

# 2023

## ANNUAL REPORT



**MARRC**

**MANITOBA ASSOCIATION FOR  
RESOURCE RECOVERY CORP.**



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# WHO IS 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. MARRC's mandate is to develop, implement and administer a cost-effective, sustainable, user financed, stewardship program for used oil, used oil filters, used antifreeze and used oil & antifreeze containers for all Manitobans.

MARRC was incorporated under The Corporations Act of Manitoba on April 1, 1997. MARRC submitted Applications for renewal for both the Used Oil and Antifreeze Stewardship Programs in December 2022 and has received approval of these Applications from the Minister of Environment and Climate on July 28, 2023 through June 30, 2028 with Diesel Exhaust Fluid containers included in the approval.

MARRC is managed by a five person Board of Directors drawn from MARRC Member companies, other stakeholder organizations and the public at large.

## DID YOU KNOW...

Used motor oil is insoluble, persistent, and can contain toxic chemicals and heavy metals. It's slow to degrade. It sticks to everything from beach sand to bird feathers. It's a major source of oil contamination of waterways and can result in pollution of drinking water sources. Motor oil does not wear out, it just gets dirty, so recycling it saves a valuable resource. Less energy is required to produce a litre of re-refined base stock than a base stock from crude oil.

## BY THE NUMBERS...

1.6 Litres of used motor oil provides the same 1 Litre of lubricating oil as 67 litres of crude oil.

Re-refined oil—must meet the same stringent refining, compounding, and performance standards as virgin oil for use in automotive, heavy-duty diesel, and other internal combustion engines. Extensive laboratory testing and field studies conclude that re-refined oil is equivalent to virgin oil—it passes all prescribed tests and, in some situations, even outperforms virgin oil.

MARRC provides incentives to government licensed collectors of these products to help recycle them throughout the province. These incentives increase incrementally by distance to ensure all areas in Manitoba are serviced. The products are delivered to MARRC registered processors where they are then recycled, reused or converted into energy products.

MARRC also provides the convenience for all Manitobans to recycle these products by supporting a network of 111 EcoCentre and collection facilities across the province through funding, advertising, training, supplies, promotional materials and our new website which conveniently directs users from their current location to their nearest facility.





MINISTER  
OF ENVIRONMENT AND CLIMATE

Room 344  
Legislative Building  
Winnipeg, Manitoba R3C 0V8  
CANADA

JUL 28 2023

Aaron Strub  
Executive Director  
Manitoba Association for Resource Recovery Corp.  
Manitoba's Used Oil & Antifreeze Recycling Program  
35-1313 Border Street  
Winnipeg MB R3H 0X4  
[marrc@mts.net](mailto:marrc@mts.net)

Dear Aaron Strub:

I approve your Used Oil & Antifreeze Stewardship Program Plan effective July 1, 2023. This Approval marks twenty-five successful years of the program's operations in Manitoba and recognizes the Manitoba Association for Resource Recovery Corporation's continued dedication to protecting the environment. This Approval will expire June 30, 2028, pursuant to Section 7(4) of the Regulation under the Waste Reduction and Prevention Act unless otherwise noted.

This Approval is issued to the Manitoba Association for Resource Recovery Corporation under Section 7(2) of Used Oil, Oil Filters and Containers Stewardship Regulation, 1997; the Household Hazardous Material and Prescribed Material Stewardship Regulation, 2010; and the Packaging and Printed Paper Stewardship Regulation, 2008, (Regulations), and is subject to the Manitoba Association for Resource Recovery Corporation meeting the conditions as set forth in "Attachment A" of this letter, which forms part of this Approval.

Increasing waste diversion from landfills and advancing a circular economy are priorities for my department. I am pleased to see that your program met its recovery target of 75% for used oil and filters. As we work to modernize Manitoba's waste diversion and recycling framework, I expect you to continue to explore opportunities to promote a circular economy in the province.

Your program has an important role in providing waste diversion services to Manitobans. I commend your program's extensive network of collection depots across Manitoba. Thank you for participating in the Winter Roads backhaul program providing coverage to several First Nations communities.

Manitobans suggested opportunities for increasing awareness of waste diversion and recycling programs through more engagement. I expect you to continue exploring engagement strategies to reach all Manitobans, including Indigenous peoples and youth.

Going forward, my department will meet with you or your designated representative on an annual basis as an opportunity for you to share your program's progress and to discuss continuous improvement.

The Manitoba Association for Resource Recovery Corporation should submit its next application for renewal of this Approval by October 31, 2027 to allow adequate time for review and public consultations. However, you may apply for approval of an amendment to your stewardship program plan at any time, under Section 13(1) of the Regulation.

I look forward to our continued collaboration on this program. If you have any additional questions or would like to discuss this matter further, please contact Kelly Kuryk, Acting Senior Manager, Environmental Policy and Delivery Unit, at [Kelly.Kuryk@gov.mb.ca](mailto:Kelly.Kuryk@gov.mb.ca) or 431-374-9424.

Kind regards,

Honourable Kevin Klein  
Minister of Environment and Climate

Attachment

c. Kelly Kuryk  
Joe Casciano, Chair, Board of Directors ([ja.casciano@hotmail.com](mailto:ja.casciano@hotmail.com))



**ATTACHMENT A**  
**Conditions of Approval**

Manitoba Association for Resource Recovery Corporation

The conditions set forth below form part of the Ministerial approval for the Used Oil & Antifreeze Stewardship Program (Program) Plan, pursuant to the Used Oil, Oil Filters and Containers Stewardship Regulation, 1997; the Household Hazardous Material and Prescribed Material Stewardship Regulation, 2010; and the Packaging and Printed Paper Stewardship Regulation, 2008 (Regulations).

Under Section 11(1) of the Regulations, the Minister has the authority to suspend or cancel the Approval of the Program at any time if there is a breach or contravention by the Manitoba Association for Resource Recovery Corporation as the operator of the Program, of either The Waste Reduction and Prevention Act or the Regulations or the conditions set forth in this Approval and, if applicable, subsequent amendments of this Approval.

If the Minister is not assured that the Manitoba Association for Resource Recovery Corporation is implementing or operating the Program substantially in accordance with its intent, or where the Minister or department have concluded, based on relevant circumstances, that the Program or terms of this Approval, including "Attachment A: Conditions of Approval" should be reviewed, then pursuant to Section 8 of the Regulations (7.1 of the Used Oil, Oil Filters and Containers Stewardship Regulations) new or additional conditions may be imposed as deemed appropriate so as to ensure that the environmental outcomes and regulatory requirements are fulfilled.

Any notices to be provided to the department pursuant to this approval are to be submitted in writing to: Senior Manager, Environmental Policy and Delivery Unit, Manitoba Environment and Climate, Box 37 - 14 Fultz Boulevard, Winnipeg, Manitoba, R3Y 0L6.

The conditions of this approval are:

THAT the Manitoba Association for Resource Recovery Corporation:

1. Implement and operate the program substantially in accordance with the submitted program plan's intent, consistent with the requirements of The Waste Reduction and Prevention Act, the regulations listed above and their guidelines, and these Conditions of Approval, as approved and amended from time to time.
2. Identify a senior official with the Manitoba Association for Resource Recovery Corporation as a contact person to work with my officials to provide such assistance or any information (including both financial and non-financial information) that may be deemed necessary in a timely manner to enable them to provide me with information to assess whether the Manitoba Association for Resource Recovery Corporation has implemented the Program and it is operating substantially in accordance with its intent and the Conditions of Approval and, if applicable, subsequent amendments to this Approval.
3. Retained earnings shown on the Manitoba Association for Resource Recovery Corporation's financial statement for the Manitoba program (total revenues less total expenditures), as determined by an external auditor, shall not at any time during the term of this approval, exceed an amount equal to one year's program revenue.
4. Submit annual reports to the department's senior manager who administers The Waste Reduction and Prevention Act, per the applicable regulations and guidelines.
5. Provide meaningful opportunity for input at strategic points (amendment of program plan, annual reporting, continuous review of operations) from government, service delivery agencies, relevant external agencies, and the public, per the applicable regulation and guidelines.
6. Maintain its status as a body corporate and registration under The Corporations Act, C.C.S.M. c. C225 (Manitoba) while operating the program.
7. Over the next year, work with the department to identify key performance indicators that will contribute to an evaluation framework measuring the performance of stewardship programs in Manitoba. You will be required to report on these key performance indicators in your annual reports to show that the program is working towards incremental, improved outcomes.
8. Maintain a recovery rate of 80% for used oil and filters.
9. Determine baseline recovery rates on all designated program containers over the next year. Propose targets to increase those rates, including a minimum 5% increase from baseline recovery rates, to be achieved by 2028.
10. Increase program coverage to northern and remote communities.
11. Determine baseline, Manitoba-wide consumer awareness of the program and develop a plan for continuous improvement of program awareness within the next year, and increase baseline awareness by 2% by 2027.

# AMBASSADOR PROGRAM

2023 saw the expansion of MARRC's flagship Ambassador Program which had us participate in 22 various tradeshows and exhibitions in Manitoba for the purpose of enhancing awareness towards improving the recovery of used oil and antifreeze products. Here is the listing of events we participated in:

**World of Wheels**  
**Rodorama**  
**Transcona Hi Neighbour**  
**St. Andrews Open House**  
**Brandon Exhibition**  
**Niverville Fair**

**Steinbach Summer in the City**  
**Red River Exhibition**  
**Assiniboine Downs Canada Day**  
**Portage Exhibition**  
**Gimli Open Market**  
**Gimli Auto Show**

**Gimli Icelandic Festival**  
**Selkirk Triple S Fair & Rodeo**  
**Carman Fair**  
**Kids Fringe Festival**  
**Morris Stampede**  
**Austin Thresherman's Reunion**

**Altona Sunflower Festival**  
**Winkler Harvest Festival**  
**Stonewall Quarry Days**  
**Morden Corn & Apple**



The participants also entered for a chance to win a \$50 Canadian Tire gift card.



The participants then spun our Wheel of Fortune for a chance to win some great prizes.

Our Ambassadors engaged with visitors by having them respond to our survey which asked:

- 1** Do you change your own oil or take your vehicle in for service
- 2** Where do you take your used oil products?
- 3** Did you know you can take your used oil and antifreeze products at the (location of local EcoCentre in town)
- 4** Are you aware that the Environmental Handling Charges on oil and antifreeze products covers the cost of an EcoCentre in your area?

