



**Manitoba Association for Resource Recovery Corp.**

# **MARRC** **2011 ANNUAL REPORT**

## **THE FINE ART OF MANITOBA'S WILDERNESS**

*A legacy of diverse and pristine wilderness for us and future generations to cherish and protect.*

*Family Lake*

*Photo by Don Sullivan*



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### *Annual General Meeting*

Tuesday, April 24, 2012  
10:00 am

Hilton Suites Winnipeg Airport  
1800 Wellington Ave.  
Winnipeg, Manitoba  
R3H 1B2

## *Overview of MARRC*

The Manitoba Association for Resource Recovery Corp. (MARRC) is a non-profit corporation established in 1997 by manufacturers and marketers of lubricating products in Manitoba. Its mandate is to develop, implement and administer a cost-effective, sustainable, user-financed, province-wide stewardship program for used oil, used oil filters and used oil containers.

MARRC was incorporated under The Corporations Act of Manitoba on April 1, 1997. It operates in accordance with a Letter of Approval issued by Manitoba Environment on February 26, 1998 under Section 7 of the “Used Oil, Oil Filters and Containers Stewardship Regulation” of the Waste Reduction and Prevention Act.

MARRC received a letter of approval dated December 21, 2007 from the Minister of Conservation extending the Stewardship Plan term for an additional five years to December 14, 2012. MARRC also received a letter of approval dated April 14, 2011, from the Minister of Conservation approving the Antifreeze Stewardship Program application for 5 years.

The Corporation derives revenue principally in the form of Environmental Handling Charges (EHCs) applied to the sale or consumption of selected lubricating and antifreeze products in Manitoba. The Corporation’s primary expenses are related to the:

- establishment and operation of a publicly-accessible network of licensed collection facilities for used lubricating and antifreeze products,
- payment of Return Incentives to companies licensed by the province and registered with MARRC to collect used lubricating and antifreeze products and transfer them to approved processors and end-users,
- payment of Processing Incentives to companies licensed by the province and registered with MARRC to recycle used lubricating and antifreeze products, and
- development and distribution of public education materials.

MARRC’s affairs are managed by a seven-person Board of Directors drawn from the member companies of MARRC and from other stakeholder organizations, including a Director representing the Antifreeze industry.

## *Members of MARRC*

49 North Forwarding Ltd.	Full-Bore Marketing Ltd.	Oil Mart Ltd.
ADP Distributors Inc.	G.F. Thompson Company Limited	Outboard Rebores/Aline Supply Inc.
AGCO Corporation	G.K. Industries Ltd.	PACCAR Parts, A Division of Paccar of Canada, Ltd
AMSOIL Inc.	GFL Green For Life	PSC-Power Source Canada Ltd.
ATP-Inc.	Gamma Sales Inc.	Parker Hannifin Canada
AUTO-CAMPING Ltd.	Gates Canada Inc.	Parts Canada
Acklands-Grainger Inc.	General Motors of Canada Limited	Pennzoil-Quaker State Canada Inc.
Advic Bearing and Auto Ltd.	Greenland Corporation	Petro-Canada Lubricants Inc.
Affinia Canada Corporation	Hastings Filters	Polaris Industries Inc.
Air BP Canada Ltd.	Henkel Canada Corporation	Porsche Cars North America Inc.
Airparts Network Ltd.	Home Depot of Canada Inc.	Precambrian Wholesale Limited
Altrom Canada Corp.	Home Hardware Stores Limited	Prévost, a Division of Volvo Group Canada Inc.
American Grease Stick Co.	Honda Canada Inc.	Radiator Specialty Company of Canada Ltd.
Applied Industrial Technologies Ltd.	Husky Energy Inc.	Recochem Inc.
Arctic Cat Sales Inc.	Husqvarna Canada Corp.	Robco Inc.
Atlas Copco Compressors Canada	Hyundai Auto Canada Corp.	Robert Bosch Inc.
BASF Canada Inc.	Imperial Oil Ltd.	SC CLS Holding ULC
BMW Canada Inc.	Importations Thibault Ltée	SMS Equipment Inc.
BOSS Lubricants	Industrial Truck Service Ltd.	Safety-Kleen Canada Inc.
BP Lubricants USA Inc.	JKL Enterprises Inc.	Sears Canada Inc.
Barrett Marketing Group Ltd.	Land Rover Group Canada Inc.	7-11 Canada
Baldwin Filters Inc.	Jimmy Diesel Parts Co.	Shell Canada Products Ltd.
Beck/Arnley Worldparts, Inc.	John Deere Canada ULC	Société Laurentide Inc.
BestBuy Distributors Limited	Kaeson Compressors Canada Inc.	Southwestern Petroleum Canada Ltd.
Bluewave Energy	Kia Canada Inc.	Subaru Canada Inc.
Bombardier Recreational Products Inc.	King-O-Matic Industries Limited	Suzuki Canada Inc.
Bosch Rexroth Canada Corp.	Kleen-Flo Tumbler Industries Limited	TSC Global Inc.
Buhler Versatile Inc.	Kubota Canada Ltd.	Texas Refinery Corp. of Canada Limited
CG Power Systems Canada Inc.	Larry Penner Enterprises Inc.	The North West Company Inc.
CNH Canada Ltd.	Lemky Rural Repair	Toromont Industries Ltd.
COMAIRCO LTD.	Loblaw Inc.	Total Lubricants Canada Inc.
CORE-MARK International Inc.	Lubricon Industries Canada Limited	Toyota Canada Inc.
CPT Canada Power Technology Limited	MFTA Canada Inc.	Transt Warehouse Distribution
CanAgro Exports Inc.	Magnum Oil Mb. Ltd.	TruServ Canada Inc.
Canadian Pacific Railway	Manitoba Hydro	UAP Inc.
Canada Safeway Limited	Maxim Transportation Services Inc.	USI - AGI Prairies Inc.
Canadian Kawasaki Motors Inc.	Mazda Canada Inc.	United Chemical Services
Canadian Tire Corporation, Limited	Mercedes-Benz Canada Inc.	Valvoline Canada Ltd.
Castrol Industrial North America Inc.	Mid-Canada Filtration Solutions	Vermeer Canada Inc.
Chalfour Canada	Midwest Hydraulics Inc.	Viscosity Oil Company
Champion Laboratories, Inc.	Mining Technologies International Inc.	Volkswagen Canada Inc.
Chevron Lubricants Canada Inc.	Mr. Lube Canada Limited Partnership	Volvo Cars of Canada Corp.
Chrysler Canada Inc.	Mitsubishi Motor Sales of Canada, Inc.	Volvo Group Canada Inc.
Churchill Marine Tank Farm Co.	Modern Sales Co-op	Wainbee
Cleanair Filter Service	Mopac Auto Supply Ltd.	Wajax Industries Limited
Coastal Blending & Packaging	Mopac Auto Supply (Alberta) Ltd.	Wajax Industrial Components
Cognis Canada Corporation	Motion Industries (Canada) Inc.	Wakefield Canada Inc.
Costco Wholesale Canada Ltd.	Motor Coach Industries Limited	Wallace & Carey Ltd.
Cummins Western Canada	Motovan Corporation	Wal-Mart Canada Inc.
Daimler Trucks North America LLC	National Energy Equipment Inc.	Waterous Power Systems
Eni USA R&M Co. Inc.	Navistar Canada Inc.	Westcon Equipment & Rentals Ltd.
Fastenal Canada Ltd.	NemCo Resources Ltd.	Westec Distributors Inc.
Federated Co-operatives Limited	New Flyer Industries Ltd.	Western Turbo & Fuel Injection Ltd.
Ford Motor Company of Canada Ltd.	Newalta Corporation	Westfalia Surge Inc.
Fort Garry Industries Ltd.	Nissan Canada Inc.	Worldpac Canada Inc.
Fram Group Canada Inc.	Nynas Canada Inc.	Yamaha Motor Canada Ltd.
Fred Deeley Imports Ltd	Oak Point Auto Distributors	Yetman's Ltd.
Fuchs Lubricants Canada Ltd.	Oil Depot Limited	Zellers / Hudson's Bay Co.



