,221.00	62.72	420,801.00	-2.75%
Powerview – Pine Falls	E	1,314	51,842	39.45	48,165.50	7.63%
Rapid City, Town	CW	417	24,941.00	59.81	23,840.00	4.62%
Reynolds, R.M.	E	1,285	125,470.51	97.64	110,521.84	13.53%
Rhineland, R.M.	SC	4,373	92,427.72	21.14	81,561.00	13.32%
Riding Mountain National Park	CW	300	13,478.52	44.93	12,245.08	10.07%
Ritchot, R.M.	WPG	5,478	318,470.00	58.14	322,820.00	-1.35%
Rivers, Town	SW	1,189	43,659.00	36.72	50,713.00	-13.91%
Riverside, R.M.	SW	780	3,287.00	4.21	4,066.87	-19.18%
Riverton, Village	I	538	50,096.03	93.12	29,024.60	72.60%
Roblin, R.M.	SC	932	22,530.75	24.17	15,903.12	41.68%
Roblin, Town	NW	1,774	120,038.00	67.67	100,344.38	19.63%
Rockwood, R.M.	I	7,964	117,317.98	14.73	103,137.72	13.75%
Roland, R.M.	SC	1,058	39,626.00	37.45	67,849.00	-41.60%
Rosedale, R.M.	CW	1,627	46,160.00	28.37	35,400.00	30.40%
Rosburn, R.M.	CW	494	31,405.52	63.57	19,652.03	59.81%
Rosburn, Town	CW	552	33,361.48	60.44	20,875.97	59.81%
Rosser, R.M.	WPG	1,352	54,040.00	39.37	67,210.50	-19.60%
Russell, R.M.	CW	459	39,088.76	85.16	30,057.06	30.05%
Russell, Town	CW	1,669	84,449.94	50.60	64,937.25	30.05%
Selkirk, City	I	9,834	970,910.00	98.73	977,220.00	-0.65%
Shoal Lake, Municipality	CW	1,229	106,359.32	86.54	137,661.84	-22.74%
Sifton, R.M.	SW	789	13,709.97	17.38	11,374.58	20.53%
Snow Lake, Town	N	837	16,681.00	0.015	12,656.00	31.80%
Somerset, Village	SC	439	37,877.00	86.28	43,844.00	-13.61%
Souris, Town	SW	1,837	146,170.12	79.57	142,218.08	2.78%
South Cypress, R.M.	SW	838	6,96.30	8.31	3,714.50	87.46%

MUNICIPAL PARTNERS

Municipality	Region	Population (2011 Census)	2011 Total kgs Reported	Kgs Recycled / Capita (2011 Pop)	2010 Total kgs Reported	Percent Change from Previous
South Norfolk, R.M.	SC	1,125	17,300.93	15.38	12,511.13	38.28%
Springfield, R.M.	WPG	14,069	527,893.00	37.52	481,267.00	9.69%
St. Andrews, R.M.	I	11,875	427,153.00	35.97	445,755.14	-4.17%
St. Claude, Village	SC	590	73,616.80	124.77	72,751.00	1.19%
St. Clements, R.M.	E	10,505	166,780.00	15.88	109,933.66	51.71%
St. François-Xavier, R.M.	WPG	1,240	57,599.80	46.45	63,010.00	-8.59%
St. Laurent, R.M.	I	1,305	4,160.00	3.19	8,015.34	-48.10%
St. Lazare, Village	CW	254	2,651.64	10.44	2,367.95	11.98%
St. Pierre-Jolys, Village	E	1,099	44,486.01	40.48	45,238.00	-1.66%
Ste. Anne, R.M.	E	4,686	49,890.00	10.65	33,164.86	50.43%
Ste. Anne, Town	E	1,626	146,201.00	89.91	223,824.19	-34.68%
Ste. Rose du Lac, Town	NW	1,023	77,944.70	76.19	80,833.10	-3.57%
Ste. Rose, R.M.	NW	771	32,481.00	42.13	25,555.60	27.10%
Steinbach, City	E	13,524	1,539,271.00	113.82	1,537,661.97	0.10%
Stonewall, Town	I	4,536	197,974.10	43.65	174,044.90	13.75%
Strathclair, R.M.	CW	744	37,177.00	49.97	44,045.88	-15.59%
Strathcona, R.M.	SW	643	9,101.00	14.15	6,151.22	47.95%
Stuartburn, R.M.	E	1,535	87,542.00	57.03	86,784.88	0.87%
Swan River, R.M.	NW	2,546	37,570.30	14.76	41,073.70	-8.53%
Swan River, Town	NW	3,907	252,533.70	64.64	274,766.51	-8.09%
Tache, R.M.	WPG	10,284	549,625.00	53.44	504,130.00	9.02%
Teulon, Town	I	1,124	51,326.62	45.66	45,122.75	13.75%
The Pas, Town ⁶	N	5,513	173,032.28	31.39	55,422.63	212.21%
Thompson, City	N	12,829	838,256.90	65.34	663,924.50	26.26%
Thompson, R.M.	SC	1,397	33,540.00	24.01	33,656.00	-0.34%
Treherne, Town	SC	616	56,361.70	91.50	57,319.57	-1.67%
Victoria Beach, R.M.	E	374	76,506.50	204.56	73,020.00	4.77%
Victoria, R.M.	SC	1,119	67,954.00	60.73	67,143.40	1.21%
Virden, Town	SW	3,114	349,644.51	112.28	351,065.20	-0.40%
Wallace, R.M.	SW	1,526	174,324.49	114.24	175,032.80	-0.40%
Waskada, Village	SW	183	2,957.12	16.16	3,485.84	-15.17%
Wawanesa, Village	SW	562	33,641.00	59.86	39,950.00	-15.79%
West St. Paul, R.M.	WPG	4,932	326,840.00	66.27	331,920.00	-1.53%
Whitehead, R.M.	SW	1,533	28,420.00	18.54	27,016.71	5.19%
Whitemouth, R.M.	E	1,548	131,693.89	85.07	116,003.76	13.53%
Whitewater, R.M.	SW	645	15,673.00	24.30	13,830.43	13.32%
Winkler, City	SC	10,670	1,015,478.00	95.17	952,710.00	6.59%
Winnipeg Beach, Town	I	1,011	30,730.00	30.40	55,120.44	-44.25%
Winnipeg, City (Curbside)	WPG	663,617	43,745,813.00	65.92	44,425,508.77	-1.53%
Winnipeg, City (Depot)	WPG	–	185,821.00	–	511,579.67	-63.68%
Winnipegosis, Village	NW	647	42,130.00	65.12	44,510.00	-5.35%
Woodlands, R.M.	I	3,521	52,374.10	14.87	46,043.63	13.75%
Woodworth, R.M.	SW	860	9,603.00	11.17	17,494.00	-45.11%