**WE HAD A RECORD NUMBER OF PEOPLE APPROACH OUR BOOTH WITH 11,038 PARTICIPANTS COMPLETING OUR SURVEY! SOME OF THE RESULTS OBTAINED FROM THE SURVEY ARE:**

- 1** The results showed that just over 35% of respondents changed their own oil.
- 2** The Dealer/Fast Lube locations represent the largest percentage of where the products are being recycled.
- 3** 50% of those from Winnipeg and 44% rural respondents were aware that there was an EcoCentre in their area
- 4** 54% were aware that the Environmental Handling Charges covers most of the costs of all EcoCentres in Manitoba



# AMBASSADOR PROGRAM

Wristbands



Bookmarks

MARRC utilized a flashing Wheel of Fortune to generate excitement at the Ambassador booth. After visitors completed the used oil recycling survey, they could spin the wheel to determine what prizes they had won. Participation at the MARRC booth was very high with long-line-ups at the booth in many cases. All prizes featured used oil recycling branding and were very well received. Bookmarks, wristbands and brochures were all distributed at the tradeshows, exhibitions and parades as well.



MARRC continued its use of our popular LED lit Kornhole game this year for people to participate in at our booth. The game features a graphic of our EcoCentre building which illustrates the goal of bringing in your used oil and antifreeze products to any of our 110 collection locations in Manitoba.

**This is how we're doing!**

		2022		
		Collected	Net Recoverable	%
Oil	Litres	15.73M	18.76M	83.8%
Filters	Units	1.68M	2.19M	76.7%
AF Fluid	Litres	643.4K	1,717.6K	37.5%
Oil Containers	Kgs	234.0K	597.4K	39.1%
AF Containers	Kgs	46.3K	118.5K	39.1%
DEF Containers	Kgs	21.0K	54.8K	39.1%

Use your mobile phone to discover where your closest collection centre is. **Now over 100 in Manitoba!**

**Thank you Manitobans for MAKING EVERY DROP COUNT**

Be sure to follow us on Facebook!

MARRC MANITOBA ASSOCIATION FOR RESOURCE RECOVERY CORP.  
UsedOilRecyclingMB.com 1-888-410-1440

## BROCHURES

The Ambassadors also distributed brochures which detail important information about the MARRC Stewardship Program such as what happens to the products once they are collected; where people can take the products throughout Manitoba; our collection progress to date as well as advising that your mobile phone can now show you where your closest collection centre is.

**Manitoba's Used Oil Recycling Program**

Your role in our success:

- Collect the used oil from your vehicle, lawnmower, farm equipment, fishing vessels, or other machinery and recycle them at a licensed facility.
- Do not contaminate the oil with other liquids, solvents, paint thinner, bleach, antifreeze, gasoline, PCMs, household chemicals, motor fluids, herbicides, pesticides, grease, or water are not accepted. EcoCentre staff have information on where to take contaminated oil.
- Collect your used oil, filters, and containers and recycle them at a licensed facility.
- Collect your used antifreeze and containers and recycle them at a licensed facility.

**What Happens to Recovered Products?**

- USED OIL:** Can be refined into base oil and other petroleum products. As well, it can be used for energy recovery.
- USED OIL FILTERS:** are made with 85% recyclable metal that becomes rebar used in construction.
- USED ANTIFREEZE:** becomes new antifreezes again when shipped to licensed processors.

**THE CONTAINERS** of used oil, antifreeze and Diesel Exhaust Fluid (DEF) are now recycled into energy using an innovative clean technology called Rapid Organic Conversion. This energy is used for heating water buildings and generating electricity.

**Licensed Depots for Used Oil and Antifreeze in the City of Winnipeg**

- Uxley - 3815 Portage Avenue
- St Boniface - Varsity & Boninuit
- Grant Park - 1980 Conant Avenue
- Trudon - 1119 Regent Avenue
- Port Lundy - McGillivray & Kenaston
- Prox Park - 752 St James Street
- 297 Lorne - 1380 Lorne
- 1120 Poplar Avenue
- 429 Floral Road
- Wardy Road (Lambert)
- 395 Couder Street

**Licensed Depots for Used Oil and Antifreeze in Rural Manitoba**

LEGEND

- MANITOBA ASSOCIATION FOR RESOURCE RECOVERY CORP. (MARRC)
- USED OIL RECYCLING CENTRE
- DEFUELLED VEHICLE REPAIR
- DEFUELLED VEHICLE REPAIR
- DEFUELLED VEHICLE REPAIR

MARRC - Manitoba Association for Resource Recovery Corp.  
1-888-410-1440  
UsedOilRecyclingMB.com

1 A 1 Environmental - 1442 Dupont Road  
EK Import Auto Service 1041 Springfield Rd  
Frank Motors - 573 Pelly Drive Ave.



# AMBASSADOR PROGRAM

MARRC also distributed the City of Winnipeg and rural Manitoba fridge magnets detailing where used oil and antifreeze collection facilities are located around the Province.

Prizes distributed from both the Kornhole game as well as the Wheel of Fortune were helpful in generating excitement for our booth.



Insulated Cooler Bags



Mr. & Mrs. Oil Drop Tattoos



Hats



Tape Measures



Mr. Oil Drop Beanie Babies



Notebooks

Licensed Collection Depots for Used Oil & Antifreeze Products in Manitoba

UsedOilRecyclingMB.com  
1-888-410-1440

LEGEND  
 CONVENTIONAL 3' x 14' ROCKET BUILDING IN OPERATION  
 OTHER LICENSED DEPOTS  
 LICENSED FACILITIES IN WINNIPEG

Winnipeg's Licensed Collection Depots for Used Oil & Antifreeze

UsedOilRecyclingMB.com  
1-888-410-1440

- Ucity - 3615 Portage Avenue
- St. Boniface - Fermor & Beaverhill
- Grant Park - 1080 Grant Avenue
- Transcona - 1519 Regent Avenue
- Fort Garry - McGillivray & Kenaston
- Polo Park - 750 St. James Street
- 1120 Pacific Avenue
- 429 Panet Road
- Brady Road Landfill
- A-1 Environmental - 1447 Dugald Road
- GFL Green for Life - 1090 Kenaston Blvd.
- EK EK Import Auto Service - 1043 Springfield Road
- FM Frank Motors - 575 Notre Dame Ave
- LCR 395 Goulet Street



# AMBASSADOR PROGRAM



Mr. & Mrs Oil Drop in a parade



Mr. & Mrs. Oil Drop at Assiniboine Downs on Canada Day



Mr. Oil Drop at the Portage Exhibition



Mr. & Mrs Oil Drop at the Gimli Icelandic Festival parade



MARR's booth at the Rodorama Car Show

## ADDITIONAL EVENTS

MARRC attended several additional events during the year to help spread the message about environmental conservation and to encourage new communities to participate in our program with their own collection facility.



Association of Manitoba Municipalities (AMM) Trade Shows - Winnipeg Convention Centre April 4 & 5 & at the Keystone Centre in Brandon November 27 & 28. The AMM helps Manitoba Municipalities speak with one voice. They host 2 trade shows annually and include sessions on skill building, professional development topics and emerging municipal policy issues.



Northern Association of Community Councils (NACC) Trade Show - Held at Canad Inns Polo Park August 22 & 23. The NACC strives to make both provincial and federal governments recognize and create awareness regarding the needs of their communities.



Take Pride Winnipeg - Eco-Awareness Day - Held at Polo Park on May 5. This saw students from various schools as well as passing shoppers engage our booth spreading awareness of recycling used oil products.



Manitoba Association of Regional Recyclers (MARR) Forum October 24 & 25 Viscount Gort.

MARR's underlying vision is to maximize waste diversion and recycling and to develop more sustainable and responsible waste management practices in communities in all regions of the province of Manitoba.

This year, special information and training on waste management practices including used oil in First Nations, Indigenous, northern remote and small rural communities, was offered.

# AMBASSADOR PROGRAM

## OUR PARTNERS IN PROGRESS!

The main focus of our Ambassador Program was to engage with visitors by highlighting the importance of recycling. Visitors received information on recycling used oil and antifreeze products as well as valuable prize giveaways. MARRC added another partner this year bringing us to 3 Producer Responsible Organization (PRO) partners and distributed their brochures and information as well.



This program is a free and easy way for people to dispose of old batteries and cell phones safely and reliably, diverting them away from landfills.



Cleanfarms is a national agricultural industry stewardship organization that contributes to a healthier environment and a sustainable future by recovering and recycling agricultural and related industry plastics, packaging and products. It collects materials for recycling and safe disposal through a network of some 1,500 ag retail and municipal partners. It is funded by its members in the crop protection, fertilizer, seed, animal health medication, and ag plastics industries. It has staff located in Lethbridge, Alberta; Moose Jaw, Saskatchewan; Winnipeg, Manitoba; Etobicoke, Ontario; and St-Bruno, Quebec.



The Health Products Stewardship Association supports the preservation of our environment and the protection of communities by managing take-back programs for unwanted medications and used medical sharps.



MARRC rented 2 minivans for the Ambassadors which were both wrapped with a colourful advertising for used oil & antifreeze recycling and included our 3 partners' logos on 3 sides of each vehicle. The vehicles were very well received at each trade show, exhibition and parade.



# BILLBOARD & TELEVISION ADVERTISING

## BILLBOARDS



MARRC continues to expand the methods it uses to promote the recycling of Used Oil & Antifreeze products by capitalizing on the effectiveness of Out-Of-Home advertising such as billboard display ads.

Billboards promoting the recycling of our products included our toll free line and website and were displayed at some of the busiest intersections in the City of Winnipeg during the summer namely:

Over 6.8 million times our ad was seen by motorists over the course of the summer. This does not include many more possible impressions from additional people in those vehicles as well as buses.

This kind of repetition builds brand awareness and further enhances the likelihood that the public will retain the information and imagery displayed.

