

THE CULTCH 12/13

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PHOTO CREDIT: Photo by Heiko Kalmbach featuring Tobias Wegner in LEO.



## A journey to La Belle Province

FOR MANY YEARS, THE GRADE SEVEN FRENCH IMMERSION STUDENTS AT HASTINGS ELEMENTARY HAVE BEEN MAKING A WINTER EXCURSION TO QUEBEC CITY.

Bill Harvey, a parent of one of the students, sent this photo (left) to thank West Coast Reduction for helping fund several of the students on this educational exchange.

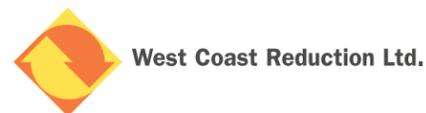
### Local Food Heroes

JUST PRESS "PLAY" ON OUR WEBSITE to view our *Local Food Heroes* video. You'll learn more about the role that rendering and recycling play in a sustainable local food system. You'll find it on our home page at [www.wcrl.com](http://www.wcrl.com).

### West Coast Reduction publishes *The Sustainability Report* twice a year (spring and fall)

THE BACK PAGE IS AVAILABLE FOR COMMUNITY GROUPS to profile their agency, events or services. If you have an idea for future newsletter topics, wish to propose a group to be featured, or have a question, please

contact the newsletter editor at [info@wcrl.com](mailto:info@wcrl.com). You can also reach us by phone at (604) 255-9301. Please visit us on the web at [www.wcrl.com](http://www.wcrl.com).



WEST COAST REDUCTION LTD.  
105 Commercial Drive North  
Vancouver, British Columbia  
V5L 4V7

CONTACT US  
tel: 604-255-9301  
email: [info@wcrl.com](mailto:info@wcrl.com)  
web: <http://www.wcrl.com>

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news from West Coast Reduction Ltd.

# THE SUSTAINABILITY REPORT

ISSUE NO 3.  
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## Across the fence

A note from Barry Glotman, President & CEO, West Coast Reduction

HELLO EVERYONE. WE ARE PLEASED TO BRING YOU OUR THIRD ISSUE OF *THE SUSTAINABILITY REPORT*, A NEWSLETTER THAT HELPS CONNECT US AT WEST COAST TO RESIDENTS OF OUR SURROUNDING NEIGHBOURHOOD. In each issue we profile an area of our business that we think will be of interest to readers. And we always offer the back page to community groups that might have an upcoming event that will be of interest, or whose presence in the neighbourhood contributes to community sustainability.

In this issue, we look at the sustainability cycle. We have a video on our website ([www.wcrl.com](http://www.wcrl.com)) that is a good complement to this piece. We invite you to visit us online and take a look at the ways in which West Coast Reduction supports the local food supply and eat local movement.

The work we do at West Coast helps divert more than 250,000 tonnes of animal by products from landfills. Recycling these left-overs reduces greenhouse gases. The environmental benefits extend the economic benefit of jobs and selling finishing products into the market. The resulting social and community investment helps complete the sustainability cycle—sometimes represented by the three-legged stool of sustainability: environment, economic and social.

It is important to acknowledge that sustainability requires good communication with community residents, especially when our operations are noticed in the neighbourhood. We work hard to reduce odour from our plant, and are pleased that the number of odour reports continues to drop each year. Please contact us at any time to let us know about an odour incident or to raise any questions, or ask for a tour of our operations. Our public information number is 604-255-9301. Your comments and suggestions will help us shape the content of future issues of *The Sustainability Reporter*.



In February of this year, Barry Glotman joined Prime Minister Stephen Harper on a trade mission to China.

### WCRL: on a mission

When Prime Minister Stephen Harper went on a trade mission to China in February, he invited an agriculture delegation including representatives from the cattle, pork and grain industries to join him. That group, led by federal Agriculture Minister Gerry Ritz, included Barry Glotman, president and CEO of West Coast Reduction.