MINISTER OF CONSERVATION

Legislative Building  
Winnipeg, Manitoba, CANADA  
R3C 0V8

APR 14 2011

Mr. Ron Benson  
Executive Director  
Manitoba Association for  
Resource Recovery Corp.  
35 - 1313 Border Street  
Winnipeg MB R3H 0X4

Dear Mr. Benson:

I am pleased to issue an Approval to the Manitoba Association for Resource Recovery Corp. (MARRC) for the Antifreeze Stewardship Program, dated July 30, 2010 and updated on February 2, 2011. Pursuant to Section 7(4) of the *Household Hazardous Material and Prescribed Material Stewardship Regulation of The Waste Reduction and Prevention (WRAP) Act*, this Approval expires on December 31, 2016.

This Approval is issued under Section 6 of the *Household Hazardous Material and Prescribed Material Stewardship Regulation of The WRAP Act* and is subject to MARRC meeting the following conditions:

1. That MARRC implement the Antifreeze Stewardship Program, beginning June 1, 2011, substantially in accordance with its intent, consistent with the requirements of *The WRAP Act*, the Regulation, and the *Household Hazardous Material and Prescribed Material Stewardship Guideline*, as approved and amended from time to time.
2. That MARRC identify a senior official as a contact person to work with my officials throughout the term of this Approval to ensure continued compliance with the conditions of this Approval.
3. That MARRC cooperate with my officials throughout the term of this Approval and provide such assistance as they may deem necessary so that my officials are able to prepare reports and provide me with information assessing whether MARRC has implemented the Antifreeze Stewardship Program substantially in accordance with its intent and in accordance with the conditions of this Approval.
4. That MARRC advise my officials about any proposed changes to the details of the plan, prior to making any changes to the Antifreeze Stewardship Program so that my officials may consider whether the proposed changes are consistent with the conditions of this Approval and in particular whether the proposed changes may impact on the continued effectiveness of the Antifreeze Stewardship Program.
5. That by May 15, 2011, pursuant to 4(2) of the Regulation, MARRC submit a comprehensive plan for an education and awareness program for the Antifreeze Stewardship Program, and consult with my officials with regard to the proposed communication strategies that will be used to facilitate implementation of the Program.



6. That by May 15, 2011, MARRC provide information to my officials to address the following matters to my satisfaction:
  - a. A schedule to establish and implement the Antifreeze Stewardship Program;
  - b. Proposed management techniques for used antifreeze;
  - c. A dispute resolution procedure in accordance with the Guideline;
  - d. Strategies to provide services in First Nation and remote communities; and
  - e. A comprehensive first year program budget.
7. That MARRC negotiate an agreement with Green Manitoba for support services related to operation of the Program.
8. That MARRC establish working relationships with other stewardship programs in Manitoba to facilitate public and stakeholder education and awareness and maximize recovery of designated materials.
9. That retained earnings shown on the financial statements of Antifreeze Stewardship Program (total revenues less total expenditures), as determined by an external auditor, do not at any time during the term of this Approval exceed one year's project program revenue.
10. That MARRC submit an application for renewal of this Approval by May 1, 2016, so as to ensure adequate time for public review.

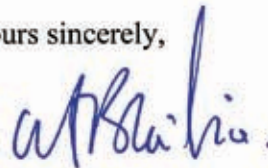
If I am not satisfied that MARRC is implementing the plan substantially in accordance with its intent or where I have concluded, based on such other factors as I or my officials have determined to be relevant in the circumstances, that the plan or the terms of this Approval should be amended, then amended conditions may be imposed as deemed appropriate.

I also wish to remind you that under Section 11(1) of the *Household Hazardous Material and Prescribed Material Stewardship Regulation*, as Minister, I have the authority to suspend or cancel the Approval of the Antifreeze Stewardship Program at any time if there is a breach by MARRC, as operator of the Program, of either *The WRAP Act* or the Regulation.

Any notices to be provided to department officials pursuant to this Approval shall be submitted in writing to: Director, Pollution Prevention Branch, Manitoba Conservation, 160 - 123 Main Street, Winnipeg, Manitoba, R3C 1A5.

I look forward to the implementation of the Antifreeze Stewardship Program and to expanding the opportunities for Manitobans to safely dispose of household hazardous waste.

Yours sincerely,



Bill Blaikie  
Minister

## Highlights of 2011



MINISTER OF CONSERVATION

Legislative Building  
Winnipeg, Manitoba, CANADA  
R3C 0V8

SEP 02 2010

Mr. Ron Benson  
Executive Director  
MARRC  
35 - 1313 Border Street  
Winnipeg MB R3H 0X4

Dear Mr. Benson:

Thank you for providing the summary of the public consultation regarding the Manitoba Association for Resource Recovery's (MARRC) proposal to increase the Environmental Handling Charge on used oil containers.

Further to the results of the consultation, I am pleased to support your request for an amendment to the December 21, 2007 Approval for the used oil products and material stewardship program. The remainder of your Approval under the Waste Reduction and Prevention Act remains unchanged, and expires on December 14, 2012. Please ensure there is adequate public communication through advertising and point-of-sale information as this fee increase is implemented.

In development of your next Stewardship Program Plan, you may wish to propose a methodology for setting fees. Please continue to consult with my department staff in this regard.

MARRC has achieved significant results in recovery and recycling of used oil and used oil products over the past 13 years. I look forward to seeing improvements in recovery of oil containers in your next annual report.

Keep up the good work!

Yours sincerely,

Bill Blaikie  
Minister

The Container EHC increased from 5 cents to 10 cents per litre capacity effective January 1, 2011 approved by the Minister of Conservation

# Make every drop count.

**Recycle** Your used oil,  
**filters and containers.**



**Manitoba's Used  
Oil Recycling Program**



For a recycle centre near you:

- call 1-888-410-1440
- visit [www.usedoilrecycling.com](http://www.usedoilrecycling.com)

As of January 1, 2011, the fee on oil containers will increase from 5 to 10 cents per litre capacity. Oil will remain at 5 cents per litre.

This increase will allow the Manitoba Association for Resource Recovery Corp. (MARRC) to improve the recycling program.

Shelf Talkers delivered to all retail locations informing them of the increase in the container EHC

## Highlights of 2011

### *MARRC officially launches the inclusion of Antifreeze into its program*

On June 1 at a ceremony at the Canadian Tire on Regent Avenue, MARRC announced that along with the collection and recycling of used oil products and containers, it is now adding antifreeze and containers to its recovery and recycling efforts. In Manitoba, it is estimated that approximately 2,900,000 litres and 600,000 containers of automobile antifreeze are sold per year to consumers. Now Manitobans will have a reliable, economical and easy way to ensure antifreeze and antifreeze containers are kept out of provincial landfills and disposed of properly.

Global TV as well as CTV were on hand to televise the event which featured the Minister of Conservation, Bill Blakie, as well as the MLA for Wolseley, Rob Altemyer. The segment was featured on both the 6:00 pm and 10:00 pm TV news. CJOB radio 680 was also on hand covering the story as well as Mr. Oil Drop.

The MARRC Members, following the AGM of May 3, 2011, were provided with the required 90 days notice thereby establishing August 1 as the commencement date for the EHCs.



Ron Benson TV Interview



Government officials along with Representatives from Producer Responsible Organizations on hand for the launch at the Canadian Tire location on Regent Avenue



Conservation Minister Bill Blakie with Mr. Oil Drop

MARRC hired representatives to deliver shelf-talkers and other informational material to all retail locations in Winnipeg, Brandon, Selkirk, Steinbach and Portage la Prairie informing them of the inclusion of antifreeze into the MARRC program. (See sample below). In addition, antifreeze was included in all of MARRC's summertime promotional activities.



# Make every drop count.

## Recycle your used oil, filters, **Antifreeze** and containers.

As of August 1 there will be an Environmental Handling Charge (EHC) on the Antifreeze products as follows:

- 8 cents per litre on the Fluid
- 10 cents per litre capacity on the Containers

*This charge is to ensure effective recycling of the Antifreeze products in Manitoba*

**For a recycle centre near you:**

- call 1-888-410-1440
- visit [www.usedoilrecycling.com](http://www.usedoilrecycling.com)



**GOOD NEWS!**  
Antifreeze and its containers are now accepted at a collection depot near you!

Shelf Talkers were distributed by representatives to comply with the condition of approval from the Minister of Conservation.  
( See page 4 and 5 of the Annual Report)



# Highlights of 2011

## Ambassador Program – Calendar of Events for 2011

MARRC employed three Ambassadors to travel around to various tradeshow and exhibitions in Manitoba for the purpose of enhancing awareness towards improving the recovery of used plastic oil containers, as well as launching MARRC's awareness campaign for antifreeze which became a part of MARRC's Stewardship Program on June 1. Below is a calendar of events for the 4 months MARRC participated in the Ambassador Program.

