

2024

Annual Report



MARRRC

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 six person Board of Directors drawn from MARRC Member companies, other stakeholder organizations and the public at large.

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 114 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.

DID YOU KNOW...

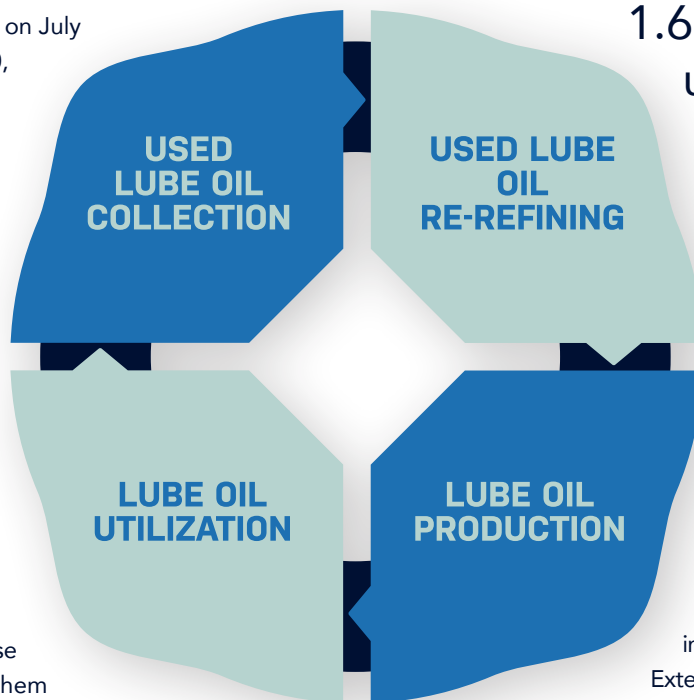
Used motor oil is insoluble, persistent, and can contain toxic chemicals and heavy metals. It's slow to degrade. It sticks to everything from beach sand to bird feathers. It's a major source of oil contamination of waterways and can result in pollution of drinking water sources. Motor oil does not wear 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.

IMPORTANT TO NOTE...

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.





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

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 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)

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

MARRC's flagship Ambassador Program was back for another year with a renewed focus on participation in only one event each weekend. By concentrating our resources in this way we were able to maximize efficiency in improving awareness for the recovery of used oil and antifreeze products.

THE FOLLOWING IS A LISTING OF EVENTS AND THEIR RESPECTIVE PARADES THAT WE PARTICIPATED IN:

*World of Wheels
Rodorama
Transcona Hi Neighbour & Parade
St. Andrews Open House
Steinbach Summer in the City
MacGregor Fair & Parade*

*Killarney Fair & Parade
Portage Exhibition
Gimli Car Show
Selkirk Triple S Fair & Rodeo & Parade
Morris Stampede & Parade
Altona Sunflower Festival & Parade*

*Gimli Icelandic Festival & Parade
Winkler Harvest Festival & Parade
St. Clements Open House
Stonewall Quarry Days & Parade
NACC Trade Show
Morden Corn & Apple Festival & Parade*

OUR AMBASSADORS ENGAGED WITH VISITORS BY HAVING THEM RESPOND TO OUR SURVEY WHICH ASKED:

- 1 Do you change your own oil and antifreeze (DIY ~ Do-It-Yourself) or do you take your vehicle in for service?
- 2 Where do you take your used oil products?
- 3 Did you know that the levy added to the price of oil products helps cover the cost of your Used Oil Depot in your area?
- 4 Did you know that you can recycle used oil and antifreeze products free of charge at Used Oil Depots?
- 5 Did you know that you can recycle your used oil & antifreeze products in your local area?

WE HAD A LARGE NUMBER OF PEOPLE APPROACH OUR BOOTH WITH **10,061** PARTICIPANTS COMPLETING OUR SURVEY! RESULTS OBTAINED FROM THE SURVEY INCLUDE:

- 1 The general public in Winnipeg is conscious of the importance of recycling used oil and antifreeze products (63% aware to 37% not aware)
- 2 Increased marketing and awareness is still needed for the rural public (47% aware to 53% not aware)
- 3 The majority of people did not know that the EHC covers the cost of an EcoCentre in their area (48% knew to 52% didn't know)
- 4 The majority of people knew that recycling used oil products was free at used oil depots (58% knew to 42% didn't know)
- 5 Year over year improvement since 2018 was seen overall for people that knew of a recycling depot in their area (33% in 2018; 45% in 2022; 45.4% in 2023; 49.0% in 2024)
- 6 More people are labeling themselves as "Do-it-Yourself" for changing their own oil, possibly due to higher inflation & costs with Dealer oil changes. (36% in 2024 vs. 26% in 2018)
- 7 The Ambassador Program will continue to be focusing on communities throughout the Province with radio, newspaper & in particular social media ads (which started in 2021) supporting the upcoming local community events, as well as the local EcoCentre in proximity. Social media ads that began in 2021 may explain the substantial increase in people who knew of a depot in their local area.

FREE DRAW

FOR A
CANADIAN TIRE
\$50.00
GIFT CARD!