Table Notes:

1. R.M. of Arthur recycling is now being collected and reported by the town of Melita.
2. R.M. of Grahamdale is now reporting on its own.
3. Grand Beach permanent population from Statistics Canada 2011 Census.
4. R.M. of Morris launched its program in 2011.
5. Peguis First Nation launched its program in 2011.
6. The Pas recycling facility was closed for the majority of 2010.

CONTINUOUS IMPROVEMENT PROGRAM

MMSM is committed to working with municipalities and community groups on waste management issues, identifying their requirements and providing appropriate solutions to increase their effectiveness and efficiency. Additionally, MMSM staff provided technical assistance about recycling to government and non-government agencies across Manitoba. MMSM provides support for participating recycling programs by identifying best practices and opportunities to improve recycling programs. MMSM provides municipalities with information on end-buyers of recycled material.

MMSM worked directly with the following communities:

- City of Brandon
- Churchill
- City of Thompson
- City of Winnipeg
- Cross Lake First Nation
- Fisher River First Nation
- Glenboro, R.M.
- Hollow Water
- Morden
- Nelson House First Nation
- Peguis First Nation
- Pilot Mound/Louise Waste
- Pinecreek First Nation
- Portage La Prairie
- Pukatawagan (Mathias Colomb) First Nation
- R.M. of Ste. Anne
- R.M. of Coldwell
- R.M. of Hanover
- R.M. of South Norfolk
- R.M. of Springfield
- R.M. of Strathcona
- Rosseau River First Nation
- Seymourville
- St. Malo
- St. Theresa Point
- Steinbach
- Stonewall

PROMOTION AND EDUCATION

The goal of MMSM's promotional efforts is to ensure Manitobans know what they can recycle and to increase the amount of material recycled. Surveys conducted in 2010 and 2011 indicated that 90% of Manitobans already recycle. 66% of respondents said they are recycling all that they can. This suggests that consumers are generally convinced of the benefits of recycling, but need to be reminded to recycle all acceptable material.

The consumer website SimplyRecycle.ca was highlighted in all promotional and educational material. MMSM has also engaged in social media via Facebook (SimplyRecycleMB).



[CLICK HERE TO LISTEN TO OUR RADIO AD](#)



MMSM participated in creating and distributing the 2011 Eco Calendar: Take A Closer Look. The 2011 ECO Calendar includes close up views of Manitoba green technology. The calendar included useful eco tips that provide guidance to Manitoba families throughout the year.

Trade shows and presentations made:

- Take Pride Winnipeg – Team Up to Clean Up
- Green Lifestyle & Living Show
- PRO Forum
- Northern Association of Community Councils AGM
- Fisher River First Nation
- St. Theresa Point
- Pine Creek First Nation
- Churchill
- Peguis First Nation
- Cross Lake First Nation
- Cross Lake (NACC)
- Nelson House First Nation
- Pukatawagan (Mathias Colomb) First Nation
- William S Patterson School, Clandeboyne
- Lord Nelson School, Winnipeg
- Minnetonka School, Winnipeg
- Linwood School, Winnipeg
- Wabowden





Programs for Schools

K-12 Programming

MMSM once again partnered with Green Action Centre to deliver recycling presentations through its Environmental Speakers Bureau. A bilingual presenter now delivers presentations and provides resources in English and French. In addition, Manitoba-specific, curriculum-based recycling educational materials are available to teachers across the province through the web and on disk. During the course of the 2010/2011 school year, 470 ESB presentations have been held with 143 of these specific to recycling. These presentations reached 13,379 students throughout the province.