### MAY

29th Teddy Bear's Picnic		
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### JUNE

3 rd 4H Rally in Boissevain & Parade	4th ALS Walk	4th Academy Road Street Party
5th St. Claude Rodeo	8th to 12th Brandon Summer Fair	10th to 11th Lunder Ag Fair & Parade
15th Faraday School Assembly 9:30am	15th Mapleton School Assembly 1:30pm	16th RM of St. Andrews Open House
17th to 26th Winnipeg Red River Exhibition	17th to 18th Steinbach Summer in the City	25th Killarney Fair Days

### JULY

1st to 3rd Carberry Ag Fair	1st Glenboro Ag Fair	5th Rivers Ag Fair
7th to 8th Carman County Fair	8th to 10th Minnedosa Fun Fest & Parade	8th to 10th Portage Exhibition
14th to 17th Selkirk Triple S Fair & Rodeo	16th to 17th Cypress River Fair	21st to 24th Morris Stampede
22nd to 24th Altona Sunflower Festival & Parade	26th Elkhorn Ag Fair	29th to 31st Austin Thresherman's Rodeo
30th to 1st Gimli Icelandic Festival & Parade		

### AUGUST

5th Birtle Ag Fair	5th to 7th Melita Banana Days	6th to 7th Falcon Lake Fun Fest
12th to 14th Winkler Harvest Festival	13th Teulon Ag Fair	13th to 14th Teulon Tractor Pull
16th to 17th Northern Association Trade Show	19th to 21st Virden Indoor Rodeo & Parade	19th to 21st Stonewall Quarry Days
26th to 28th Morden Corn & Apple Parade		

### SEPTEMBER

4th St. Georges 4P Parade		
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The Ambassadors participated with the visitors by having them respond to the sample survey.

The participants then entered for the lottery ticket draw.

Sign Board displayed at events

**You could win a Lottery Ticket Spree worth \$50!**

**Please complete the following:**

- Do you recycle your used oil & now antifreeze containers?  
YES \_\_\_\_\_ NO \_\_\_\_\_
- Did you know that you can recycle your used oil & now antifreeze products at Pembina Valley Containers, 160 Grant Ave. in Morden ?  
YES \_\_\_\_\_ NO \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ PHONE # \_\_\_\_\_

The number of participants for each event are shown here.

LOCATION	Total Entries
Red River Exhibition	623
Morden Corn & Apple	321
Gimli	248
Austin	186
Steinbach	143
Morris	140
Virden Indoor Rodeo	140
Winkler Harvest Fest.	139
Selkirk	137
Brandon	123
Carberry	117
Boissevain	85
Portage la Prairie	80
Altona	76
Carmen	72
Killarney	64
Elkhorn	58
Cypress River	54
Glenboro	51
Minnedosa	49
Birtle	49
Stonewall Quarry Days	47
Carberry	46
Glenboro	43
Lunder	42
Teulon Ag Fair	45
Teulon Tractor Pull	39
St. Andrews	29
Rivers	28
St. Claude	24
<b>Total</b>	<b>3298</b>

## *Highlights of 2011*

### *Ambassador Program*



Teddy Bear's Picnic May 29th Assiniboine Park in Winnipeg – Mr. & Mrs Oil Drop



Winkler Harvest Festival August 12-14 , 2011



Morden Corn & Apple Festival August 26-28, 2011



# Highlights of 2011

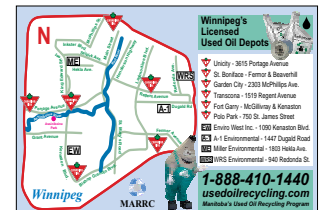
## School Assembly Presentations

Faraday School June 15, 9:30 am | Mapleton School June 15, 1:00 pm



The following was distributed to all Students  
Bookmarks

### Fridge Magnets



### Keychains





# Highlights of 2011

## Search for Mr. Oil Drop

Based on the success in the past of a similar type of promotion carried out by the Winnipeg Sun, MARRC initiated its own promotional campaign called "Search for Mr. Oil Drop" in conjunction with the Winnipeg Free Press. During four separate weeks June 27-July 1, July 11-15, July 25-29 & August 8-12, a certificate depicting Mr. Oil Drop was hidden on public property inside the City of Winnipeg and was worth \$5,000 to the individual who found it. Clues to locate the certificate could be found in each day's newspaper during the week of the promotion.

A code located in the paper could be entered into the Free Press website giving the individual a clue to find the prize. The Winnipeg Free Press advertised in its paper daily promoting the Search for Mr. Oil Drop campaign. MARRC also advertised on HOT 103, Power 97 and CJOB 680 radio.



**Winnipeg Free Press**

**Search for Mr. Oil Drop**

Mr. Oil Drop wants you to win a share of **\$20,000!**

He's hidden a certificate somewhere in Winnipeg. Find it & you win \$5,000!

**BONUS CLUE!** Increase your odds of winning by recycling your used oil & antifreeze containers. For info go to [usedoilrecycling.com](http://usedoilrecycling.com).

Manitoba's Used Oil Recycling Program, Striving to keep Manitoba Clean.  
[usedoilrecycling.com](http://usedoilrecycling.com) [winnipegfreepress.com](http://winnipegfreepress.com)

Teaser ad placed in the Free Press every day for a week before the promotion began

### Total participants

Week 1 – 2,050  
(Prize found Wed. Aft.)

Week 2 – 726  
(Prize found Mon. Aft.)

Week 3 – 5,846  
(Prize found Fri. Aft.)

Week 4 – 2,223  
(Prize found Wed Morn.)



**Congratulations to the winners of this year's Search for Mr. Oil Drop**

Each winner won **\$5,000**

WEEK 1	WEEK 2	WEEK 3	WEEK 4
Bruce Wazny	Edward & Marie Ziesmann	Michael Neismith	Jason Wiebe

**A Big Thank You**

goes out to our sponsor, Manitoba's Used Oil Recycling Program! Help save our planet by bringing in your used oil and antifreeze containers and/or products to any one of their four Winnipeg locations.

Enviro West	Miller Environmental
1090 Kenaston Blvd. 987-9600	1803 Hekla Ave. 925-9600
A-1 Environmental	WRS Environmental
1447 Dugald Rd. 237-3683	940 Redonda St. 661-3683

**Winnipeg Free Press**  
[winnipegfreepress.com](http://winnipegfreepress.com)

For more information check [usedoilrecycling.com](http://usedoilrecycling.com) or call toll free, 1-888-410-1440

On each Wed-Fri during the promotion a **Bonus Clue** was provided at any one of four Winnipeg Collector locations for those people bringing in used oil products.

This **Bonus Clue** was advertised as substantially aiding in finding the \$5,000 prize certificate

Winners' ad placed covering the entire page in the Winnipeg Free Press.



**Winnipeg Free Press**

**Search for Mr. Oil Drop**

Mr. Oil Drop wants you to win a share of **\$20,000!**

He has hidden a certificate somewhere in Winnipeg. Find it and you win \$5,000!

**GET A BONUS CLUE!**

Increase your chances of winning by bringing your used oil and antifreeze containers/products to any of the following 4 locations Wednesday to Friday to receive that week's **BONUS CLUE**.

**Enviro West 1090 Kenaston Blvd. 987-9600**  
**Miller Environmental 1803 Hekla Ave. 925-9600**  
**A-1 Environmental 1447 Dugald Rd. 237-3683**  
**WRS Environmental 940 Redonda St. 661-3683**

For more information check [winnipegfreepress.com](http://winnipegfreepress.com), [usedoilrecycling.com](http://usedoilrecycling.com) or call toll free, 1-888-410-1440.

**Today's Promo Code:**  
**W17\_f976\_P9**

**Enter Today's Promo Code at**  
[winnipegfreepress.com/oildrop](http://winnipegfreepress.com/oildrop)  
to receive today's clue & full contest details.