	CARS PASSING BY EACH DAY	IMPRESSIONS
<i>Notre Dame &amp; Wall St North Side</i>	48,900 x 34 days =	1,662,600
<i>Portage Ave. &amp; Broadway Ave North East Corner</i>	45,400 x 73 days =	3,314,200
<i>Main Street &amp; Alexander Ave East Side</i>	44,700 x 28 days =	1,251,600
<i>Disraeli Frwy &amp; Higgens Ave. East Side</i>	45,900 x 13 days =	596,700
		<b>6,825,100</b>

## GLOBAL TV COMMERCIALS

MARRC advertised with 260 - fifteen second ads promoting our 4 - sixty second "Recycling Minute" segments which all aired on Global TV. The sixty second segments highlighted the need to recycle used oil products and aired during the 10 o'clock news as well as the 6 o'clock news and the morning news.



## CTV WEATHER SNIPES

From May 9 to September 22, MARRC advertised during the CTV Morning Live Weather presentation with snipes that were displayed at the bottom of the screen.

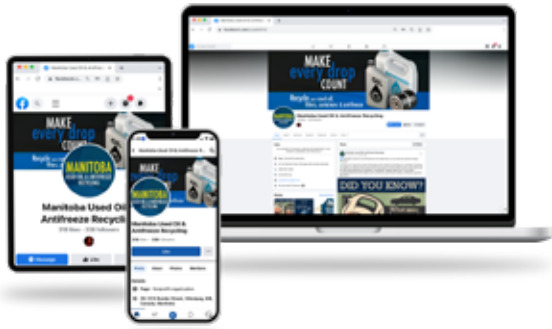
Our logo + tagline is a consistent reminder to viewers on the screen during the Weather forecast, and alternated various hours each week during the morning (6a/7a/8a).

We reached our audience of almost 12,000 viewers across Manitoba (city & rural) during each morning and were associated with a topic viewers were very interested in...the day's weather!

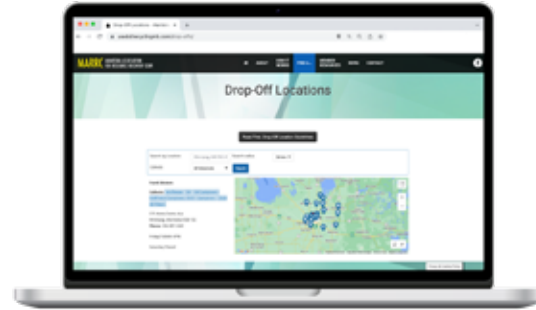


# SOCIAL MEDIA ADVERTISING

Graphical ads or video ads are targeted to users based on their location, demographic, and/or profile information, that when clicked, brings the user to MARRC's website.



MARRC targeted those individuals who would most likely find our ads relevant such as those with interests in ATVs automobiles, Motorcycles, CarGurus, Mechanics, Boating, Farming, RVs etc.



## FACEBOOK ADS & BOOSTED POSTS:

Every 2 weeks we updated our ads with fresh and interesting content including the promotion of our summertime Ambassador Program. We received quarterly updates on what was generating the most amount of interest through interactions (clicks), likes, impressions and number of people reached.

## FACEBOOK LIKE CAMPAIGN

Graphical ads targeted to users based on their location, demographic, and/or profile information that when Liked, grows our Facebook audience/following.



## GOOGLE ADS COST PER CLICK(CPC)

Text ads in Google search results are triggered when an individual searching within the right geographical area searches for something related to 15 keywords and or phrases that we target such as: Used oil, collection depots, used oil filters, antifreeze, used oil containers, motor oil disposal, recycling, ecocentres etc.

Our quarterly report advised how we fared for number of impressions for each key word, as well as number of clicks on our display ad. Changes can be made to more popular keywords if needed. Clicking on our ad directed the user to our collection depot drop-off location map where that person's nearest location could easily be found.

### DISPLAY ADVERTISING IN THE GOOGLE DISPLAY NETWORK:

Graphical ads on select topics of websites that are part of the Google Display Network, shown when a person in the right geographical area visits.

January 1 to December 31 Metrics: Totals over 9,218,000 impressions (total number of times our content was displayed) and over 12,700 interactions (clicks)



# PARTNERSHIP PROMOTION VIP LUBE 1089 ELLICE TO ENHANCE CONSUMER AWARENESS



We enhanced our Facebook Awareness Campaign this summer by partnering with our newest Winnipeg collection facility; VIP Lube 1089 Ellice Ave. Similar to our Facebook ad campaign, we targeted those individuals who would most likely find our ads relevant and promoted that this was a chance to win one of 20 free oil changes worth \$100 each.

Just a quick 2 question survey needed to be filled out to be entered into a draw for one of the free oil changes.

## THE QUESTIONS ASKED:

Do you change your own oil and antifreeze or do you take your vehicle in for service?

126 of 740 or 17% of respondents advised they do it themselves.

Did you know that you can recycle your used oil and antifreeze products at VIP Lube 1089 Ellice Ave. or at any one of the City of Winnipeg's 4R Depots: Brady Rd., 1120 Pacific Ave. & 429 Panet Rd.?

444 of 740 or 60% of respondents advised that they knew they could recycle their used oil products at these locations.



As a result of this initiative, traffic to MARRC's website increased by 33% with dramatic increases taking place over the course of the promotion which reached over 94,000 people and garnered 3,400 link clicks.



## PARTNERSHIP WITH TAKE PRIDE WINNIPEG TO ENHANCE AWARENESS WITH STUDENTS IN SCHOOLS



MARRC Partnered with Take Pride Winnipeg to give 65 presentations in 41 different schools around Manitoba teaching an estimated 6,500 students about the merits of recycling used oil products. MARRC branded bookmarks and wristbands were also distributed to all.

# RADIO MEDIA PARTNERSHIPS



CJOB AM and Power 97 FM, Winnipeg radio stations aired over 700 ads promoting each specific local Ambassador event during the summer.

9 Manitoba rural radio stations aired over 600 ads promoting each specific local Ambassador event during the summer as well.



## BURSARIES AWARDED FOR A TWENTIETH YEAR

Bursaries were awarded to students (\$1,500 each) qualifying in Environmental Studies at the University of Manitoba, University of Brandon, the University of Winnipeg and Red River Community College. Students awarded were

required to provide a brief explanation as to why oil product collection and recycling in Manitoba is important to them. MARRC later increased the amount of each bursary to \$2,000 during the middle of the year.



# NEWSPAPER & MAGAZINE PARTNERSHIPS



**WINNIPEG FREE PRESS COMMUNITY REVIEW EAST & WEST NEWSPAPERS**  
 Winnipeg Free Press Community Review East & West Newspapers - have a combined circulation of over 230,000 in the City of Winnipeg and Headingley. MARRC advertised with 2 ads on the front page.

**MANITOBA MINING REVIEW**  
 Manitoba Mining Review is distributed to association members, all pertinent government officials and to all companies with an interest in mining.

**Used Oil and Antifreeze Recycling: Northern Opportunities!**

Please contact us at 1-888-410-1440 for more information, or visit our website at [www.UsedOilRecyclingMB.com](http://www.UsedOilRecyclingMB.com)

The Manitoba Association for Resource Recovery Corp. (MARRC) manages the Used Oil & Antifreeze Recycling Programs.

**We are very much interested in assisting communities in the north** with recycling used oil, filters, containers as well as antifreeze and its containers.

**APRIL EARTH DAY ADS:**

**Make every drop count.**

MANITOBA'S USED OIL RECYCLING PROGRAM

Recycle your used oil, filters, containers & Antifreeze

**1-888-410-1440**  
[www.UsedOilRecyclingMB.com](http://www.UsedOilRecyclingMB.com)

Winnipeg's Licensed Used Oil Depots

- Unicity - 3615 Portage Avenue
- St. Boniface - Fennor & Beaverhill
- Grant Park - 1080 Grant Avenue
- Transcona - 1519 Regent Avenue
- Cort Garry - McGillivray & Kenston
- Polo Park - 750 St. James Street
- 395 Goulet Street
- Brady Road Landfill
- 1120 Pacific Avenue
- 429 Panet Road
- Green for Life - 1090 Kenaston Blvd.
- A-1 Environmental - 1447 Dugald Road
- Frank Motors - 575 Notre Dame Ave.
- EK Import Auto Service 1043 Springfield Rd



**THE LEAF & STREETS NEWSPAPERS**  
 The Leaf is distributed to 4,100 people in the Wolseley, Armstrong Point and South Broadway areas while the Streets is delivered to all those in Winnipeg's West End.

**FIRST NATIONS VOICE**  
 First Nations Voice is a privately owned newspaper with a distribution of over 100,000 that provides an educational and information-sharing vehicle for both First Nations / Aboriginal communities and non-Aboriginal communities in Manitoba.

The purpose is to educate, inspire and inform the general public from a First Nations / Aboriginal perspective

**MAAC GUIDE (MANITOBA ASSOCIATION OF AUTO CLUBS) - CIRCULATION 50,000**  
 MAAC is a non-profit Association for the promotion and protection of the antique and specialty vehicle hobby in Manitoba.

**OCTOBER WASTE REDUCTION WEEK ADS:**

**Free Press COMMUNITY review**

MONSTER CASH

By the people, for the people!

**MAKE EVERY DROP COUNT**

1-888-410-1440  
[UsedOilRecyclingMB.com](http://UsedOilRecyclingMB.com)

**Make every drop count.**

Manitoba's Used Oil Recycling Program

Recycle your used oil, filters, containers & Antifreeze

**MAAC event guide 2023**

Winnipeg's Licensed Collection Depots for Used Oil & Antifreeze

- 1120 Pacific Avenue
- 429 Panet Road
- Brady Road Landfill
- 24 Environmental 1447 Dugald Road
- 395 Goulet Street
- Green for Life 1090 Kenaston Blvd.
- Frank Motors 575 Notre Dame Ave.
- 1043 Springfield Rd
- 388 Goulet Street

[UsedOilRecyclingMB.com](http://UsedOilRecyclingMB.com) 1-888-410-1440

# NORTHERN REMOTE & FIRST NATIONS COMMUNITIES COLLECTIONS

Producer Responsible Organizations (PROs) continue to sponsor the Backhaul Project which is aimed at removing stewardship and non-stewardship materials from participating First Nations Communities.

This year the following communities were involved Bunibonibee, St. Theresa Point, Wasagamack, and Lac Brochet with the following communities having used oil products removed:

## BUNIBONIBEE

16 pallets of pails.

## ST. THERESA POINT

1 drum of used oil filters, 1 drum of pail lids.