Professional development workshops on recycling education for teachers were held in Lorette and Souris.

A province-wide writing contest on why it is important to “Simply Recycle Everywhere” was held during the month of March. The contest was promoted on the SimplyRecycle website, Facebook and in a flyer distributed through a Department of Education mailing to 900 schools. Entries from across the province totaled 108. The winning entries can be found throughout this report.



RECYCLE NOW! – CONTEST WINNERS

GRADES 3 AND 4

It Starts With Me

I tried to write a poem
About recycling today.
I'd start and stop, crumple it up
And throw the paper away.

No matter what I tried to write,
I couldn't make it rhyme.
The crumpled paper mountain,
Got bigger every time.

It covered my bedroom floor,
From my desk into my closet.
Then it blocked my bedroom door,
I couldn't leave it if I wanted.

But that didn't stop me
I wanted to get it right.
I kept throwing crumpled paper
Until my room was out of sight.

I lost track of all my garbage,
Until it was all that I could see.
I guess to change the world
It has to start with me.

Alyssa Marks, Riverton E.M. School, Riverton, Manitoba

GRADES 3 AND 4 FRENCH

Pourquoi on doit recycler?

Fais-tu le recyclage?

Quoi!?

Tu as dis NON!

Alors, tu dois commencer MAINTENANT!

Recycler est très facile.

Tu dois juste mettre les items dans la boîte bleue.

Mettre la boîte de recyclage dehors, et tu attends.

Après un petit peu de temps, le camion vient et
prend ton recyclage!

Tu peux seulement recycler le papier, le carton,
quelques plastiques,

les cannettes et le verre de quelques sortes.

MERCI BEAUCOUP!

PS. N'oublie pas de recycler, c'est bon pour la terre.

*Chloë Mathers et Regan Mersereau, École Robert Browning,
Winnipeg, Manitoba*

GRADE 5 AND 6 FRENCH

Recyclons à tout prix!

Depuis que je suis toute petite, on me dit qu'il faut recycler. "Mets ça dans la boîte bleue! Pourquoi cette bouteille est-elle dans la poubelle? Utilise le verso de cette feuille! Mets ta pelure de banane dans le compost! Pourquoi ces sacs de vidange sont-ils remplis? Pourquoi ces sacs bleus sont-ils vides?" Le recyclage fait partie de ma vie, tout comme il fait partie de la vôtre. Mais parfois je me demande si tout cela en vaut vraiment la peine... Et parfois, tout comme vous, je fais des mauvais choix. Alors, pour s'encourager à continuer, voici cinq bonnes raisons pourquoi il faut recycler à tout prix.

Commençons avec le papier. Saviez-vous que lorsqu'on recycle le papier, on utilise ce papier pour faire d'autres papiers, au lieu d'abattre des arbres? Oui, c'est vrai! Et ceci est beaucoup mieux, parce qu'à ce rythme, bientôt il ne restera plus d'arbres!!! Donc, raison numéro 1, il faut sauver les arbres...

Deuxièmement, il faut habituellement moins d'énergie pour fabriquer des produits avec des matériaux recyclés que si on utilisait des nouveaux matériaux.

Troisièmement, le recyclage sauve l'air et l'eau fraîche parce que la plupart du temps, quand on fabrique des produits à partir des matériaux recyclés, on crée moins de pollution de l'air et moins de pollution de l'eau que quand on fabrique des produits à partir de matériaux neufs.

Quatrièmement, on sauve de l'espace d'enfouissement parce que les matériaux recyclés ne se retrouvent pas avec les montagnes de vidanges dans les dépotoirs.

Cinquièmement, le recyclage crée des emplois parce que c'est plus de travail quand on recycle de que quand on jette tout simplement les choses aux vidanges. Alors on a besoin d'embaucher des gens, ce qui est toujours une bonne chose pour les gens qui cherchent un emploi, n'est-ce pas?

Alors, voilà cinq bonnes raisons pour recycler. Mais même avec tout ce que l'on sait, on continue à jeter! Saviez-vous que les États-Unis jettent deux millions et demi de bouteilles en plastique par heure? Deux million et demi...par heure! Pensez à ce que cela fait à notre planète! Saviez-vous que ces bouteilles en plastique sont presque recyclables à 100% et qu'elles sont aussi assez simples à recycler? Si on continue comme cela, notre terre va bientôt devenir un grand dépotoir. Fermez vos yeux et imaginez que vous vivez parmi des tonnes de déchets. C'est horrible, non? Imaginez que votre chambre est remplie de déchets et que même votre lit est couvert de déchets... dégoûtant! Maintenant, fermez vos yeux, et imaginez que la terre est propre comme un jardin. Dont, on prend bien soin. Respirez l'air frais et sautez dans l'eau claire d'un lac ou d'une rivière...un rêve? À vous de décider. Recyclons à tout prix!