**Manitoba's Used Oil Recycling Program**  
**UsedOilRecycling.com**  
**Winnipeg Free Press**

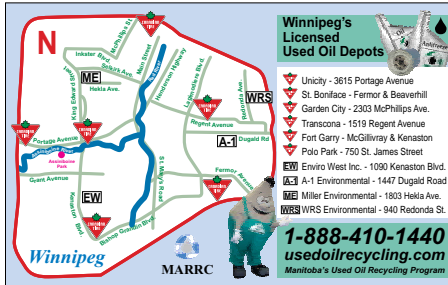


## Highlights of 2011

### MARRC Participates with Winnipeg Goldeyes

MARRC participated as a key partner with the Winnipeg Goldeyes professional baseball team. The partnership included advertising in 104 games on the radio with 60 second commercials featuring the used oil recycling jingle and a specific message regarding the EcoSummer promotion. MARRC also participated in 12 games at the entrance promenade with the fans. Bookmarks and keychains were handed out to the fans. (Attendance averaged 6,000 per game).

MARRC also featured an onfield "Race to the EcoCentre" promotion wherein two children raced while carrying empty oil containers to replica EcoCentre buildings setup on the field near first and third base with Mr. & Mrs. Oil Drop cheering them on. Public address onfield announcements were made during the event promoting the recycling of used oil & antifreeze. The entire activity along with MARRC identification was also projected on the jumbotron.



Fridge Magnets distributed to fans entering the ballpark at each of the 12 home games that MARRC sponsored.

Mr. & Mrs. Oil Drop on the promenade interacting with fans entering the ballpark.



Mr. & Mrs. Oil Drop cheering on participants during the Race to the EcoCentre event held onfield



2x3 foot sign used to advertise the Race to the EcoCentre promotion held onfield during the game



# Highlights of 2011

## EcoDays Locally Sponsored in Manitoba



Steinbach EcoDay held June 8



Birtle EcoDay held October 15

### Oil Recycling Day!!

Wednesday, June 8, 2011  
11am to 2pm

Bring your used oil to the Eco Centre at the Steinbach Landfill (104 Hanover Rd E) and receive new oil FREE!

For every 5L of used oil, receive a coupon to pick up 1L of Co-op 5W-30 oil FREE.

Also, enjoy a hot dog and drink for \$2.

For more info visit [www.steinbach.ca](http://www.steinbach.ca) or call 346-6532.



Mr. Oil Drop

### Birtle ECO Day

Saturday, October 15

11 a.m. – 3.p.m at the Town Square on Main street

Bring your used oil, oil filters, empty oil containers and antifreeze to the town square and receive 4L of oil back!

Come out and enjoy an afternoon of *hotdogs, drinks, draws and prizes*. Also meet *Mr. and Mrs. Oil Drop!*

All proceeds will go to the Birtle & District Foundation

### WELCOME TO ROSSBURN

*You and your family are invited to a WINE AND CHEESE EVENING*

- Snacks and drinks provided for all ages -

On Friday October 14, 2011

At 7:30 pm

At the Rossburn Community Hall  
10 Main Street North

Learn about our community groups and services, meet our business owners and municipal councillors.

Hosted by:

- TOWN OF ROSSBURN
- R.M. OF ROSSBURN
- CHAMBER OF COMMERCE

Please call 859-2762 or 859-2779 by October 10, 2011 confirming your attendance.

"In conjunction with this day-long event, the Town and R.M. of Rossburn took the opportunity to spread the word to approximately 100 attendees about the province's oil recovery program. It was an ideal setting to advise and educate newcomers and long-time residents about the scope of the program."

Kerry Lawless, C.A.O. Town of Rossburn



Dauphin EcoFather's Day held June 18

Rossburn EcoDay held October 14



# Highlights of 2011

## MARRC Participates with the Winnipeg Blue Bombers

MARRC participated as the game day sponsor with the Winnipeg Blue Bombers for the September 30th game against the Montreal Alouettes. The partnership included advertising on the jumbotron with a 30 second TV commercial advertisement in each of the 4 quarters of the game. It also included advertising in the Bombers' game day program as well as the positioning of MARRC's 4x8 foot sign directly behind the north end zone goal posts. Usedoilrecycling was also prominently displayed on the Bombers' St. James Street billboard a week prior leading up to the game and was also featured on the Bombers' website for a week leading up to the game. MARRC created an animated bookmark that included both the Bombers' mascots as well as MARRC's mascots (shown below). These were distributed at every entrance gate to all fans as they entered into the Stadium. A Usedoilrecycling.com stainless steel keychain (shown below) was also distributed to fans entering the stadium. Mr. & Mrs. Oil Drop wandered the promenade both before and during the game interacting with Bomber mascots Buzz & Boomer as well as the fans. Two extra dates (October 22 & 28) were also allotted for the distribution of bookmarks and keychains to fans entering the stadium as well as Mr. & Mrs. Oil Drop walking along the promenade interacting with fans.



Distributing bookmarks and keychains to fans



Mr. & Mrs. Oil Drop inside the stadium



4' x 8' sign positioned behind the north end zone goal posts



MARRC & Bomber Bookmarks



Keychains

## Highlights of 2011

### Green Manitoba Calendar

MARRC participated financially, with other partners for a Clean Environment, in the development of the EcoCalendar coordinated by Green Manitoba.

### Bursaries awarded for a ninth year

Bursaries were awarded to 3 students (\$500 each) qualifying in Environmental Studies at the Universities of Manitoba, Brandon and Winnipeg.

### Strategic Planning Session (August 22-25)

MARRC attended the Combined Strategic Planning Meeting of SARRC, AUOMA, BCUOMA and SOGHU Directors and Staff in Quebec City, Quebec. The session focused on addressing key strategic issues and team building.

### The Northern Association of Community Councils annual tradeshow

MARRC participated with the Northern Association of Community Councils (NACC) 41st annual tradeshow at the Canad Inns Polo Park Hotel in Winnipeg on August 16th and 17th. The NACC represents the interests of 52 northern and remote communities under the jurisdiction of aboriginal leaders and northern affairs. Over 200 delegates from the northern communities federal and provincial affiliates, private sector and non-profit organizations attended.

### EcoCentre / Collection Depot network maturing at 79

MARRC's rural EcoCentre network exceeds the minimum objective established by the province's multi stakeholder Used Oil Management Committee in 1996. The network includes northern locations in The Pas, Flin Flon and Thompson, plus Cranberry Portage, Grand Rapids, Fisher Branch, Hollow Water, Ashern and Moosehorn.

The facilities are licensed by Manitoba Conservation for the collection of used lubricating products and they include 10 locations in Winnipeg (6 of which are Canadian Tire).

### Training and audits promote safety and compliance

MARRC as part of its contractual arrangements with owners/operators of collection facilities, provides initial and recurrent on-site training for management and staff. The training and follow-up audits are designed to promote a safe operation and compliance with each facility's operating license issued by Manitoba Conservation. During 2011, inspections were conducted at most of the licensed EcoCentre and collection depot facilities in the province.



### CAA Partnership

MARRC advertised with a full page advertisement in the winter edition of CAA's travel magazine called "Going Places". Readers' were offered the opportunity to log onto "mroildrop.com" and provide information on their used oil and antifreeze recycling habits and be entered for a chance to win one of 5 CAA Plus Membership.