## WASAGAMACK

2 pallets of pails & 2 totes of used oil containers

## LAC BROCHET (\*non-stewardship material)

\*98 pieces of appliances removed

The following communities had supplies shipped to them:

## MANTO SIPI

Currently upgrading their waste management / diversion infrastructure. 1 pallet of empty drums to hold used oil/filters.

## GOD'S LAKE

1 pallet of empty drums was also shipped to God's Lake.

The success of the project in 2022/23 is in large part due to a continued collaborative process with the PROs, community operators, transporters, and processors.

## COLLABORATION PARTNERSHIPS

10 participating PROs included the Canadian Battery Association, Call2Recycle, Electronic Products Recycling Association, Heating Refrigeration and Air Conditioning Institute of Canada, Health Products Stewardship Association, Manitoba Association for Resource Recovery Corp., Multi-Material Stewardship Manitoba Inc., Product Care Association of Canada, Recycle My Cell & Tire Stewardship Manitoba. In total, 10 semi-trailer loads of material were removed from 4 communities, representing 6 PROs comprised of non-stewardship and stewardship material.

## KEY OUTCOMES

We are continuously fine-tuning our program delivery model that considers the full transportation cycle of products being delivered into communities, backhaul of diverted material out of communities on the same trucks and receiving and processing the material in Winnipeg.

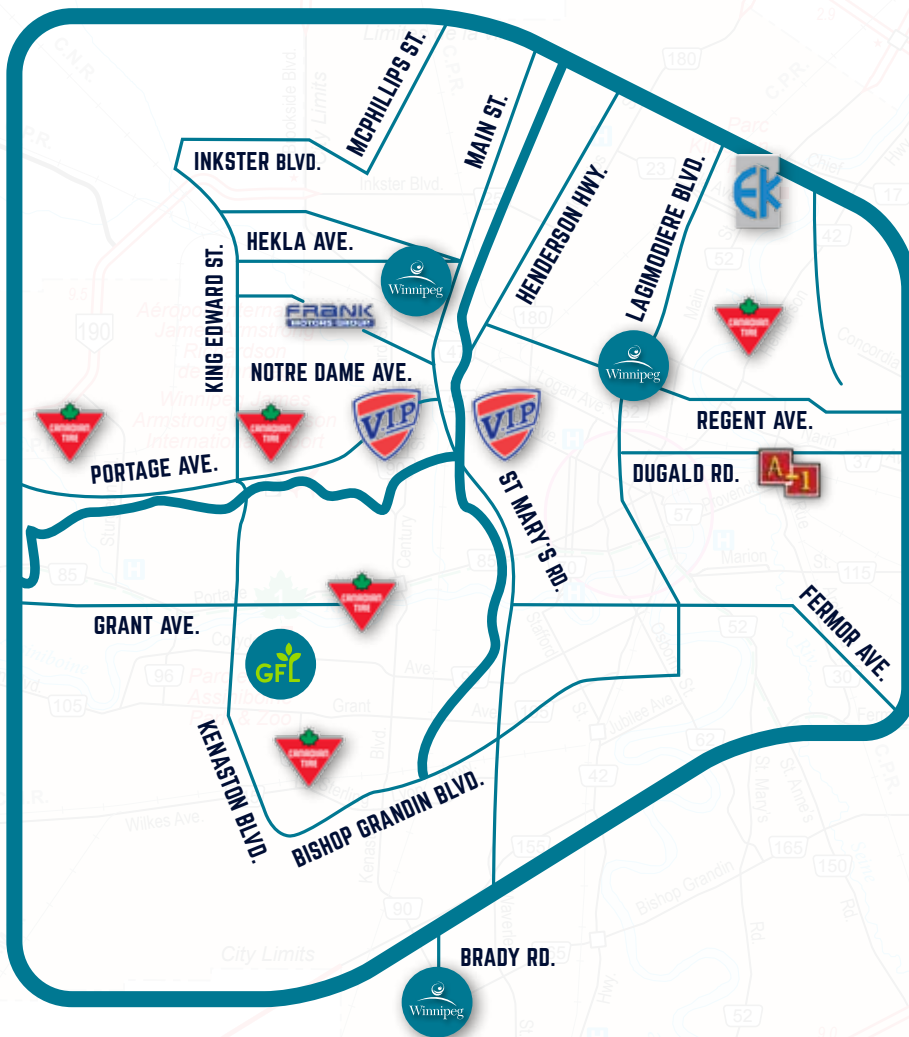
The costs have been identified in detail and areas for efficiencies continue to be refined. The need to support community waste diversion workers including training, proper equipment to safely do their jobs and supplies to safely pack the material has been reinforced. Ideally this would involve periodic community visits to advise and train workers as well as provision of proper equipment and supplies. Through discussions with stakeholders in Manitoba's waste management and recycling sector, a need has been identified to address these gaps in the training and skill development of workers employed in waste management sites in communities across Manitoba. MARRC has joined an Advisory Council that will play an ongoing role in establishing and overseeing the overall vision, strategy and shared investment towards training and developing waste management and recycling workers for Manitoba.

There is a need for communities to have adequate budgets to support worker wages, training, consumable supplies and costs for transport and handling of non-stewardship material. The cost/benefit of including all diverted material including stewardship and non-stewardship in backhaul transport trucks has been recognized. There is also a need for infrastructure and equipment to store diverted material and safely load it onto backhaul trucks including weather protected areas for material storage, loading equipment, and lights for loading at night. Continued collaboration amongst the PROs is essential for any future northern backhaul collection program.





# WINNIPEG COLLECTION DEPOT NETWORK



Brady Road Landfill



1120 Pacific Avenue



429 Panet Road

**Canadian Tire**  
 Unicity - 3615 Portage Ave.  
 Grant Park - 1080 Grant Ave.  
 Transcona - 1519 Regent Ave.  
 Fort Garry - McGillivray & Kenaston  
 Polo Park - 750 St. James St.

**VIP Lube** - 1089 Elllice Ave.  
**VIP Lube** - 395 Goulet St.  
**Green for Life** - 1090 Kenaston Blvd.  
**A-1 Environmental** - 1447 Dugald Rd.  
**Frank Motors** - 575 Notre Dame Ave.  
**EK Import Auto Service** - 1043 Springfield Rd.

**City of Winnipeg Depots**  
 Brady Road Landfill  
 1120 Pacific Ave.  
 429 Panet Rd.

Churchill

Go to [UsedOilRecyclingMB.com](http://UsedOilRecyclingMB.com) to find the closest EcoCentre to your current location.



Thompson

# LEGEND

-  CONVENTIONAL 10' X 24' ECOCENTRE BUILDING IN OPERATION
-  OTHER LICENSED DEPOTS
-  LICENSED FACILITIES IN WINNIPEG

St. Theresa Point x2  
Wasagamack

Flin Flon

Cranberry Portage

The Pas

Grand Rapids

Swan River

Bloodvein

Winnipegosis

Rorketon

Moosehorn

Hollow Water

Roblin

Dauphin

Fisher Branch

Arborg

Inglis

Russell

Ashern

Chatfield

Arnes

Gimli

Eriksdale

Meleb

Libau

Rosburn

Erickson

Kelwood

Inwood

Dunnottar

St. Georges

St. Lazare

Shoal Lake

Langruth

St. Laurent

Clandeboye

Coca Cola Falls

Birtle

Strathclair

Eden

Westbourne

Teulon

Stonewall

Lac Du Bonnet

Hamiota

Neepawa

Gladstone

Earl Grey

Selkirk

Beausejour

RM Wallace

Souris

Glenboro

Plumas

Mac Gregor

RM of St. Clements x2

Pinawa

Minto

Dunrea

Notre Dame

Carberry

Portage x2

Whitemouth

Hartney

Killarney

Baldur

Elm Creek

St. Francois Xavier

Springfield x2

Boissevain

Deloraine

Pilot Mound

Carman

Headingley

Lorette

Melita

Waskada

Winkler x2

Morris

St. Pierre

Monominto

St. Jean

Steinbach x2

Altona

Vita



# ECOCENTRES

## LOCATION

- 1 Steinbach
- 2 Carman
- 3 Melita
- 4 Altona
- 5 Neepawa
- 6 Selkirk
- 7 Russell
- 8 Glenboro
- 9 Minto
- 10 Pilot Mound
- 11 Baldur
- 12 Swan River
- 13 Hamiota
- 14 Inwood
- 15 Chatfield
- 16 Meleb
- 17 Virden
- 18 Arborg
- 19 Gladstone
- 20 Rosburn
- 21 Portage la Prairie
- 22 Teulon
- 23 Brandon
- 24 Earl Grey
- 25 Langruth
- 26 Elm Creek
- 27 The Pas

## OWNER/OPERATOR

- City of Steinbach
- Town of Carman
- S K L Enterprises Ltd.
- Town of Altona / Municipality of Rhineland
- Town of Neepawa
- City of Selkirk
- Municipality of Russell-Binscarth /  
RM Riding Mountain West
- Municipality of Glenboro South Cypress
- Municipality of Grassland
- Louise Integrated Waste Management
- RM of Argyle
- Town of Swan River
- Hamiota Municipality
- RM of Armstrong
- RM of Armstrong
- RM of Armstrong
- RM of Wallace-Woodworth
- BAR Waste Authority Co-op Inc.
- Municipality of Westlake-Gladstone
- Rosburn Municipality
- Portage & District Recycling Inc.
- Town of Teulon & RM of Rockwood
- City of Brandon
- RM of St. Andrews
- Municipality of Westlake-Gladstone
- RM of Grey
- Town of The Pas

## LOCATION

- 28 Winkler
- 29 Morris
- 30 St. Georges
- 31 Traverse Bay
- 32 Clandeboye
- 33 Vita
- 34 Lac du Bonnet
- 35 Waskada
- 36 Carberry
- 37 Thompson
- 38 St. Laurent
- 39 Erickson
- 40 Eriksdale
- 41 Fliin Flon
- 42 Dunrea
- 43 MacGregor
- 44 Roblin
- 45 Onanole
- 46 Whitemouth
- 47 Gimli
- 48 Arnes
- 49 St. Lazare
- 50 St. Pierre
- 51 Lorette
- 52 Souris
- 53 Birtle

## OWNER/OPERATOR

- City of Winkler
- Town of Morris
- RM of Alexander Town of Powerview-Pinefalls
- RM of Alexander & RM of Victoria Beach
- RM of St. Andrews
- RM of Stuartburn
- RM of Lac du Bonnet
- Municipality of Brenda-Waskada
- RM of North Cypress-Langford
- Thompson Recycling Centre
- RM of St. Laurent
- Municipality of Clanwilliam-Erickson
- C.E.W.D.G. Board
- City of Fliin Flon
- RM of Prairie Lakes
- Municipality of North Norfolk
- Municipality of Hillsburg-Roblin-Shell River
- Municipality of Harrison Park
- Whitemouth-Reynolds-North Whiteshell
- RM of Gimli
- RM of Gimli
- RM of Ellice-Archie
- RM of De Salaberry
- RM of Taché
- Municipality of Souris-Glenwood
- Municipality of Prairie View



# OTHER LICENSED COLLECTION FACILITIES

MARRC added 8 more Collection Facilities in 2023 with the following locations coming on board: VIP Lube Ellice Ave., Winnipegosis, Strathclair, Pinawa, St.François Xavier, Boissevain, Inglis as well as the Northern Remote Location of Wasagamack.