And because of an agreement Mr. Harper signed while in China, West Coast Reduction can expect to export a lot more of one of its products to that country by the end of the year.

Before 2003, China had been Canada's largest export market for tallow, a produce produced when animal by products are recycled. But when some Canadian cows were hit with bovine spongiform encephalopathy (BSE) that year, China stopped buying Canadian tallow. Winning China back as a customer is a big deal, not just for West Coast Reduction, but also for Canadian farmers.

"Increased business dealings with China are a positive thing for Canada and it's a positive thing for Canadian agriculture," says Barry.

Barry



### INSIDE THIS ISSUE

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- The sustainability cycle
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# The Sustainability Cycle

Until quite recently, most people acquired their poultry, meat and fish products directly from a farmer, butcher or fishmonger. Family butchers and fishmongers sourced their supplies from relatively small producers. These producers were mainly, farmers, fishermen and small abattoirs for whom disposal of by-products was not a problem.

And in many areas outside of urban centers, protein for human consumption was scarce. Unlike today, no part of the animal went to waste. Today, the various parts of beef, chicken, pork and fish that are not consumed are referred to as RAW MATERIAL for rendering.

## RECYCLE THERE ARE FOUR MAIN STEPS IN THE RENDERING PROCESS

**1: COLLECTION** The raw materials, including used cooking oil, are collected from restaurants and grocery stores.

**2: TRANSPORTATION** Fleets of trucks move raw materials from their respective sources on a daily basis. Rendering plants across the country recycle approximately 250,000 tonnes of animal by-products each year.

**3: PROCESSING** Raw materials derived from different species are rendered in different processing lines and plants.

**4: FINISHED PRODUCT** Finished products including soap, ingredients for pet foods, and biodiesel, are sold both locally and around the world.

At first, rendering was not regarded as a particularly attractive business, and even among industry participants, rendering was often referred to as the “silent industry.” However, today renderers recognize the importance of working with the communities in which they operate to explain their business and address questions from their neighbours.

## RECYCLE RENDERING HAS COME A LONG WAY

It is recycling in the best sense of the word. Everything is used. Finished products are organic. Government grants and subsidies are not required to support the industry and the industry creates valuable long-term employment while sustaining the environment. And the necessary role rendering plays in our lives soon becomes apparent if we take the time and trouble to learn about it and consider the alternatives.

## RECYCLE REGULATORY REVIEW, QUALITY ASSURANCE AND ENVIRONMENTAL PROTECTION

Each of West Coast Reduction’s plants is required to comply with local, provincial and federal health, safety and environmental standards. Quality assurance is achieved through the universal implementation of a custom designed hazard analysis quality assurance program (HACCP). This program is a monitoring system that provides daily feedback on operating standards and procedures. It also ensures we meet finished product customer standards and supports compliance with all regulatory requirements. West Coast Reduction operates under permits issued by the Canadian Food Inspection Agency. Metro Vancouver issues air quality permits.