Sample question is shown below:

Did you know that you could now recycle used antifreeze and containers at any of the 79 Used Oil Collection Depots in Manitoba • YES • NO

### Collection volumes for 2011 extending in all zones

- **Used Oil: 13.7 ML (76% of total recoverable)**  
– based on 35% Consumed in Use
- **Used Oil Filters: 1.61 M (74% of total recoverable)**  
– based on 135 filters per drum
- **Used Oil Containers: 259 K Kgs**  
(33% of total recoverable + 20% re-used\*)

**Impacted by Fire at Xpotential, Oct 2, 2011**

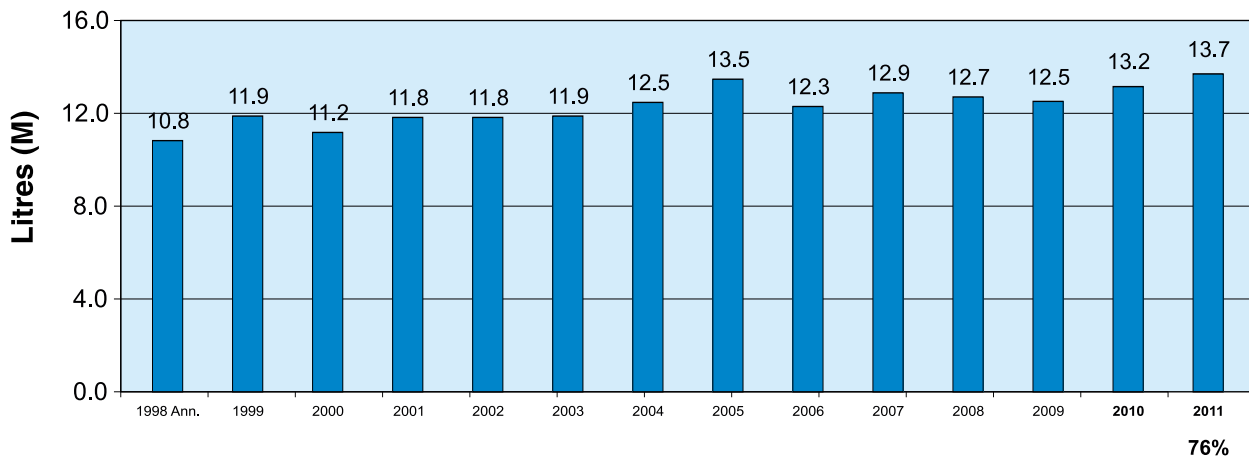
\*Source: Pulse Research Ltd. Container Study



## Collection Activity by Product

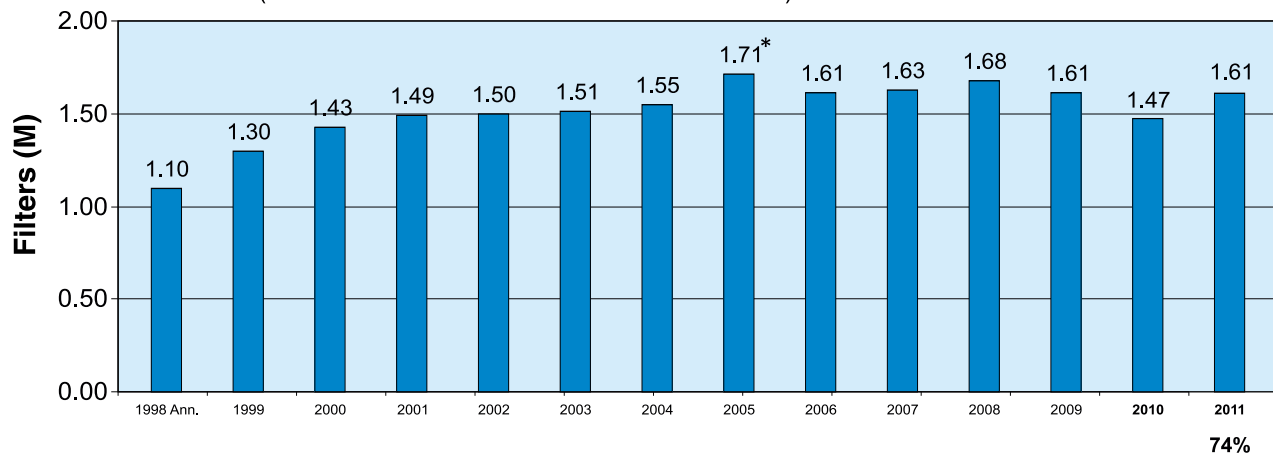
### Oil

(estimated total recoverable in 2011: 18.1 million litres)



### Filters

(estimated total recoverable in 2011: 2.19 million)

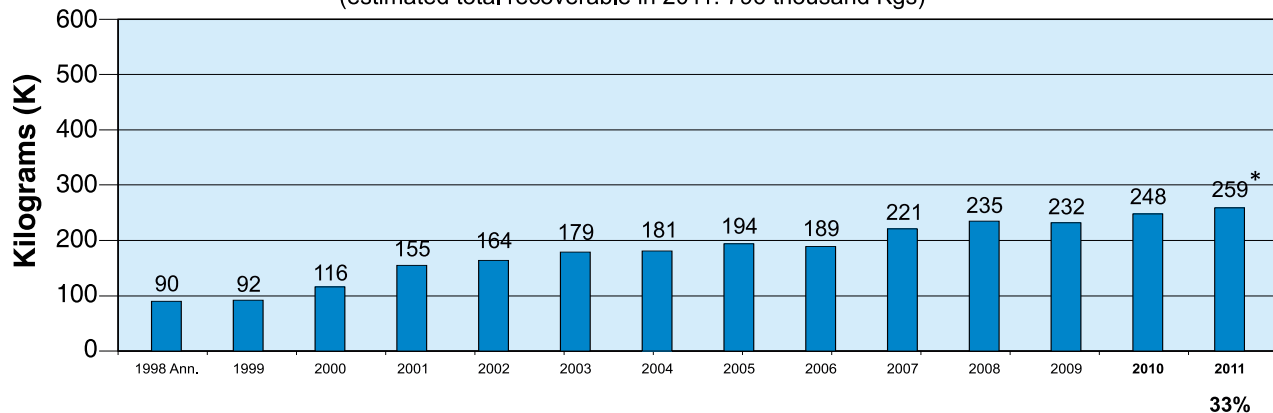


\* A portion of increase in 2005 reflects filters collected in 2004 but not processed until 2005

### Containers

under 30 litres capacity

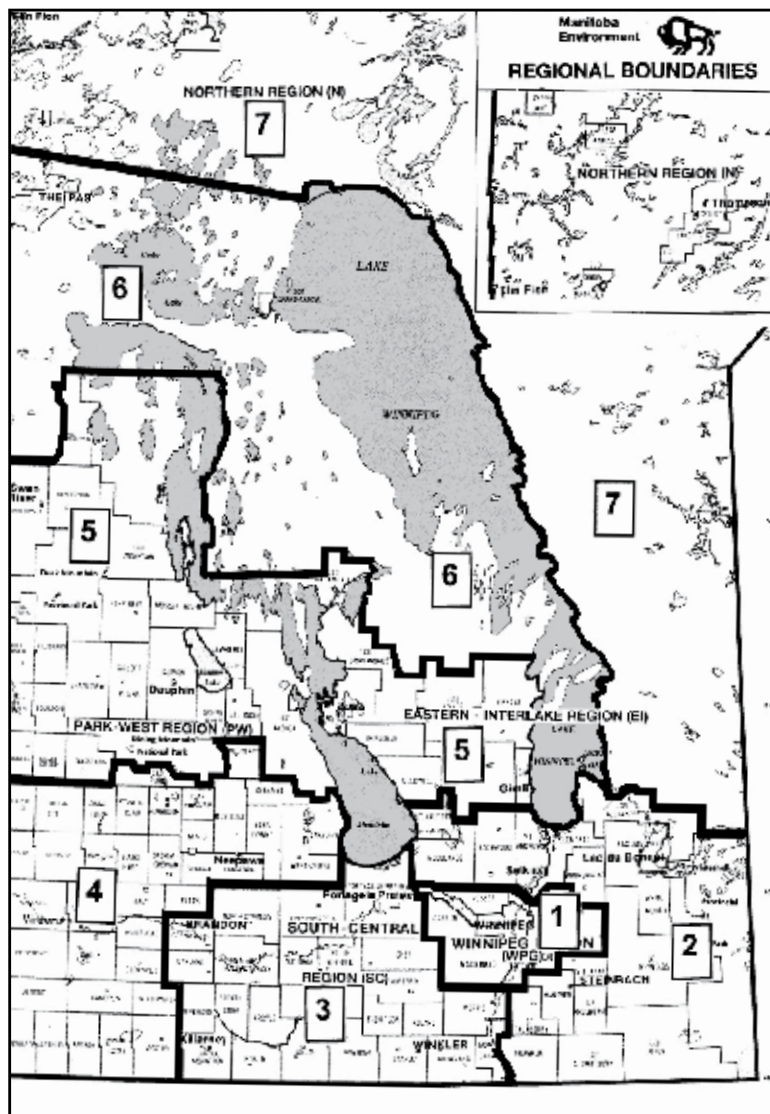
(estimated total recoverable in 2011: 796 thousand Kgs)