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

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.



Ambassador Program

PRIZES DISTRIBUTED FROM BOTH THE KORNHOLE GAME AND THE WHEEL OF FORTUNE WERE VERY HELPFUL IN GENERATING EXCITEMENT FOR OUR BOOTH.



Insulated Cooler Bags



Pen Lights



Hats



Toques



Mrs. & Mr. Oil Drop Beanie Babies



Tape Measures



Notebooks



Mr. & Mrs. Oil Drop Tattoos

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.



Manitoba EcoCentre Locations
Fridge Magnet



City of Winnipeg EcoCentre Locations
Fridge Magnet

Ambassador Program



Stonewall



Steinbach



St. Andrews



Altona



Gimli Parade

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.



Manitoba Association of Regional Recyclers (MARR) Forum - October 16 & 17 held at the 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.

Strategic Planning Session August 27 - 29

SARRC hosted the combined Strategic Planning Session which included BC, Alberta, Saskatchewan, Manitoba, Ontario, Quebec and Atlantic Canada directors and staff. The session was focused on addressing key strategic issues and team building.



Association of Manitoba Municipalities (AMM) Trade Shows - Keystone Centre in Brandon April 10 & 11 and the Winnipeg Convention Centre November 25.

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 21 & 22.

The NACC strives to make both provincial and federal governments recognize and create awareness of the needs in their communities.

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 teamed up with 3 Producer Responsible Organizations (PROs) 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 1 large van for the Ambassadors which was wrapped with colourful advertising for used oil & antifreeze recycling and included our 3 partners' logos on 3 sides of the vehicle. The vehicle was 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 which were displayed at some of the busiest intersections in the City of Winnipeg during the summer, namely:



To Find your nearest
used Oil & Antifreeze
drop-off location go to

UsedOilRecyclingMB.com

1-888-410-1440

Manitoba's Used Oil & Antifreeze Recycling Program

Our ad was seen over 7.5 million times 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
Portage Ave. & Broadway NE Corner	39,500 x 55 days =	2,172,500
Notre Dame Ave. & Wall St. North Side	42,500 x 72 days =	3,060,000
Main St. & Alexander Ave. East Side	38,900 x 59 days =	2,295,100
		7,527,600

CTV WEATHER SNIPES

From April 1 to October 18, MARRC expanded its advertising on CTV by airing its ad snipes during:

CTV Morning Live Weather (6a/7a/8a)

CTV News at Noon

CTV Supper Hour News at 5:00

Our logo & tagline is a consistent reminder to viewers during the weather forecast as well as both noon and 5pm news broadcasts to recycle used oil and antifreeze products.



Social Media Advertising

FACEBOOK LIKE CAMPAIGN:

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

FACEBOOK ADS & BOOSTED POSTS:

Graphical ads or video ads are targeted to users based on their location, demographic, and/or profile information. When clicked, they bring 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.

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.

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.

GOOGLE ADS COST PER CLICK (CPC) ADVERTISING:

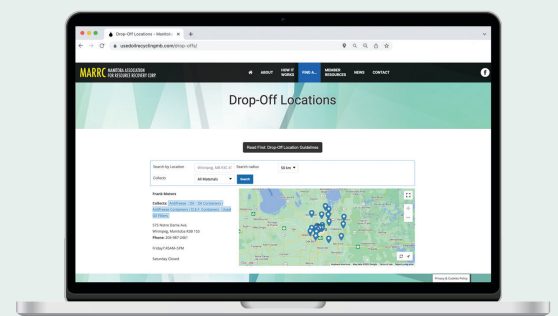
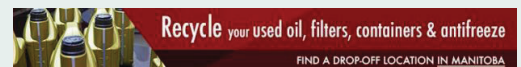
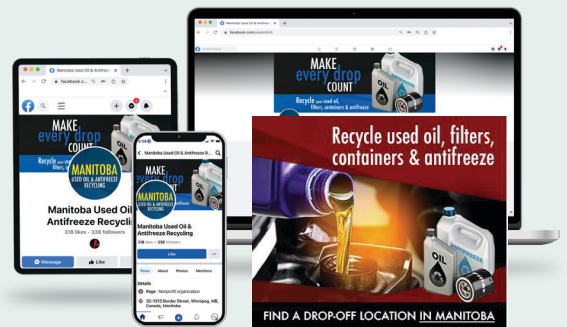
Text ads in Google search results, triggered when a searcher within the right geographical area searches for something related to 15 keywords and/or phrases that we target such as: Used oil, collection depots, used filters, antifreeze, used oil containers, motor oil disposal, recycling, ecocentres, etc. Our quarterly report advised how we fared for number of impressions for each keyword, 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.

YOUTUBE VIDEO ADS:

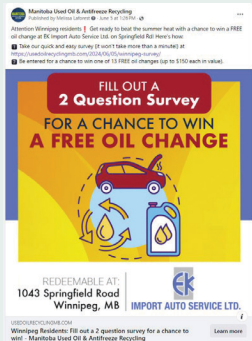
Our Used Oil Recycling Minute video ads on were displayed on YouTube to all northern Manitoba viewers above the 52nd parallel over 136,000 times.