LOCATION		OWNER/OPERATOR	LOCATION		OWNER/OPERATOR
1	Winnipeg	A-1 Environmental Services, 1447 Dugald Rd.	27	Ashern	Municipality of West Interlake
2	Winnipeg	GFL Green For Life, 1090 Kenaston Blvd.	28	Dauphin	RM of Dauphin
3	Winnipeg	Frank Motors, 575 Notre Dame Ave.	29	Beausejour	Beausejour Tire, 51 Park Ave.
4	Winnipeg	EK Import Auto Service Ltd., 1043 Springfield Rd.	30	Hillside	RM of Springfield
5	Winnipeg	Canadian Tire Grant Park, 1080 Grant Ave.	31	Oakwood	RM of Springfield
6	Winnipeg	Canadian Tire East Kildonan, 1519 Regent Ave.	32	Steinbach	Great Canadian Oil Change, 41 Hwy 12 North
7	Winnipeg	Canadian Tire Polo Park, 750 St. James St.	33	Winkler	Great Canadian Oil Change, 611 Main Street
8	Winnipeg	Canadian Tire Fort Garry, McGillivray & Kenaston	34	Portage la Prairie	Great Canadian Oil Change, 1040 Saskatchewan Ave W
9	Winnipeg	Canadian Tire Unicity, 3615 Portage Ave.	35	Brandon	Great Canadian Oil Change, 827 18th St
10	Winnipeg	VIP Lube, 1089 Ellice Ave.	36	Monominto	RM of Taché
11	Winnipeg	VIP Lube, 395 Goulet Street	37	Shoal Lake	RM of Yellowhead
12	Winnipeg	4R, Brady Road Landfill	38	Minnedosa	Evergreen Enviromental Technologies
13	Winnipeg	4R, 1120 Pacific Avenue	39	Plumas	Municipality of Westlake-Gladstone
14	Winnipeg	4R, 429 Panet Road	40	Westbourne	Municipality of Westlake-Gladstone
15	Headingley	Recycle West, 6 Sabrina Way	41	Eden	Municipality of Rosedale
16	Stonewall	RM of Rockwood	42	Kelwood	Municipality of Rosedale
17	Notre Dame	Jean Farms Ltd.	43	Coca Cola Falls	RM of Alexander
18	Hartney	Southwest Recycling	44	Dunning	RM of St. Clements
19	Grand Rapids	ET Development Ltd.	45	Clarke	RM of St. Clements
20	Killarney	Town of Killarney	46	Libau	RM of St. Clements
21	Dunnottar	Village of Dunnottar	47	St.François Xavier	RM of St.François Xavier
22	Cranberry Portage	Cranberry Portage LUD	48	Pinawa	LGD of Pinawa
23	Rorketon	RM of Lakeshore	49	Boissevain	Municipality of Boissevain Morton
24	Deloraine	Municipality of Deloraine-Winchester	50	Strathclair	RM of Yellowhead
25	Fisher Branch	RM of Fisher	51	Winnipegosis	Municipality of Mossey River
26	Moosehorn	RM of Grahamdale	52	Inglis	RM of Riding Mountain West

# NORTHERN REMOTE COMMUNITIES

LOCATION	OWNER/OPERATOR
1 St. Theresa Point	St. Theresa Point First Nation - Fire Station
2 St. Theresa Point	St. Theresa Point First Nation - End of Life Vehicle Garage
3 Churchill	The Town of Churchill
4 Hollow Water	Manitoba Aboriginal and Northern Affairs
5 Bloodvein	Bloodvein First Nation
6 Wasagamack	Wasagamack First Nation

# MARRC SUPPORTS ITS ECOCENTRE NETWORK

As our used oil recycling program continues to grow, we strive to inform and educate as many Manitobans as possible. MARRC provides free initial and recurrent training for management and staff. The training and follow-up audits are designed to promote safe operation and compliance within provincial regulations on the handling of used oil products. We also provide funding of over \$350,000 to our existing network of collection facility drop-off locations which are all conveniently located across the province. This funding helps each owner/operator with costs for things like supplies, insurance, labour and advertising to aid in the smooth operation of the facility.

Often times, prizes such as shop towels, windshield washer fluid or even new oil are distributed for free to those who recycle at these locations in order to encourage and sustain good recycling habits and help spread the word about drop off locations in the local community.



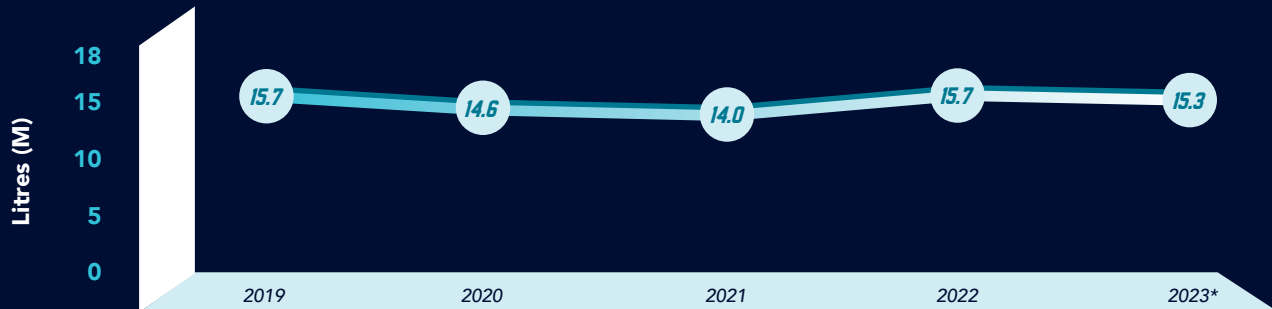
# COLLECTION ACTIVITY

**OIL 85.1%**

TARGET 80%

Litres Sold **27.69 M Litres**  
Less Lost in Service 35% **-9.69 M**

Net Recoverable **18.00 M Litres**

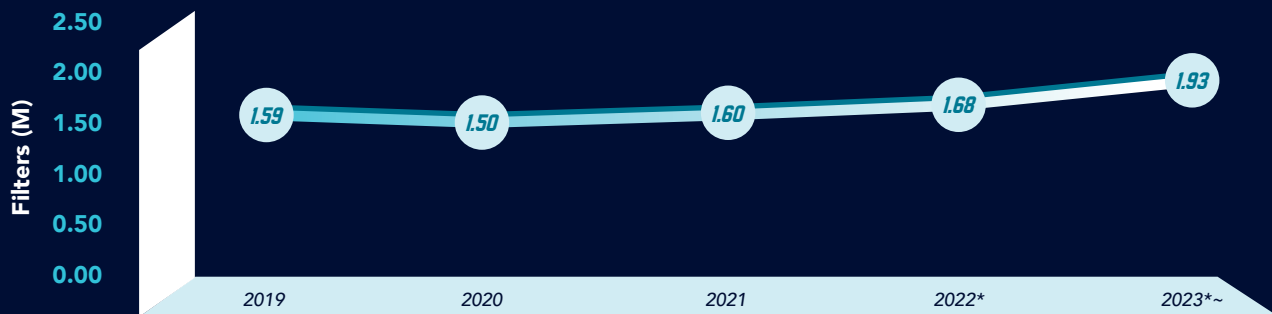


\* 15.44M litres were collected in 2023. In a 2022 MARRC study, 1.8 M litres of used oil was analyzed and 0.75% was found to be used Antifreeze or 118.8 K litres. This leaves 15.32 M litres of Used Oil collected.

**FILTERS 85.6%**

TARGET 80%

Filters Sold **2.256 M**  
Filters Recoverable **2.256 M**  
1,279,720 Kgs collected x 1.4703 Filters / Kg = **1.882 M filters collected +**  
\*51,000 filters were recycled in Manitoba vehicles = **1.933 M filters**



~ MARRC utilized studies from 2007, 2022 & 2023 that saw the number of filters per drum increase while the average weight per drum decreased due to the smaller and lighter cartridge style filters becoming more prevalent.

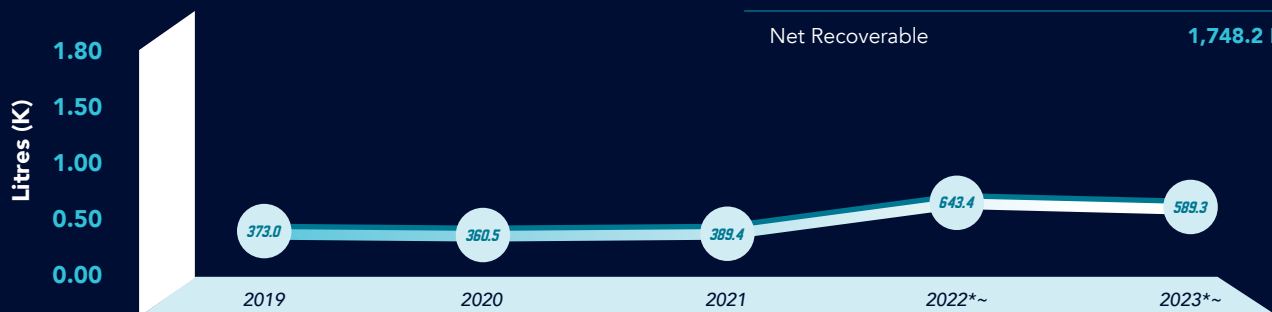
\* 6% of the Canadian Auto Fleet is retired and then shredded each year resulting in 51K filters being added to these years' totals. Filters are not removed by auto shredders as they are recycled with the vehicle.