\* Impacted by Fire at Xpotential October 2, 2011

Plus re-use estimate 20% = 53%

## Collection Activity by Zone



### Containerization at Pump Island

Winnipeg Pilot Project at  
36 Retail Gasoline Locations



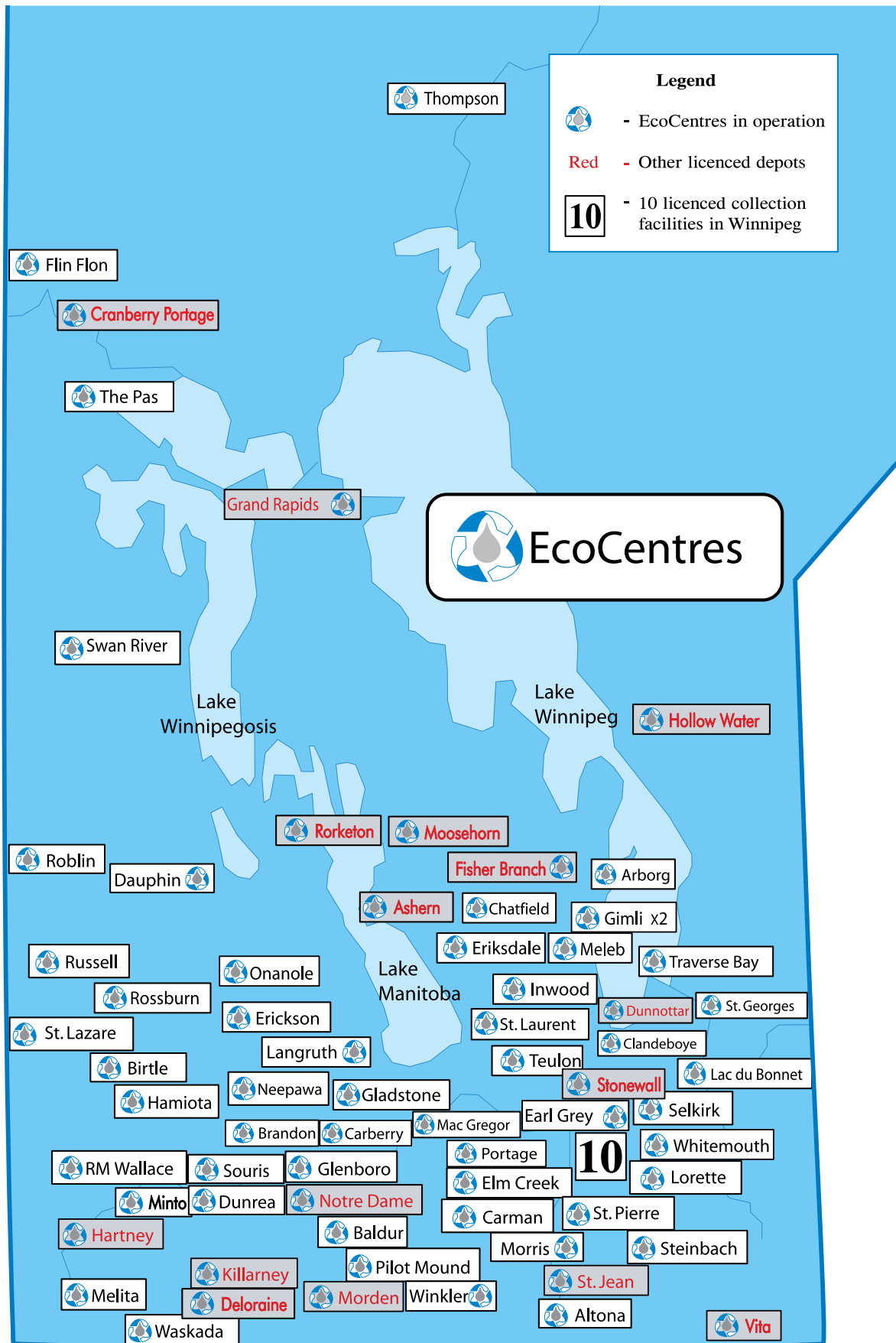
## Collection Percentages by Zone

Zone ►	1		2		3		4		5		6		7	
	'11	'10	'11	'10	'11	'10	'11	'10	'11	'10	'11	'10	'11	'10
Oil	61	61	7	8	16	15	5	5	5	5	1	1	5	5
Filters	49	49	11	11	22	20	7	8	7	8	1	1	3	3
Containers	37	40	11	10	17	18	9	10	12	11	2	1	12	10

%



## EcoCentre Network at December 31, 2011





## EcoCentres

	Location	Owner/Operator
1	Steinbach	City of Steinbach
2	Carman	Town of Carman
3	Melita	S K L Enterprises Ltd.
4	Altona	Town of Altona / RM of Rhineland
5	Neepawa	Town of Neepawa
6	Selkirk	City of Selkirk
7	Russell	Town of Russell / RM of Russell / RM of Silver Creek
8	Glenboro	RM of South Cypress / Village of Glenboro
9	Minto	RM of Whitewater
10	Pilot Mound	Louise Integrated Waste Management
11	Baldur	RM of Argyle
12	Swan River	Town of Swan River
13	Hamiota	Town of Hamiota
14	Inwood	RM of Armstrong
15	Chatfield	RM of Armstrong
16	Meleb	RM of Armstrong
17	Virden	RM of Wallace
18	Arborg	Town of Arborg / RM of Bifrost / Village of Riverton
19	Gladstone	Town of Gladstone
20	Rosburn	Town of Rosburn / RM of Rosburn
21	Portage la Prairie	Portage & District Recycling Inc.
22	Teulon	Town of Teulon / RM of Rockwood
23	Brandon	City of Brandon
24	Earl Grey	RM of St. Andrews
25	Langruth	RM of Lakeview
26	Elm Creek	RM of Grey
27	The Pas	Town of The Pas

	Location	Owner/Operator
28	Winkler	City of Winkler
29	Morris	Town of Morris
30	St. Georges	RM of Alexander
31	Traverse Bay	RM of Alexander
32	Clandeboye	RM of St. Andrews
33	Dauphin	EcoOil Recycling Centre
34	Lac du Bonnet	RM of Lac du Bonnet
35	Waskada	RM of Brenda / Village of Waskada
36	Carberry	RM of North Cypress
37	Thompson	Thompson Recycling Centre
38	St. Laurent	RM of St. Laurent
39	Erickson	Town of Erickson / RM of Clanwilliam
40	Eriksdale	RM of Eriksdale
41	Flin Flon	City of Flin Flon
42	Dunrea	RM of Riverside
43	MacGregor	RM of North Norfolk / Town of MacGregor
44	Roblin	RM of Shell River / RM of Hillsburg
45	Onanole	RM of Park
46	Gimli	RM of Gimli
47	Arnes	RM of Gimli
48	Whitemouth	RM of Whitemouth / RM of Reynolds / North Whiteshell Provincial Park
49	St. Lazare	RM of Ellice / Village of St. Lazare
50	St. Pierre	RM of De Salaberry / Village of St. Pierre-Jolys
51	Lorette	RM of Taché
52	Souris	Town of Souris / RM of Glenwood
53	Birtle	Town of Birtle / RM of Birtle

## Other Licensed Collection Facilities

1	Winnipeg	A-1 Environmental Services 1447 Dugald Road
2	Winnipeg	Enviro West Inc. 1090 Kenaston Blvd.
3	Winnipeg	Miller Environmental Corporation 1803 Hekla Ave
4	Winnipeg	WRS Waste & Recycling Services 940 Redonda
5	Winnipeg	Canadian Tire Garden City 2303 McPhillips
6	Winnipeg	Canadian Tire East Kildonan 1519 Regent Ave.
7	Winnipeg	Canadian Tire Polo Park 750 St. James
8	Winnipeg	Canadian Tire Fort Garry McGillivray & Kenaston
9	Winnipeg	Canadian Tire St. Boniface Fermor & Beaverhill
10	Winnipeg	Canadian Tire Unicity 3615 Portage Ave.
11	Stonewall	Southside Service
12	Notre Dame	Jean Farms Ltd.
13	Morden	Pembina Valley Containers Ltd.