*Lauren Peters, St. Avila School,
Winnipeg, Manitoba*

Post-Secondary Education Institutes

MMSM provided funding and support to Post-Secondary Education Institutes (PSEIs) throughout the province. MMSM funding is used to assist institutions with their recycling programs. Funding can be used to conduct waste audits, offset labour costs, promote the facility's recycling program and purchase recycling bins. Materials recovered for the 2010/2011 school year total approximately 708,000 kilograms.

2010/2011 School Year	kgs
University of Manitoba	336,400
University of Winnipeg	132,200
Red River College (2 campuses)	130,600
College Universitaire de Saint Boniface	9,010
Assiniboine Community College	52,500
Brandon University	45,500
Canadian Mennonite University	n/a
University College of the North (Thompson Campus only)	1,560

GRADES 7, 8 AND 9

Michael loves to recycle

There once was a guy named Michael
Who didn't know how to recycle.
He tried to recycle plastic
And realized it was fantastic
So he tried recycling a tire
He now knows not to light them on fire
He experimented with metal
And turned scraps into a kettle
He even recycles electronics
And uses the cash to buy comics
Michael decided to recycle rubber
And became an environmental scrubber
Now that Michael's recycling paper
He's getting rid of harmful vapour
He turned an old egg carton
Into a home for his hamster Martin
He decided to recycle glass
And found out it had a lot of mass
When Michael went to recycle his bottles
He met a lot of really hot models
When Michael started to recycle cans
The models became his biggest fans

By cutting down his electricity use
Michael has now learned to reduce
It's important to protect the ozone layer
So he stopped driving his car to become
a team player
By making a shed of recycled wood
He's helping the world more than he
thought he could
Michael says, "Don't throw out the cardboard
The Earth's troubles can't be ignored!"
It's time to start to reduce
By cutting down the water use
And if we all cut down on our water use
We'll have more time to drink apple juice
If we all would take time to re-use
We'd stop getting bad pollution reviews
Michael realized he could recycle more
And it wasn't at all a tedious chore
By rethinking how we treat our waste
We can show the world we have good taste

*Grade 7 and 8 Class,
Pierson School, Pierson Manitoba*

KINDERGARTEN TO GRADE 2

Help the Earth! (A Rap)

Help the earth stay alive!
Keep the water clean so we can dive!
You can help to work on having clean air,
Ride your bike everywhere!
Please help the bears by sharing and caring,
Rethink – Don't shoot!
Reduce, Reuse don't throw away!
If the paint is not at use, don't throw away
– keep it for another day!
We want to live on a cleaner earth,
Recycle, Reduce, Reuse, and Rethink!

*The Grade 2 Class (Mrs. Richter and Mrs. Pellizzaro)
Deerwood School, Thompson, Manitoba*

GRADES 5 AND 6

All the R's

Reduce, reuse and recycle words that we all know
We have to save our planet so we can live and grow
We might be only children but we will try you'll see
And we will save this planet
It starts with
You and me.

Markus and Lorne, Frontenac School, Winnipeg, Manitoba

FIRST NATIONS AND REMOTE COMMUNITIES

The **Northern Community Clean-up Program** initiative was developed to help support northern communities increase recycling awareness and combat litter. This initiative was implemented through a coordinated effort by MMSM and the Canadian Beverage Container Recycling Association (CBCRA).

Support was provided to northern Manitoba communities through the provision of financial assistance and waste and recyclable collection supplies to assist the participating communities with their community clean-up initiative. Many of these communities are very remote; therefore, transportation of collected recyclable materials to an approved recycling facility was also included in this offering.

The following communities participated in the Northern Community Clean-up program:

- Barrows
- Chemawawin
- Easterville
- Cormorant
- Cross Lake First Nation
- Cross Lake (NACC)
- Duck Bay
- Fisher River
- God's Lake Narrows
- Lynn Lake
- Manto Sipi (God's River)
- O-Pipon-Na-Piwin (South Indian Lake)
- Peguis
- Pelican Rapids
- Pikwetonei
- Sapotaweyak
- Sherridon
- St. Theresa Point
- Town of Grand Rapids
- Thicket Portage
- Wabowden
- Wanipigow (Hollow Water)
- Wuskwi Sipi (Indian Birch)
- York Landing

A Community Clean-up kit in the form of a CBCRA recycling bin was provided to each community. The kit included bright yellow T-shirts to be worn by volunteers participating in the clean-up; gloves; black garbage bags; clear recycling bags; a handout on eligible recyclable materials; safety instructions; a material report form and large cubic yard totes to be used for transporting the recyclable material to an authorized processor.

Not all participating communities were able to complete the full requirements of the community clean-up due to weather conditions and logistics.

