

# GROWERTALKS

## GT in Brief

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### East Jordan Plastics Recycling Facility Running at Capacity

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East Jordan Plastics, one of the largest thermoform container manufacturers for the U.S. horticulture industry, announced that its new recycling facility is now recycling plastic containers around the clock. The facility is equipped to recycle in excess of 10 million pounds of used horticultural containers annually.

The 130,000-sq. ft. facility, located in South Haven, Michigan, was established to “close the recycling loop” on horticulture containers. The company found that collecting used containers from retail consumers and greenhouse/nursery operations was the missing component, so a pilot program was introduced in 2009 in partnership with Masterpiece Flower Company, Elzinga & Hoeksema Greenhouses, Grand Flower Growers and major garden centers within the Midwest. Customers were encouraged to return their used pots and flats to the garden centers, which in turn returned them to the grower. Growers either kept some to re-use or sent them to East Jordan’s South Haven facility to be recycled.

Since the recycling program was implemented, growers have recaptured costs and helped to make the mounting plastic containers disappear from some of the nation’s largest greenhouses, also saving on waste removal costs. East Jordan’s goal is to collect as many used horticultural containers as possible from the marketplace—including those from other manufacturers—and to make new containers from up to 100% recycled materials.

“The best way to achieve sustainability is to recycle and reuse what we create,” said Nathan Diller, East Jordan’s recycling manager. “Our new facility is the key to our efforts in making as many containers as possible from material reclaimed from the marketplace. With the gardening public’s cooperation, it can be a template for future recycling facilities around the country.”

For more information on how to take part in East Jordan’s recycling program, visit [www.eastjordanplastics.com](http://www.eastjordanplastics.com). **GT**