14	Hartney	Southwest Recycling
15	Grand Rapids	ET Developments Ltd.
16	Killarney	Town of Killarney
17	St. Jean	Miller Environmental Corporation
18	Dunnottar	Village of Dunnottar
19	Cranberry Portage	LUD of Cranberry Portage
20	Rorketon	RM of Lawrence
21	Vita	RM of Stuartburn
22	Deloraine	RM of Winchester
23	Fisher Branch	RM of Fisher
24	Moosehorn	RM of Grahamdale
25	Ashern	RM of Siglunes
26	Hollow Water	Manitoba Aboriginal and Northern Affairs



# **Manitoba Association for Resource Recovery Corp.**

Financial Statements  
**December 31, 2011**



March 12, 2012

## **Independent Auditor's Report**

### **To the Members of Manitoba Association for Resource Recovery Corp.**

We have audited the accompanying financial statements of Manitoba Association for Resource Recovery Corp. (the "Corporation") 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 the related notes including a summary of significant accounting policies.

#### **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.

#### **Auditor's 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 auditor's 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 auditor considers internal control relevant to the Corporation'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 Corporation'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 is sufficient and appropriate to provide a basis for our audit opinion.

#### **Opinion**

In our opinion, the financial statements present fairly, in all material respects, the financial position of the Corporation 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.

*PricewaterhouseCoopers LLP*

**Chartered Accountants**

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*PricewaterhouseCoopers LLP, Chartered Accountants  
One Lombard Place, Suite 2300, Winnipeg, Manitoba, Canada R3B 0X6  
T: +1 (204) 926 2400, F: +1 (204) 944 1020*

\*PwC" refers to PricewaterhouseCoopers LLP, an Ontario limited liability partnership.



# Manitoba Association for Resource Recovery Corp.

Balance Sheet

As at December 31, 2011

				2011	2010
	Lubricating products stewardship program \$	Antifreeze stewardship program \$ (Note 1)	Invested in capital assets \$	Total \$	Total \$
<b>Assets</b>					
<b>Current assets</b>					
Cash	249,851	80,664	-	330,515	96,481
Short-term investments	1,567,812	-	-	1,567,812	403,169
Environmental handling charges receivable	911,462	78,227	-	989,689	762,899
Accrued interest receivable	23,259	-	-	23,259	23,877
Prepaid expenses and deposits	905	-	-	905	905
Due from Antifreeze stewardship program	89,282	-	-	89,282	-
	2,842,571	158,891	-	3,001,462	1,287,331
<b>Long-term investments</b>	360,539	-	-	360,539	1,567,812
<b>Capital assets</b>					
Office furnishings, equipment and leaseholds	-	-	25,971	25,971	25,523
Less: Accumulated amortization	-	-	24,846	24,846	23,702
	-	-	1,125	1,125	1,821
	3,203,110	158,891	1,125	3,363,126	2,856,964
<b>Liabilities and Net Assets</b>					
<b>Current liabilities</b>					
Return and processing incentives payable	348,353	9,503	-	357,856	224,402
Accounts payable and accrued liabilities	234,081	7,683	-	241,764	224,884
Due to Lubricating products stewardship program	-	89,282	-	89,282	-
	582,434	106,468	-	688,902	449,286
<b>Net Assets</b>					
<b>Unrestricted</b>	2,620,676	52,423	-	2,673,099	2,405,857
<b>Invested in capital assets</b>	2,620,676	52,423	1,125	2,674,224	2,407,678
	3,203,110	158,891	1,125	3,363,126	2,856,964

Commitments (note 3)

Approved by the Board of Directors

 Director  Director

# Manitoba Association for Resource Recovery Corp.

## Statement of Operations

For the year ended December 31, 2011

	2011		2010	
	Lubricating products stewardship program \$	Antifreeze stewardship program \$ (Note 1)	Invested in capital assets \$	Total \$
<b>Revenue</b>				
Environmental handling charges	3,798,260	153,663	-	3,951,923
Interest income	50,554	71	-	50,625
Grant from the Minister of Conservation	-	-	-	-
Membership fees	1,800	-	-	1,800
	3,850,614	153,734	-	4,004,348
				3,259,003
<b>Expenses</b>				
Return and processing incentives	2,887,182	29,602	-	2,916,784
EcoCentre support costs (note 4)	222,846	9,555	-	232,401
Wages, contract and benefits	175,923	9,807	-	185,730
Public relations and promotion (note 5)	100,838	30,590	-	131,428
Compliance reviews	33,811	-	-	33,811
Ambassador program (note 6)	96,223	-	-	96,223
Professional fees	28,558	18,284	-	46,842
Rent	20,648	874	-	21,522
Office and administration	20,327	638	-	20,965
Director fees and expenses	18,601	1,366	-	19,967
Travel and automobile	11,834	-	-	11,834
Insurance	5,616	-	-	5,616
Telephone and fax	7,274	516	-	7,790
Meetings	2,748	-	-	2,748
Amortization	-	-	1,144	1,144
Bank charges and interest	1,918	79	-	1,997
Bursaries	1,000	-	-	1,000
	3,635,347	101,311	1,144	3,737,802
				3,320,012
<b>Excess (deficiency) of revenue over expenses</b>	215,267	52,423	(1,144)	266,546
				(61,009)



# Manitoba Association for Resource Recovery Corp.

Statement of Changes in Net Assets  
For the year ended December 31, 2011

	2011		2010	
	Lubricating products stewardship program \$	Antifreeze stewardship program \$ (Note 1)	Invested in capital assets \$	Total \$
<b>Balance - Beginning of year</b>	2,405,857	-	1,821	2,407,678
Excess (deficiency) of revenue over expenses	215,267	52,423	(1,144)	266,546
Purchase of capital assets	(448)	-	448	-
<b>Balance - End of year</b>	<u>2,620,676</u>	<u>52,423</u>	<u>1,125</u>	<u>2,674,224</u>
				<u>2,407,678</u>

# Manitoba Association for Resource Recovery Corp.

## Statement of Cash Flows

For the year ended December 31, 2011

	2011		2010	
	Lubricating products stewardship program \$	Antifreeze stewardship program \$ (Note 1)	Invested in capital assets \$	Total \$
<b>Cash provided by (used in)</b>				
<b>Operating activities</b>				
Excess (deficiency) of revenue over expenses	215,267	52,423	(1,144)	266,546
Item not affecting cash	-	-	1,144	1,144
Amortization	-	-	-	2,102
<b>Net change in non-cash working capital items</b>	215,267	52,423	-	267,690
Due to/from programs	(14,797)	(61,041)	-	(75,838)
Interfund transfers	(89,282)	89,282	-	-
	(448)	-	448	-
	110,740	80,664	448	191,852
				71,590
<b>Investing activities</b>				
Purchase of capital assets	-	-	(448)	(448)
Purchase of investments	(360,539)	-	-	(360,539)
Redemption of investments	403,169	-	-	403,169
	42,630	-	(448)	42,182
				(67,350)
<b>Increase in cash</b>	153,370	80,664	-	234,034
<b>Cash - Beginning of year</b>	96,481	-	-	96,481
<b>Cash - End of year</b>	249,851	80,664	-	330,515
				96,481



# **Manitoba Association for Resource Recovery Corp.**

## **Notes to Financial Statements**

**December 31, 2011**

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### **1 Incorporation and purpose**

The Corporation was formed by oil and oil filter first sellers in Manitoba to develop, implement and administer a used lubricating products stewardship program in the province and began operation on January 1, 1997. The Corporation was incorporated as a not-for-profit corporation without share capital under The Corporations Act of Manitoba on April 1, 1997. On February 26, 1998, the Corporation received approval to operate its used lubricating products stewardship program from the Minister of Environment, Province of Manitoba. On May 1, 2011, the Corporation was also approved to operate its used antifreeze stewardship program by the Minister of the Environment, Province of Manitoba. The used antifreeze stewardship program began active operations on August 1, 2011.

As a non-profit corporation, no provision for corporate income taxes has been made in these financial statements pursuant to paragraph 149(1)(l) of the Income Tax Act.