In total, the reporting communities collected approximately 2,495 kgs of recyclable materials from their respective Community Clean-ups.

Wabowden was selected as the Grand Prize winner and received a cash amount which will go towards a community enhancement initiative. Wabowden residents collected 177 kgs of recycling litter within their community, which represents 0.34 kgs per capita.

Enhanced beverage fees collected from stewards in 2010 were used to fund this project as the majority of recycling litter was beverage containers.

MMSM staff provided technical assistance and support to several First Nation and northern communities throughout 2011:

- Fisher River First Nation
- Cross Lake First Nation
- Cross Lake (NACC)
- Pine Creek First Nation
- Peguis First Nation
- St. Theresa Point First Nation
- Churchill
- The Pas
- Wabowden
- Lynn Lake
- Hollow Water
- Nelson House First Nation
- Rosseau River First Nation
- Thompson



(L to R): Recycling Trailer (Wabowden), Rural recycling station (Brokenhead First Nation)

ENHANCED PROGRAMS

Plastic Bag Reduction Results

Prior to 2010, retailers/grocers were not required to track or report single-use plastic bag data. However, in the Program Plan development stage, MMSM surveyed stewards from the food, beverage, and consumer goods retail sectors and determined an estimate for the annual volumes of plastic bags generated. Beginning in 2010, MMSM is in receipt of actual reported data. MMSM is pleased to report that as a result of the efforts of the food, beverage, and consumer goods retail sectors, there has been a reduction of 40% in the generation of plastic bags over the last three years (from 2007 to 2010). In comparison, these sectors in Ontario reduced the use of plastic bags by 58% in four years. It is anticipated that MMSM and its stewards will be able to achieve a 50% reduction from the 2007 baseline within five years, even though MMSM contributions towards that effort began only in 2010.

Residential waste composition studies show that consumers are re-using single use plastic bags as waste receptacles (49% in Brandon and 47% in Winnipeg).



MMSM Bag-Up Manitoba – Plastic Bag Roundup Challenge

Multi-Material Stewardship Manitoba partnered with Take Pride Winnipeg! and challenged schools throughout the province to collect single-use plastic bags during the month of October 2011. The month-long event was communicated to all schools throughout the province through a newsletter featuring a two-page write-up on the challenge. The 2011 Bag-Up Manitoba – Plastic Bag Roundup Challenge was a great success. The overwhelming response from schools across the province is evidence that students care – they care for their community, their province and their environment.

Plastic Bag Roundup Challenge Results:

- Total number of schools participating: **134**
- Total number of students participating: **29,429**
- Total number of rural schools participating: **59**
- Total number of rural students participating: **8,852**
- Total number of urban schools participating: **75**
- Total number of urban students participating: **20,577**
- Total number of bags collected: **577,489**



Schools were divided into categories based on location and student population to determine which schools would be awarded a bench made out of recycled plastic bags. All participating schools received Frisbees made out of recycled single-use plastic bags.

2011 Plastic Bag Roundup winners:

Lord Nelson School (Winnipeg)	27,750 bags
William S. Patterson School (Clandeboye)	21,697 bags
Ross L. Gray School (Sprague)	17,211 bags
Brennan School (Newton)	15,709 bags
Minnetonka School (Winnipeg)	15,125 bags
FW Gilbert School (Pinawa)	13,917 bags
Westview School (Winnipeg)	13,205 bags
St. Norbert Immersion (Winnipeg)	11,019 bags
MacGregor Elementary School (MacGregor)	10,400 bags
Elwick Community School (Winnipeg)	10,023 bags
Linwood School (Winnipeg)	9,766 bags
Scott Bateman Middle School (The Pas)	9,578 bags
JR Walkof School (Winkler)	9,383 bags
Assiniboine School (Winnipeg)	9,012 bags



William S. Patterson School
(Clandeboye)



Karen Melnychuk (MMSM), Louis the Lion, Tom Ethans
(Take Pride Winnipeg)

Services for Stewards

Regulation 195/2008 under the Waste Reduction and Prevention Act obligates stewards to do a number of things. Stewards must provide a waste reduction and prevention program to manage designated wastes within a province-wide convenient collection system; stewards must cover 80% of the funding of collecting, processing, and transferring the material to market; and stewards must also establish promotion and education programs and cover the cost of government to oversee the program. All product packaging consisting of plastic, glass, paper, metal and printed papers normally managed through the municipal waste management system is designated to be included under this stewardship program.

Stewards of designated material are persons that have responsibilities under the Regulation. MMSM has established rules for stewards that include registration; rules for data reporting (i.e. dates for reporting); as well as compliance and payment schedules. Stewards use a web-based, on-line data reporting and management system. This secure online data management system is designed to assist stewards in managing their obligations. Obligated companies who do not follow the program rules are considered not in compliance.

MMSM is responsible to collect steward fees on all packaging and printed paper. The table on the next page illustrates material fees and total reported weights for 2011 and 2010.