**ANTIFREEZE 33.7%**

Litres Sold - Concentrate 818.7 x 2 = **1,637.4 K Litres**  
Pre-Mix **+2,428.3**

Less Lost in Service **57% \* -2,317.4**

Net Recoverable **1,748.2 K Litres**



\* Result of National Antifreeze Recoverable Rate Study by Chamard Environmental Strategies

~ MARRC analyzed 1.84 Million litres of used oil in 2022 and discovered that 0.75% of all used oil collected is in fact used antifreeze. This is fairly consistent with other studies done across Canada. 15,435,663 L of used oil collected x 0.75% = 115,767 of pure Antifreeze x 2 conversion to pre mix is an extra 231,535 collected.

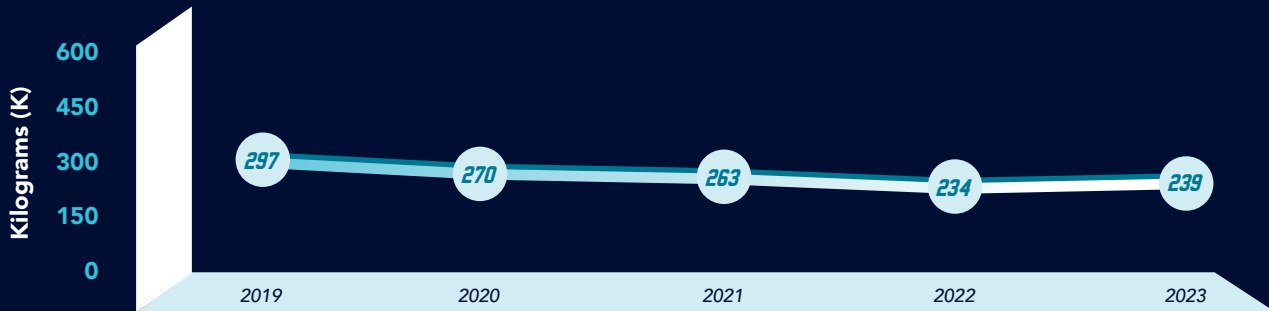
# COLLECTION ACTIVITY

## OIL CONTAINERS 39.5%

UNDER 50 LITRE CAPACITY

Units sold in litres  
Converted to Kgs **11,006.49 K Litres**  
+18.21

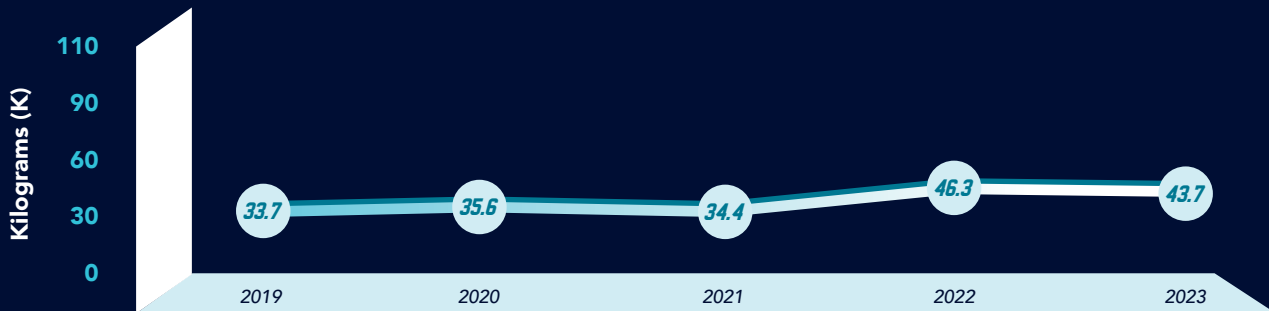
Net Recoverable **604.48 K Kgs**



## ANTIFREEZE CONTAINERS 39.5%

Units Sold in Litres  
Converted to Kgs **2,546.92 K Litres**  
+ 23.03

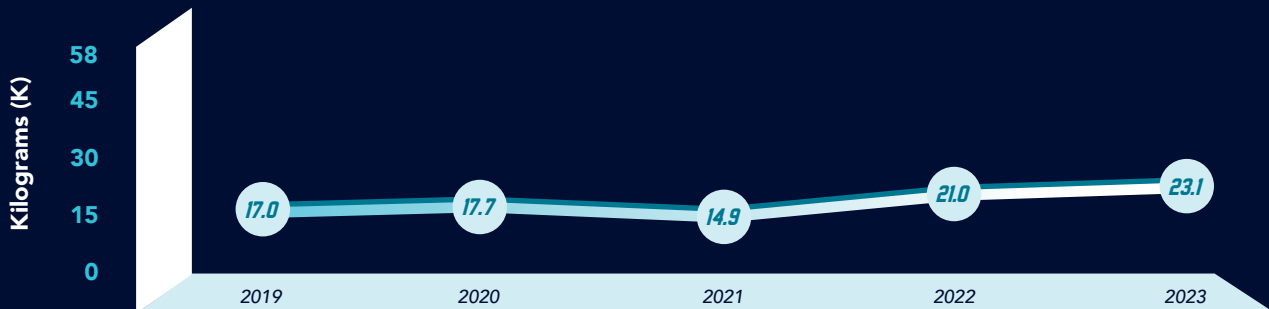
Net Recoverable **110.59 K Kg**



## DEF CONTAINERS 39.5%

Units Sold in Litres  
Converted to Kgs **1,530.72 K Litres**  
+ 26.22

Net Recoverable **58.37 K Kg**





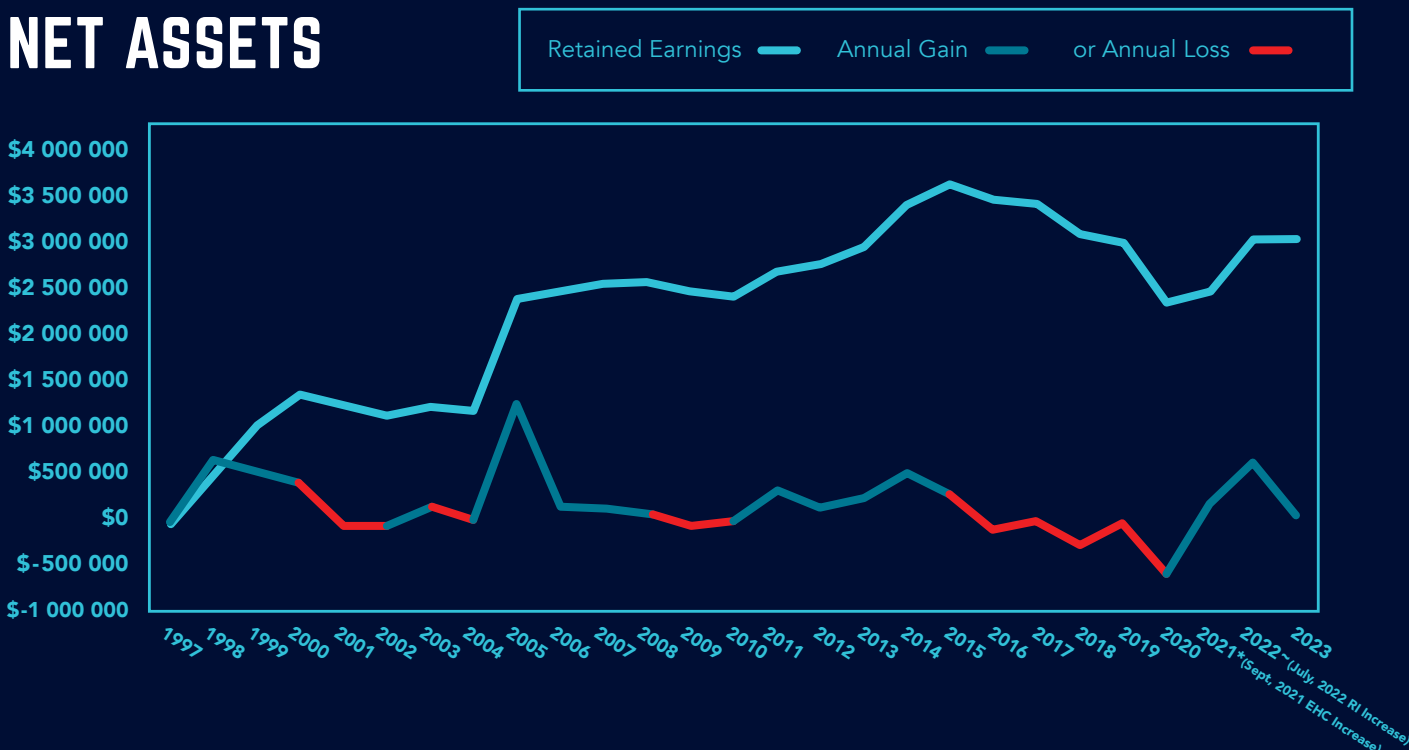
# MARRC MEMBERS PAGE

49 North Lubricants Ltd.	Daimler Trucks Canada Ltd.	King-O-Matic Industries Limited	OBR Oil and Marine Inc.
10046880 Manitoba Ltd. (Oil Source)	Ducati Canada Inc.	Kleen-Flo Tumbler Industries Limited	PACCAR of Canada, Ltd. Parts Division
12317541 Canada Inc. (Catalys Lubricants West)	Davanac Inc.	Krone North America	PSC-Power Source Canada Ltd.
A & I Products Canada Inc.	Dubois Chemicals Canada Inc.	Kubota Canada Ltd.	PTI Transformers Inc.
AGCO Corporation	Echo Power Equipment (Canada)	LCT Lubricants Inc.	Parker Hannifin Canada
AGS Company Automotive Solutions	Excel Energy	Lasitkon Oil	Parkland Corporation (Bluewave Energy)
AMSOIL Inc.	FCA Canada Inc.	Larry Penner Enterprises Inc.	Partner Technologies Inc.
Acklands-Grainger Inc.	FHC Enterprises Inc.	Liebherr Canada Ltd.	Parts Canada
Aevitas Inc.	FRAM Group Canada Inc.	Loblaw Inc.	PartsSource Inc.
Agricity Crop & Nutrition Ltd.	Fastenal Canada Ltd.	Lubeworx of BC	Peavey Industries Limited
Applied Industrial Technologies Lp	Federated Co-operatives Limited	Lubricon Industries Canada Limited	Peerless Engineering Sales Ltd.
April Super Flo Inc.	Ford Motor Company of Canada Ltd.	Lucas Oil Products (Canada) Company	Petro-Canada Lubricants Inc.
Atlas Copco Compressors Canada	Forest River Inc.	MANN & HUMMEL Filtration Technology US ULC	Pieces D'Auto Transit Inc.
BASF Canada Inc.	Fort Garry Industries Ltd.	MANN & HUMMEL Purolator Filters LLC	Phillips 66 Canada Ltd.
BMW Canada Inc.	Fuchs Lubricants Canada Ltd.	MFTA Canada Inc.	Polaris Industries Inc.
BOSS Lubricants	Fuelex Energy Ltd.	Macdon Industries Ltd.	Porsche Cars Canada Inc.
BP Lubricants USA Inc.	Full-Bore Marketing Ltd.	Mack Trucks and Volvo Trucks Canada	Prestone Canada
Baldwin Filters, Inc.	G.F. Thompson Company Limited	Machinerie R. Gagnon Inc.	Prévost, a Division of Volvo Group Canada Inc.
Beck/Arnley Worldparts, Inc.	G.K. Industries Ltd.	Mahle Aftermarket Inc.	Princess Auto Ltd.
BestBuy Distributors Limited	GEA Farm Technologies Canada Inc.	Manitoba Hydro	RONA Inc.
Blue Streak - Hygrade Motor Products	GFL Environmental Services Inc.	Marsollier Petroleum Ltd.	Radiator Specialty Company of Canada Ltd.
Boeing Distribution Canada Ltd.	Gamma Sales Inc.	Maryn international Ltd.	Recochem Inc.
Bombardier Recreational Products Inc.	General Motors of Canada Limited	Maxim Transportation Services Inc.	Reesink Canada Wholesale Inc.
Bosch Rexroth Canada Corp.	Harley-Davidson Canada L.P.	Mazda Canada Inc.	Revolution ORS LP (DBA Terrapure)
Brandt Tractor Ltd.	Hastings Filters	Mercedes-Benz Canada Inc.	Robco Inc.
Bridgeview Fluid Solutions Inc.	Henkel Canada Corporation	Mid-Canada Filtration Solutions	Robert Bosch Inc.
Buhler Versatile Inc.	Hino Motors Canada Ltd.	Midwest Sales	SC CLS Holding ULC
CG Power Systems Canada Inc.	Hitachi Energy Canada Inc.	Miller Supply Ltd.	SMS Equipment Inc.
CLAAS of America Inc.	Home Depot of Canada Inc.	Mitsubishi Motor Sales of Canada, Inc.	Safety-Kleen Canada Inc.
CNH Industrial Canada Ltd.	Home Hardware Stores Limited	Modern Sales Co-op	7-11 Canada
CORE-MARK International Inc.	Honda Canada Inc.	Mopac Auto Supply (Alberta) Ltd.	Shell Canada Products Ltd.
CPT Canada Power Technology Limited	Husky Energy Inc.	Mopac Auto Supply Ltd.	Sherwin Williams Canada Inc.
Cabela's Retail Canada Inc.	Husqvarna Canada Corp.	Motion Industries (Canada) Inc.	Southwestern Petroleum Lubricants LLC
CanAgro Exports Inc.	Hyundai Auto Canada Corp.	Motor Coach Industries Limited	Spectrum Brands Canada Inc.
Canadian Kawasaki Motors Inc.	ITW Permatex Canada	Motosel Industrial Group Inc.	Stihl Limited
Canadian Pacific Railway	Imperial Oil Ltd.	Motovan Corporation	Subaru Canada Inc.
Canadian Tire Corporation, Limited	Importations Thibault Ltée	Motovan Inc.	Suzuki Canada Inc.
Canadian Tire Petroleum	Industrial Truck Service Ltd.	NCH Canada Inc.	TVH Canada Ltd.
Cervus Equipment Corporation	Irving Blending & Packaging	NLS Products	Teklub Canada Ltée
Champion Laboratories, Inc.	Isuzu Commercial Truck of Canada Inc.	National Energy Equipment Inc.	Texas Refinery Corp. of Canada Limited
Chevron Canada Limited	Jaguar Land Rover Group Canada Inc.	Navistar Canada Inc.	Textron Off Road
Cleanair Filter Service	John Deere Canada ULC	NemCo Resources Ltd.	The North West Company Inc.
Club Car LLC - Ingersoll Rand	KLONDIKE Lubricants Corporation	New Flyer Industries Ltd.	Toromont Industries Ltd.
Comairco Ltd.	KTM Canada Inc.	Nissan Canada Inc.	Total Energies Marketing Canada Inc.
Costco Wholesale Canada Ltd.	Kadex Aero Supply Ltd.	Norcan Fluid Power Ltd.	Toyota Canada Inc.
Crestline Coach Ltd.	Kaeser Compressors Canada Inc.	Nynas Inc.	Triumph Motorcycles America
Cummins Canada ULC	Kalmar USA Inc.	Oil Depot Limited	UAP Inc.
Cummins Filtration	Kia Canada Inc.	Oil Mart Limited	Ultra Clear Engine Fluids Inc.