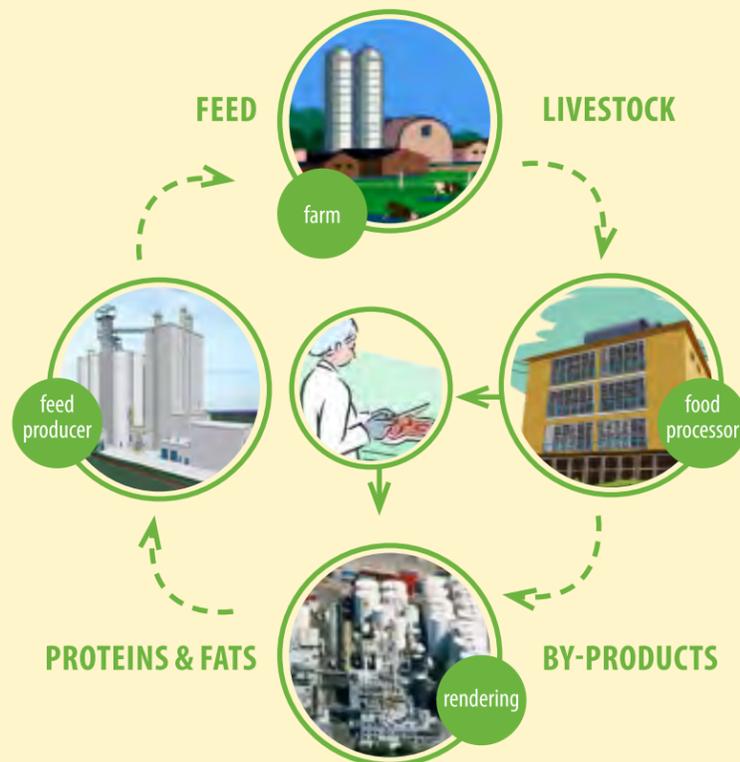
To support Metro Vancouver’s air quality emission reduction objectives, West Coast uses totally enclosed rendering processes operating in enclosed buildings. Packed tower scrubbers, as the name suggests, use packing materials, usually in the form of plastic or metal cylinders as surface area for contact with an oxidizing agent, to destroy odour-causing compounds in the air. Thermal oxidizers use natural gas to combust process air at high temperatures, destroying associated odours: this the most efficient odour control technology available to the industry.

The rendering process itself utilizes no chemicals. Only heat and mechanical processing are used to produce our finished products. As a result, the air discharged from the process only contains organic trace substances, much like the air around any kitchen stove.

## RECYCLE FOR MORE INFORMATION

You can learn more about West Coast Reduction, the rendering process, air quality and quality assurance by visiting the following websites:

- West Coast Reduction Ltd: <http://www.wcrl.com>
- Metro Vancouver: <http://www.metrovancouver.org>
- Canadian Food Inspection Agency: <http://www.inspection.gc.ca>



## DID YOU KNOW?

West Coast buys the non-edible parts of animals from meat producers and turns them into a variety of products, such as protein meals used in animal feed, animal fats and tallow — a product used, among other things, in the production of soaps and paint.



## PORT METRO VANCOUVER in the spotlight

**PORT METRO VANCOUVER’S SOUTH SHORE CORRIDOR PROJECT, BOUND BY HEATLEY AVENUE AND MCGILL STREET, IS BEING DEVELOPED TO REDUCE ROAD AND RAIL CONFLICTS AND IMPROVE TRANSPORTATION ACCESS AND RELIABILITY FOR BUSINESSES OPERATING WITHIN THE PORT.**

Port Metro Vancouver recently completed public consultation with stakeholders and the community, which included meetings with stakeholders and two open houses to share project objectives and planning information, confirm project objectives, and obtain input and feedback for consideration in refining project designs.

Port Metro Vancouver has reviewed and considered community and stakeholder feedback along with technical and financial inputs to develop a preferred design. A Consultation Summary Report, as well as a Consideration Memorandum, Port Metro Vancouver’s response to the Consultation Summary Report, is available online at:

[http://www.portmetrovancover.com/en/projects/ongoing\\_projects/SouthShore-TradeArea/SouthShoreCorridorProject.aspx](http://www.portmetrovancover.com/en/projects/ongoing_projects/SouthShore-TradeArea/SouthShoreCorridorProject.aspx)

The South Shore Corridor Project team continue to liaise closely with all south shore tenants on the construction phasing and traffic management during construction and will be developing a website specifically focusing on providing information and updates during construction—stay tuned for more information to come! Construction of the South Shore Corridor Project is anticipated to commence in June, with completion expected by March 2014.

*PHOTO ABOVE: Stewart Street Elevated Structure, looking west from Cannery Row. Victoria Drive pedestrian overpass is to the left, spanning the rail tracks.*