- 808 stewards registered with MMSM
- 569 reports received
- 219 voluntary stewards

Packaging and Printed Paper Reported by Stewards in 2011

Material Description	Base Fee 2011	Total kgs 2011	Base Fee 2010	Total kgs 2010
Newsprint	2.88 ¢/kg	28,938,919	2.07 ¢/kg	25,980,883
Other printed materials	5.20 ¢/kg	8,401,125	3.79 ¢/kg	9,031,599
Corrugated and boxboard packaging	11.78 ¢/kg	25,080,745	12.93 ¢/kg	26,420,833
Other paper packaging	25.20 ¢/kg	3,744,379	24.21 ¢/kg	4,388,438
PET bottles	24.76 ¢/kg	4,869,391	19.51 ¢/kg	4,656,546
HDPE bottles and jugs	26.69 ¢/kg	3,442,792	12.83 ¢/kg	3,043,443
Other plastic packaging	31.03 ¢/kg	12,368,526	31.60 ¢/kg	12,923,991
Steel and other metal packaging	9.92 ¢/kg	5,088,460	9.89 ¢/kg	5,208,065
Aluminum cans – food and beverage	1.26 ¢/kg	2,044,393	-0.58 ¢/kg	1,931,670
Foil and other aluminum packaging	24.18 ¢/kg	276,961	9.87 ¢/kg	328,627
Glass packaging	6.09 ¢/kg	13,989,015	6.28 ¢/kg	13,638,273
Total		108,243,706		107,552,367

MMSM's Steward Services continues to identify and pursue potential stewards. MMSM monitors sources such as local yellow pages, mall directories, business magazines, and the *Scott's Directories Corporate Database*.

STEWARD COMPLIANCE

The MMSM Program is funded entirely by fees levied on stewards. Stewards of designated materials are persons that have responsibilities under the Regulation. A steward is the “person” who assumes the responsibility and declares that the designated packaging and printed paper material they supply for consumption in Manitoba complies with the legal requirements of the WRAP Act. If a steward of the designated material does not comply with the regulation, they are prohibited from supplying the designated material for consumption in Manitoba.

MMSM has prepared rules setting the amount of fees to be paid by participating stewards. These rules include:

- designation of stewards
- definition of designated materials
- fees for obligated packaging and printed materials
- reporting and payment requirements of stewards
- penalties for late reporting and late payment
- dispute resolution process for stewards
- allowance for a company to pay fees on behalf of an otherwise obligated steward

Stewards are required to measure and report annually to MMSM the total quantity in kilograms of designated packaging and printed paper supplied for use in the province. MMSM reviews the data reporting requirements annually in accordance with the rules.

Stewards that are in good standing with MMSM will be deemed to be in compliance with the WRAP Act. The compliance process commences with the identification of stewards that are not in compliance, followed by initiation of actions necessary to ensure compliance.

Through the maintenance of a registry of identified stewards and a tracking system to monitor compliance, MMSM will actively ensure that all stewards are in compliance. Field research will be performed by MMSM to identify non-compliant stewards, utilizing leads generated by complying stewards, as well as independently through store and product audits. MMSM also has the authority to audit steward data. Stewards must maintain records for a period of at least five years in support of all data submitted to MMSM.

MMSM has implemented a non-compliance notification process, including written notification of when fees are due. If stewards and products are identified that have not registered or reported under the Packaging and Printed Paper Program, a notification is sent. If the steward’s registration and data submission process is not complete at the end of 120 days, MMSM may request the Manitoba government to take enforcement action as stipulated under the WRAP Act.



Financial

Statements

December 31, 2011

INDEPENDENT AUDITORS' REPORT

To the Members of **Multi-Material Stewardship Manitoba Inc.**

We have audited the accompanying financial statements of **Multi-Material Stewardship Manitoba Inc.**, which comprise the balance sheet as at December 31, 2011 and the statements of operations, changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

MANAGEMENT'S RESPONSIBILITY FOR THE FINANCIAL STATEMENTS

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

AUDITORS' RESPONSIBILITY

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditors consider internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

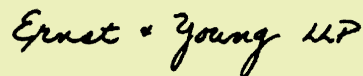
We believe that the audit evidence we have obtained in our audit is sufficient and appropriate to provide a basis for our qualified audit opinion.

BASIS FOR QUALIFIED OPINION

Due to the self-registration of participants in the stewardship program, the completeness of revenues is not susceptible to satisfactory audit verification. Accordingly our verification of these revenues was limited to the amounts recorded in the records of the organization. We were unable to determine whether any adjustments for unrecorded revenues might be necessary to steward fees, excess of revenue over expenses for the year, accounts receivable and net assets.

QUALIFIED OPINION

In our opinion, except for the possible effects of the matter described in the basis for qualified opinion paragraph, the financial statements present fairly, in all material respects, the financial position of **Multi-Material Stewardship Manitoba Inc.** as at December 31, 2011 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

The logo for Ernst & Young LLP, featuring the company name in a stylized, handwritten-style script.

Chartered Accountants

Winnipeg, Canada, April 11, 2012

MULTI-MATERIAL STEWARDSHIP MANITOBA INC.