DAS Distributors Inc.	Kimpex Inc.	Orgill Canada Hardlines ULC	Uni-Sélect Canada Inc.

# ENVIRONMENTAL HANDLING CHARGE (EHC) AND RETURN INCENTIVE (RI) INCREASES

As MARRC had incurred 5 years of consecutive losses after increasing the Return Incentives for our collectors in 2016, an increase in the EHC was necessary in 2021.

## NET ASSETS



### RETURN INCENTIVE (RI) INCREASE

We received letters from 3 of our Collectors, who represent 95% of MARRC’s overall collections, requesting a substantial RI increase and providing many legitimate reasons for the request as inflation had affected every aspect of their businesses.

To support overall collections, MARRC is distributing the recent EHC increase to collectors by raising the RI rates.

MARRC’s RIs were well below our neighboring Province of Saskatchewan who recently increased their own Return Incentive Rates. Harmonization with other provinces is always desired when possible.

Effective July 1, 2022, our RI Rates increased across all products with MARRC spending an additional \$399,000 in 2023. This represents 70% of the overall EHC increase.

### CONTINUED EFFORTS TO TRACK USED OIL THROUGH BURNERS IN MANITOBA.

Each year approximately 4 million litres of used oil goes unaccounted for in this province. There are estimated to be over 600 used oil burners (under 500,000 btus) that are burning used oil for heat instead of having a collector pick up the product for processing. Burning used oil is especially convenient for northern locations that are only accessible by fly-in or winter roads. MARRC is offering some initial investment support funding to help these communities in particular become established with a used oil burner if they are interested.

With a renewed focus on identifying these burners in the province, we managed to track 1.59 million litres in 2022 through paying a Return Incentive of \$0.08 per litre burned (this is up from 416k litres burned from the previous year).

We continued with this focus in 2023 and managed to track over 1.14 million litres burned. This will represent an ongoing effort in the future to account for as much used oil in Manitoba as possible.



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

Financial Statements  
**December 31, 2023**



## Independent auditor's report

To the Members of Manitoba Association for Resource Recovery Corp.

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### Our opinion

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of Manitoba Association for Resource Recovery Corp. (the Corporation) as at December 31, 2023 and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

#### What we have audited

The Corporation's financial statements comprise:

- the balance sheet as at December 31, 2023;
- the statement of operations for the year then ended;
- the statement of changes in net assets for the year then ended;
- the statement of cash flows for the year then ended; and
- the notes to the financial statements, which include significant accounting policies and other explanatory information.

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### Basis for opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report.

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

#### Independence

We are independent of the Corporation in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada. We have fulfilled our other ethical responsibilities in accordance with these requirements.

---

### Responsibilities of management and those charged with governance for the financial statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, 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.

PricewaterhouseCoopers LLP  
Richardson Building, 1 Lombard Place, Suite 2300, Winnipeg, Manitoba, Canada R3B 0X6  
T.: +1 204 926 2400, F.: +1 204 944 1020, Fax to mail: ca\_winnipeg\_main\_fax@pwc.com

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





In preparing the financial statements, management is responsible for assessing the Corporation's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Corporation or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Corporation's financial reporting process.

---

### **Auditor's responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit 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.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Corporation's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Corporation to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.



We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

*PricewaterhouseCoopers LLP*

Chartered Professional Accountants

Winnipeg, Manitoba  
March 22, 2024



# Manitoba Association for Resource Recovery Corp.

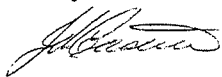
Balance Sheet

As at December 31, 2023

	2023 \$	2022 \$
<b>Assets</b>		
<b>Current assets</b>		
Cash and cash equivalents	412,096	913,218
Short-term investments (note 4)	257,116	-
Environmental handling charges receivable	1,548,754	1,365,659
Accrued interest receivable	4,378	3,472
Prepaid expenses and deposits	905	905
Inventory	5,000	36,667
	<u>2,228,249</u>	<u>2,319,921</u>
<b>Long-term investments</b> (note 4)	<u>1,298,444</u>	<u>1,496,868</u>
<b>Capital assets</b>		
Office furnishings, equipment, leasehold improvements and computer software	165,931	162,683
Less: Accumulated amortization	<u>115,913</u>	<u>92,998</u>
	50,018	69,685
	<u>3,576,711</u>	<u>3,886,474</u>
<b>Liabilities</b>		
<b>Current liabilities</b>		
Return and processing incentives payable	241,194	576,694
Accounts payable and accrued liabilities (note 5)	<u>299,678</u>	<u>277,991</u>
	540,872	854,685
<b>Net Assets</b>		
<b>Invested in capital assets</b>	50,018	69,685
<b>Unrestricted</b>	<u>2,985,821</u>	<u>2,962,104</u>
	3,035,839	3,031,789
	<u>3,576,711</u>	<u>3,886,474</u>

**Commitments** (note 6)

Approved by the Board of Directors



Director



Director

The accompanying notes are an integral part of these financial statements.