### **2 Significant accounting policies**

#### **Basis of presentation - fund accounting**

The accounts of the Corporation are maintained in accordance with the principles of "fund accounting". Fund accounting is a procedure whereby a self-balancing group of accounts is provided for each accounting fund established by the Corporation.

For financial reporting purposes, the accounts have been classified into several funds. The activities carried out by each fund are as follows:

- The Lubricating products stewardship program reports funds for the operations of the used lubricating products stewardship program.
- The Antifreeze stewardship program reports funds for the operations of the used antifreeze stewardship program.
- The Invested in capital assets reports the funds for the purchase of capital assets used in the operations of the Corporation.

#### **Significant accounting policies are as follows:**

##### **Investments**

Short-term investments consist of Guaranteed Investment Certificates ("GICs") with terms maturing in less than one year. Long-term investments consist of GICs that mature after one year. Purchases and sales of investments are recognized using trade date accounting. Transaction costs attributable to the investments are netted to investment income.

# **Manitoba Association for Resource Recovery Corp.**

## **Notes to Financial Statements**

**December 31, 2011**

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### **Capital assets**

Capital assets are recorded at cost less accumulated amortization. Amortization of office furnishings, equipment and leaseholds is calculated on a straight-line basis at an annual rate of 20% based on the estimated useful lives of these assets.

### **Revenue recognition**

- Environmental handling charges

Revenue from environmental handling charges is recognized in the year for which suppliers and end-users assess it, as regulated by the Used Oil, Oil Filters and Containers Stewardship Regulation and by the Household Hazardous Material and Prescribed Material Stewardship Regulation of The Waste Reduction and Prevention Act.

- Interest income

Income from investments is recognized when earned and is recorded as interest income in general operations if related to unrestricted funds, or in restricted operations if related to restricted funds.

- Membership fees

The one-time membership fees are recorded as revenue when the participating companies join the Corporation.

All revenues have been recorded at their gross amount.

### **Return and processing incentives**

The return and processing incentives are recognized as an expense in the year to which the claim relates.

### **Use of estimates**

The preparation of financial statements in conformity with Canadian GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual amounts could differ from those estimates.



# Manitoba Association for Resource Recovery Corp.

## Notes to Financial Statements

December 31, 2011

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### Financial instruments

#### *Fair values*

Financial assets and financial liabilities are initially recognized at fair value and their subsequent measurement is dependent on their classification as described below. Their classification depends on the purpose for which the financial instruments were acquired or issued, their characteristics and the Corporation's designation of such instruments.

#### *Classification*

Short-term investments	Held for trading
Long-term investments	Held for trading
Environmental handling charges receivable	Loans and receivables
Accrued interest and other receivables	Loans and receivables
Return and processing incentives payable	Other liabilities
Accounts payable and accrued liabilities	Other liabilities

#### *Held for trading ("HFT")*

Short-term investments and long-term investments are designated as HFT. Investment income arising from these financial assets is recognized in operations in the year it is earned. Investments are recorded at fair value being the quoted market value on December 31, 2011, which approximates the last bid price.

#### *Loans and receivables*

Environmental handling charges receivable, accrued interest and other receivables are designated as loans and receivables and are measured at amortized cost. Revenue arising from these items is recognized in operations in the year it arises.

#### *Other liabilities*

Return and processing incentives payable and accounts payable and accrued liabilities are designated as other financial liabilities and are measured at amortized cost. Expenses arising from these items are recognized in operations in the year they arise.

# Manitoba Association for Resource Recovery Corp.

## Notes to Financial Statements

December 31, 2011

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### Future accounting changes

#### *Accounting standards for not-for-profit ("NPO") organizations*

The Accounting Standards Board issued a comprehensive set of accounting standards and guidelines applicable to NPOs. A NPO whose financial statements comply with the revised Canadian Institute of Chartered Accountants handbook will state that its financial statements are in compliance with Canadian generally accepted accounting principles ("GAAP") for NPOs. The standards and guidelines will apply for fiscal years beginning on or after January 1, 2012 and will require retroactive application, except for certain exemptions and exceptions contained within the standards. The Corporation is currently considering the impact of the adoption of such standards and guidelines.

### 3 Commitments

#### Operating lease

The annual minimum rental for leased premises under a lease to February 28, 2013 is as follows:

	\$
Fiscal year ending December 31, 2012	21,975
2013	3,662

#### EcoCentres

The Corporation has entered into two-year renewal agreements with 64 EcoCentres and licensed collection facilities that were established to provide no-cost drop-off centres for used oil materials.

As part of its contractual agreement with each EcoCentre owner-operator, the Corporation is committed to provide annual operating support until July 31, 2012. The operating support payment for the EcoCentres currently in operation is estimated to be as follows:

	\$
Fiscal year ending December 31, 2012	122,000



# Manitoba Association for Resource Recovery Corp.

## Notes to Financial Statements

December 31, 2011

### 4 EcoCentre support costs

	2011 \$	2010 \$
<b>Lubricating products stewardship program</b>		
Operating support	220,499	227,552
Operational audits, training and supplies	2,347	10,724
Investment support	-	6,000
	<u>222,846</u>	<u>244,276</u>
<b>Antifreeze stewardship program</b>		
Operational audits, training and supplies	<u>9,555</u>	<u>-</u>

### 5 Public relations and promotion

	2011 \$	2010 \$
<b>Lubricating products stewardship program</b>		
Winnipeg Goldeyes Baseball Club Inc.	7,804	14,259
Green Manitoba calendar	5,000	8,000
Website	5,416	1,312
Marketing, advertising and promotional material	35,688	42,055
Search for Mr. Oil Drop	41,730	37,654
CAA advertising	5,200	-
Mascots	-	2,323
Free oil giveaway	-	6,134
Government communication requirements for container EHC increase	<u>-</u>	<u>12,441</u>
	<u>100,838</u>	<u>124,178</u>
<b>Antifreeze stewardship program</b>		
Winnipeg Blue Bomber sponsorship, handouts and uniforms	23,315	-
Communication launch - consultant	3,705	-
Government requirement - printing	<u>3,570</u>	<u>-</u>
	<u>30,590</u>	<u>-</u>

# Manitoba Association for Resource Recovery Corp.

## Notes to Financial Statements

December 31, 2011

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### 6 Ambassador program

	2011 \$	2010 \$
Lubricating products stewardship program		
Wages	23,062	15,867
Transportation, meals and accommodation	16,770	13,694
Trade show fees, uniforms, draw prizes, supplies and insurance	11,295	8,667
Handouts, bookmarks and key chains	43,730	-
Recruitment	1,366	-
	<u>96,223</u>	<u>38,228</u>

### 7 Financial instruments

The Corporation manages risk and risk exposures by applying policies approved by the Board of Directors.

#### Credit risk

The Corporation is exposed to credit risk through its environmental handling charges receivable. The risk is minimized due to the large registrant base.

#### Interest rate risk

The Corporation's exposure to interest rate risk pertains to short-term investments and long-term investments, which are subject to future changes in interest rates.

#### Liquidity risk

Liquidity risk is the risk that the Corporation cannot meet its financial obligations associated with financial liabilities in full. A range of alternatives is available to the Corporation including cash flow provided by operations, debt or a combination thereof. The Corporation expects to be able to meet its financial obligations in the foreseeable future.

### 8 Capital management

The Corporation defines capital as net assets comprised of investment in capital assets and unrestricted funds. Capital is managed in accordance with policies established by the Board of Directors. The Corporation's objectives when managing its capital are to maintain its not-for-profit status and to safeguard the entity's ability to continue as a going concern. The Corporation is obligated to utilize its unrestricted net assets in future years, to fund the return and processing incentives, the operation of EcoCentres and to provide stakeholder communication and public education materials for the used lubricating products stewardship program and used antifreeze stewardship program.





*Manitoba Association  
for Resource Recovery Corp.*

*Board of Directors and Staff*



**Back Row:**

Lutz Ehrentraut, Megan Currie, Keith Penner, Paul Miller, Ron Benson (Executive Director).

**Front Row:**

Aaron Strub (Administrative Services Manager), Richard Waller,  
Keith Micklash (Secretary-Treasurer), Joe Casciano (Chairman).



**Mr. Oil Drop**



**Manitoba Association for Resource Recovery Corp.**

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