BALANCE SHEET

As at December 31

	2011 \$	2010 \$
ASSETS [note 5]		
Current		
Cash	9,290,532	4,538,922
Accounts receivable	359,475	285,339
Prepaid expenses and deposits	13,825	20,631
Total current assets	9,663,832	4,844,892
Capital assets [note 4]	3,395	4,154
	9,667,227	4,849,046
LIABILITIES AND NET ASSETS		
Current		
Accounts payable and accrued liabilities	7,113,557	4,313,705
Total current liabilities	7,113,557	4,313,705
Net assets		
Unrestricted	2,553,670	535,341
Total net assets	9,667,227	4,849,046

See accompanying notes

On behalf of the Board:



Director



Director

MULTI-MATERIAL STEWARDSHIP MANITOBA INC.
STATEMENT OF OPERATIONS

Year ended December 31

	2011 \$	2010 \$
REVENUE		
Steward fees	12,565,176	9,668,064
Other revenue	49,456	1,752
	12,614,632	9,669,816
EXPENSES		
Municipal programs		
Municipal support payments	8,531,412	6,833,781
	8,531,412	6,833,781
Program implementation	–	268,015
Program delivery	878,583	626,100
Stewards services	399,410	320,851
School funding	180,000	180,000
Promotion and education	201,777	201,532
Continuous improvement process	54,861	51,265
Administrative and corporate expenses	171,863	164,432
	1,886,494	1,812,195
Enhanced programs		
Beverage recovery	19,108	18,717
Plastic bags	159,289	66,368
	178,397	85,085
	10,596,303	8,731,061
Excess of revenue over expenses for the year	2,018,329	938,755

See accompanying notes

MULTI-MATERIAL STEWARDSHIP MANITOBA INC.

STATEMENT OF CHANGES IN NET ASSETS

Year ended December 31

	2011 \$	2010 \$
Net Assets (deficit), beginning of year	535,341	(403,414)
Excess of revenue over expenses for the year	2,018,329	938,755
Net Assets, end of year	2,553,670	535,341

See accompanying notes

MULTI-MATERIAL STEWARDSHIP MANITOBA INC.

STATEMENT OF CASH FLOWS

Year ended December 31

	2011 \$	2010 \$
OPERATING ACTIVITIES		
Excess of revenue over expenses for the year	2,018,329	938,755
Add item not involving cash Amortization of capital assets	759	462
	2,019,088	939,217
Changes in non-cash working capital balances related to operations		
Accounts receivable	(74,136)	(272,839)
Prepaid expenses and deposits	6,806	(20,631)
Accounts payable and accrued liabilities	2,799,852	4,101,666
Cash provided by operating activities	4,751,610	4,747,413
INVESTING ACTIVITIES		
Purchase of capital assets	–	(4,616)
Cash used in investing activities	–	(4,616)
FINANCING ACTIVITIES		
Industry advance contributions repaid	–	(205,000)
Cash used in financing activities	–	(205,000)
Net increase in cash during the year	4,751,610	4,537,797
Cash, beginning of year	4,538,922	1,125
Cash, end of year	9,290,532	4,538,922

See accompanying notes

NOTES TO FINANCIAL STATEMENTS

December 31, 2011

1. BUSINESS ORGANIZATION AND OPERATIONS

Multi-Material Stewardship Manitoba Inc. ["MMSM"] is a not-for-profit industry-funded corporation, established in accordance with the Packaging and Printed Paper Stewardship Regulation [Man. Reg. 195/2008] pursuant to *The Waste Reduction and Prevention Act*. MMSM was formally incorporated as a non-share capital corporation in December 2006 under The Corporations Act of Manitoba for the purpose of developing, implementing and operating waste diversion programs for designated packaging and printed paper in the Province of Manitoba. The stewardship program commenced operations on April 1, 2010 and is exempt from income taxes under Section 149 of the Income Tax Act (Canada).

2. SIGNIFICANT ACCOUNTING POLICIES

The following is a summary of significant accounting policies of MMSM:

[a] Basis of accounting

These financial statements have been prepared in accordance with Canadian generally accepted accounting principles.

[b] Revenue recognition

Steward fees are recognized as revenue as stewards register with MMSM and report tonnages.

[c] Recycling support payment to municipalities

Recycling support payments to municipalities are paid to registered Manitoba municipalities based on the tonnage of eligible materials delivered to an approved recycling facility as reported by the municipalities to MMSM.

[d] Capital assets and amortization

Capital assets are recorded at original cost less accumulated amortization.

Amortization of furniture and equipment is recorded on a straight-line basis of 20% over the assets' useful lives.

[e] Use of estimates

The preparation of financial statements in accordance with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements, and reported amounts of revenue and expenses during the reporting period. Actual results could differ from management's best estimates as additional information becomes available in the future.