# Manitoba Association for Resource Recovery Corp.

## Statement of Operations

For the year ended December 31, 2023

	2023 \$	2022 \$
<b>Revenue</b>		
Environmental handling charges	4,942,540	5,147,299
Membership fees	800	2,395
	<u>4,943,340</u>	<u>5,149,694</u>
<b>Expenses</b>		
Return and processing incentives	3,862,315	3,615,082
EcoCentre support costs (note 7)	376,015	339,748
Ambassador program (note 8)	189,273	99,623
Wages, contract and benefits	156,261	142,287
Public relations and promotion (note 9)	81,206	81,574
Computer software support	64,513	56,112
Professional fees	53,672	89,969
Rent	51,727	47,984
Compliance reviews	38,438	27,442
Director fees and expenses	25,160	18,239
Amortization	22,915	22,888
Travel and automobile	15,660	17,450
Office and administration	14,715	13,006
Insurance	14,901	7,193
Meetings	13,678	14,654
Telephone and fax	10,942	10,694
Bursaries	7,000	2,500
Bank charges and interest	661	4,641
Container freight and plastic processing costs	-	2,398
Antifreeze study	-	1,783
	<u>4,999,052</u>	<u>4,615,267</u>
<b>(Deficiency) excess of revenue over expenses from operations</b>	(55,712)	534,427
<b>Investment income</b>	<u>59,762</u>	<u>35,092</u>
<b>Excess of revenue over expenses for the year</b>	<u>4,050</u>	<u>569,519</u>

The accompanying notes are an integral part of these financial statements.

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

## Statement of Changes in Net Assets

For the year ended December 31, 2023

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	<b>2023</b>	<b>2022</b>
	<b>\$</b>	<b>\$</b>
<b>Balance – Beginning of year</b>	3,031,789	2,462,270
Excess of revenue over expenses for the year	<u>4,050</u>	<u>569,519</u>
<b>Balance – End of year</b>	<u>3,035,839</u>	<u>3,031,789</u>

The accompanying notes are an integral part of these financial statements.



# Manitoba Association for Resource Recovery Corp.

## Statement of Cash Flows

For the year ended December 31, 2023

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	2023 \$	2022 \$
<b>Cash and cash equivalents provided by (used in)</b>		
<b>Operating activities</b>		
Excess of revenue over expenses for the year	4,050	569,519
Item not affecting cash		
Amortization	22,915	22,888
	26,965	592,407
Net change in non-cash working capital items	(466,147)	(255,294)
	(439,182)	337,113
<b>Investing activities</b>		
Purchase of capital assets	(3,248)	(2,492)
Purchase of investments	(58,692)	(977,804)
Proceeds on redemption and sale of investments	-	223,501
	(61,940)	(756,795)
<b>Decrease in cash and cash equivalents during the year</b>	(501,122)	(419,682)
<b>Cash and cash equivalents – Beginning of year</b>	913,218	1,332,900
<b>Cash and cash equivalents – End of year</b>	412,096	913,218

The accompanying notes are an integral part of these financial statements.

# Manitoba Association for Resource Recovery Corp.

Notes to Financial Statements

December 31, 2023

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## 1 Nature of operations

Manitoba Association for Resource Recovery Corp. (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 Antifreeze Stewardship Program by the Minister of Conservation, Province of Manitoba. On April 25, 2018, the Corporation was also approved to operate its Other MARRC Designated Materials Program by the Minister of Sustainable Development, Province of Manitoba.

On July 28, 2023, the Corporation received approval to continue to operate the Used Lubricating Products Stewardship Program and the Antifreeze Stewardship Program from the Minister of Environment and Climate, Province of Manitoba until June 30, 2028.

As a not-for-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 (Canada).

## 2 Basis of presentation

These financial statements are prepared in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO).

## 3 Summary of significant accounting policies

### Cash and cash equivalents

Cash and cash equivalents consist of cash on hand and cash and cash equivalents held at banking institutions.

### Inventory

Inventory is valued at the lower of cost and net realizable value. Inventory consists of promotional items on hand for the Ambassador program.

### Investments

Investments consist of guaranteed investment certificates (GICs). Investments that are intended to be held or that have maturity dates under a year are deemed to be short-term investments, with all others classified as long-term investments. Realized and unrealized gains and losses are included as investment income in the statement of operations. Purchases and sales are recognized using trade date accounting.

(1)

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

Notes to Financial Statements

**December 31, 2023**

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## **Capital assets**

Capital assets are carried at acquisition cost less accumulated amortization. Amortization of office furnishings, equipment, leasehold improvements and computer software is calculated on a straight-line basis at an annual rate of 20%, based on the estimated useful lives of these assets. One-half of the annual rates are charged in the year of acquisition.

## **Revenue recognition**

The Corporation follows the deferral method of accounting for revenue. 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, the Household Hazardous Material and Prescribed Material Stewardship Regulation and by the Packaging and Printed Paper Stewardship Regulation, all under The Waste Reduction and Prevention Act. The one-time membership fees are recorded as revenue when the participating companies join the Corporation.

Dividend and interest income from investments and cash equivalents is recognized when earned and is recorded as investment income in the statement of operations.

## **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 ASNPO 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 revenue and expenses during the reporting period. Actual amounts could differ from those estimates.

## **Financial instruments**

Financial assets and financial liabilities are initially recognized at fair value and subsequently measured at amortized cost.

Financial assets measured at amortized cost include cash and cash equivalents, investments, environmental handling charges receivable and accrued interest receivable.

Financial liabilities measured at amortized cost include return and processing incentives payable and accounts payable and accrued liabilities.

Financial assets are tested for impairment at the end of each reporting period when there are indications that the assets may be impaired.

(2)



# Manitoba Association for Resource Recovery Corp.

Notes to Financial Statements

December 31, 2023

## 4 Investments

	Maturity date	Interest rate %	2023 \$	2022 \$
<b>Short-term investments</b>				
Access Credit Union GIC	August 22, 2024	2.75	257,116	-
<b>Long-term investments</b>				
Access Credit Union GIC	August 22, 2024	2.75	-	250,234
Access Credit Union GIC	November 20, 2025	1.80	290,674	285,535
Access Credit Union GIC	December 23, 2027	4.90	262,250	250,000
Access Credit Union GIC	December 23, 2027	4.90	262,250	250,000
Access Credit Union GIC	December 23, 2027	4.90	262,250	250,000
Access Credit Union GIC	December 23, 2025	4.70	221,020	211,099
			1,298,444	1,496,868
			1,555,560	1,496,868

## 5 Government remittances

Government remittances consist of amounts required to be paid to government authorities and are recognized when the amounts come due. In respect of government remittances, \$32,461 (2022 – \$53,860) is included in accounts payable and accrued liabilities.

## 6 Commitments

### Operating lease

The minimum rental for leased premises under a lease to February 28, 2028 is as follows:

	\$
Fiscal year ending December 31, 2024	47,780
2025	48,593
2026	48,735
2027	48,735
2028 and thereafter	8,123

### EcoCentres

The Corporation has entered into automatic two-year renewal agreements with 99 EcoCentres and licensed collection facilities that were established to provide no-cost drop-off centres for used oil and antifreeze materials.

(3)

# Manitoba Association for Resource Recovery Corp.

## Notes to Financial Statements

December 31, 2023

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As part of its contractual agreement with each EcoCentre owner-operator, the Corporation is committed to provide annual operating support until July 31, 2024. The operating support payments for the EcoCentres currently in operation are estimated to be as follows:

	\$
Fiscal year ending December 31, 2024	236,469

### 7 EcoCentre support costs

	2023 \$	2022 \$
Operating and capital support	343,090	317,193
Remote centres support	12,158	7,643
Operational audits, training and supplies	10,646	1,495
Winter road project	10,121	13,417
	<hr/> 376,015	<hr/> 339,748

### 8 Ambassador program

	2023 \$	2022 \$
Wages	65,213	35,304
Handouts, bookmarks, souvenirs and draw prizes	56,968	27,081
Transportation, meals and accommodation	50,439	30,364
Trade show fees, uniforms, supplies and insurance	16,653	6,874
	<hr/> 189,273	<hr/> 99,623

### 9 Public relations and promotion

	2023 \$	2022 \$
Radio	17,612	19,096
Website	11,280	9,408
Marketing, advertising and promotional material	28,861	30,230
Northern region advertising	4,379	1,939
Annual report	7,424	8,736
Commercial	11,650	12,165
	<hr/> 81,206	<hr/> 81,574

(4)

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

Notes to Financial Statements

**December 31, 2023**

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## **10 Financial instruments**

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

### **Credit risk**

Credit risk arises from the potential that a counterparty will fail to perform its obligations. 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**

Interest rate risk refers to the risk that a financial instrument or cash flows associated with the instrument will fluctuate due to the changes in interest rates. The Corporation's exposure to interest rate risk pertains to interest-bearing, short-term and long-term investments, which are subject to future changes in interest rates.

### **Liquidity risk**

Liquidity risk is the risk that the Corporation will encounter difficulty in meeting 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.



# MANITOBA ASSOCIATION OF RESOURCE RECOVERY CORP. MARRC BOARD OF DIRECTORS AND STAFF



**BACK ROW:** Jennifer Wilken (Project Manager), Lutz Ehrentraut (Secretary-Treasurer), Paul Linchuang (Director), Michael Strub (Administrative Assistant), Linda Weseen (Accounts Receivable).

**FRONT ROW:** Aaron Strub (Executive Director), Richard Waller (Director), Manny Micklash (Director), Joe Casciano (Chairman).

## BOARD OF DIRECTORS

Joe Casciano, Midwest Sales

### **CHAIRMAN**

Lutz Ehrentraut, Representing the Public

### **SECRETARY-TREASURER**

Richard Waller, Imperial Oil

### **DIRECTOR**

Paul Linchuang, Modern Sales Co-op

### **DIRECTOR**

Manny Micklash, Valvoline Canada Corp.

### **DIRECTOR**

## LEGAL COUNSEL

Fillmore Riley, Barristers & Solicitors

## AUDITORS

PricewaterhouseCoopers LLP,

Chartered Professional Accountants

## STAFF

Aaron Strub

### **EXECUTIVE DIRECTOR**

Michael Strub

### **ADMINISTRATIVE ASSISTANT**

Linda Weseen

### **ACCOUNTS RECEIVABLE**

Jennifer Wilken

### **PROJECT MANAGER**

## MARRC OFFICE

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## MARRC

**MANITOBA ASSOCIATION FOR  
RESOURCE RECOVERY CORP.**