[f] Financial instruments and risk management

The Canadian Institute of Chartered Accountants ["CICA"] *Handbook Section 3861, "Financial Instruments – Disclosures and Presentation"*, requires that all financial instruments be classified into one of the following five categories: held-for-trading, held-to-maturity investments, available-for-sale financial assets, loans and receivables, and other financial liabilities.

NOTES TO FINANCIAL STATEMENTS

December 31, 2011

MMSM's assets and liabilities are measured as follows:

- Cash is classified as held-for-trading and is carried at fair value.
- Accounts receivable are classified as loans and receivables and are initially measured at fair value and subsequently carried at amortized cost.
- Accounts payable and accrued liabilities are classified as other financial liabilities and are initially measured at fair value and subsequently carried at amortized cost.

The carrying values of cash, accounts receivable and accounts payable and accrued liabilities approximate their fair values due to the relative short periods to maturity of these items or because they are receivable or payable on demand.

Management has established policies and procedures to manage risks related to financial instruments, with the objective of minimizing any adverse effects on financial performance. Unless otherwise noted, it is management's opinion that MMSM is not exposed to significant interest rate, currency or credit risks arising from its financial instruments. A brief description of management's assessments of these risks is as follows:

[i] General objectives, policies and processes:

The Board of Directors and management are responsible for the determination of MMSM's risk management objectives and policies and designing operating processes that ensure the effective implementation of the objectives and policies. In general, MMSM measures and monitors risk through preparation and review of regular reports by management.

[ii] Credit risk:

Financial instruments potentially exposed to credit risk include cash and accounts receivable. Management considers its exposure to credit risk over cash to be remote as MMSM does not hold any financial instruments outside of cash in its bank account held for trading. Accounts receivable are not significantly concentrated and are monitored regularly for collections. The carrying amount of accounts receivable represents the maximum credit risk exposure.

3. CAPITAL MANAGEMENT

Capital consists of the net assets, which are managed in accordance with policies established by the Board of Directors. MMSM's objective when managing its capital is to safeguard its ability to continue as a going concern. There are no externally imposed capital requirements.

4. CAPITAL ASSETS

Capital assets consist of the following:

	2011		2010	
	Cost	Accumulated amortization	Net book value	Net book value
	\$	\$	\$	\$
Furniture and equipment	4,615	1,220	3,395	4,154

NOTES TO FINANCIAL STATEMENTS

December 31, 2011

5. CREDIT FACILITY

MMSM has a \$900,000 revolving facility convertible to a reducing term facility on December 23, 2012 which was not utilized during the year [2010 – nil]. Interest is payable at bank prime plus 0.85%. MMSM has provided a general security agreement on all personal property of MMSM as collateral for the credit facility.

6. COMMITMENTS

- [a] A program management services agreement is in place with StewardEdge Inc. to provide various administrative and communication tasks to MMSM until December 31, 2014 at a monthly amount of \$82,500. During the year ended December 31, 2011 StewardEdge Inc. provided staffing, information technology, communication, program establishment and administrative services to MMSM for total remuneration of \$1,195,044.
- [b] MMSM has entered into an operating lease for its premises for a total commitment of \$262,200. Future minimum annual lease payments until August 31, 2015 are as follows:

	\$
2012	71,500
2013	71,500
2014	71,500
2015	47,700
	262,200

7. FUTURE CHANGES IN ACCOUNTING POLICIES

In November 2010, the Accounting Standards Board of the CICA issued Part III of the *CICA Handbook* that sets out the accounting standards for not-for-profit organizations that are effective for fiscal years beginning on or after January 1, 2012, with an option to early-adopt. MMSM is currently evaluating the impact of these standards.

BOARD OF DIRECTORS (2011)

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Retail Council of Canada

Justin Sherwood
Past Chair
Canadian Beverage
Association

Keith McDougall
Vice Chair
Canadian Federation
of Independent Grocers

Rachel Kagan
Food and Consumer
Products of Canada

Bob Cox
Winnipeg Free Press
(Newspaper Group)

Phil Elias
Lucerne Dairy (Dairy Group)

Dwayne Marling
Canadian Restaurant and
Foodservices Association

Ingrid Loewen
Manitoba Liquor
Control Commission

Sandy Hopkins
Independent Director

Francis St. Hilaire
Independent Director

MMSM BOARD COMMITTEES

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Keith McDougall, Vice Chair
Neil Antymis, Treasurer
Justin Sherwood, Past Chair

Audit Committee
Ingrid Loewen, Chair
Justin Sherwood
Neil Antymis
Keith McDougall
Lanny McInnes

Governance Committee
Rachel Kagan, Chair
Neil Antymis
Lanny McInnes

Communications Committee
Bob Cox
Justin Sherwood
Dwayne Marling
Lanny McInnes

**Municipal/Industry
Program Committee**
Justin Sherwood
Lanny McInnes

Plastic Bag Committee
Keith McDougall
Dwayne Marling
Lanny McInnes

BOARD OFFICERS

Neil Antymis
Treasurer
Canadian Beverage Association

EXECUTIVE DIRECTOR

Karen Melnychuk



Multi-Material Stewardship Manitoba

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