OVERALL METRICS

For the year 2024 our Totals were over 4,014,000 impressions (total number of times our content was displayed) and over 66,800 Interactions such as clicks, video interactions, and Facebook page Likes. Last year's metrics included over 9,218,000 impressions but only 12,700 interactions which displays our ability to adapt and focus on the advertising that best maximizes consumer engagement.



PARTNERSHIP PROMOTION EK AUTO 1043 SPRINGFIELD ROAD TO ENHANCE CONSUMER AWARENESS



We enhanced our Facebook Awareness Campaign this summer by partnering with one of our Winnipeg collection facilities: EK Auto 1043 Springfield Road. 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 13 free oil changes worth \$150 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?

182 of 765 or 24% of respondents advised they do it themselves.

As a result of this initiative, traffic to MARRC's EcoCentre Drop-off Locations website page increased by 2.24x with dramatic increases taking place over the course the promotion.

Did you know that you can recycle your used oil and antifreeze products at EK Auto, 1043 Springfield Road or at any one of the City of Winnipeg's 4R Depots: Brady Rd., 1120 Pacific Ave. & 429 Panet Rd.?

445 of 765 or 58% of respondents advised that they knew they could recycle their used oil products at these locations. (For last year's promotion 60% indicated they knew where to take their products)

Winnipeg Residents: Fill out a 2 question survey for a chance to win!

Fill out the short survey below for a chance to win 1 of 13 free oil changes to EK Import Auto Service Ltd. on 1043 Springfield Rd. in Winnipeg!

(13 prizes with a maximum value of \$150 each will be drawn)

Do you change your own oil and antifreeze or do you take your vehicle in? (required)

- ☐ I do it myself
☐ Take in for service

Did you know that you can recycle your used oil and antifreeze products at EK Auto (1043 Springfield Rd.) or at any one of the City of Winnipeg's 4R Depots: Brady Rd., 1120 Pacific Ave. & 429 Panet Rd.?

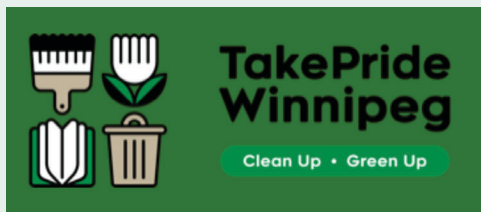
- ☐ Yes
☐ No

Name (required)

First: Last:

Phone (required)

Skill testing question: 2 x 4 = 1 = (required)



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



MARRC partnered with Take Pride Winnipeg to give 34 presentations in 33 different schools around Manitoba which included teaching an estimated 6,060 students about the merits of recycling used oil products. MARRC branded bookmarks and wristbands were also distributed to all.

Radio Media Partnerships



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

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



LOCAL AREA INITIATIVES



MOSSEY RIVER

Mossey River Municipality held a Waste and Recycling Information Day on September 27 where information on their new used oil collection facility in Winnipegosis was distributed. MARRC Brochures, bookmarks and wristbands were also distributed.

FISHER BRANCH

Fisher Branch held an EcoDay on June 8 where for every 5 litres of used oil that was brought in a 1 litre jug of new oil was given away for free. The customer name was also entered to win a \$50 Home Hardware Gift Card.

STEINBACH

Steinbach had their own EcoDay on June 12 with 123 customers bringing in 3,564 litres of used oil.

BURSARIES AWARDED FOR A TWENTY-FIRST YEAR



University
of Manitoba



THE UNIVERSITY OF
WINNIPEG



BRANDON
UNIVERSITY



RED RIVER COLLEGE

Bursaries were awarded to students (\$2,000 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 used oil product collection and recycling in Manitoba is important to them.

Newspaper & Magazine Partnerships

WINNIPEG FREE PRESS COMMUNITY REVIEW EAST & WEST NEWSPAPERS

The Winnipeg Free Press Community Review East & West Newspapers have a combined circulation of over 215,000 in the City of Winnipeg and Headingley.

MARRC advertised with 2 front page ads: 1 ear lug at the top corner and 1 banner ad at the bottom for the following events:

Free Press
Community Review WEST
 WEDNESDAY, OCTOBER 16, 2024

Downtown proud!
 Choose **DOWNTOWN**

50% OFF
 Winnipeg's Interior, Exterior, Residential, & Commercial Painting Experts
 (204) 990-3772

MASTERS OF PUPPETS
 Winnipeg Puppet Slam returns to the Gas Station Arts Centre Oct. 26
 PAGE 4

To find your nearest used Oil & Antifreeze drop-off location go to
UsedOilRecyclingMB.com
 1-888-410-1440
 Manitoba's Used Oil & Antifreeze Recycling Program

Waste Reduction Week
 October 21-27, 2024
 Highlighting the impacts waste has in our world, celebrating those who are working hard to reduce their waste, and providing practical solutions to help Manitobans reduce their waste.

To find your nearest used **Oil & Antifreeze** drop-off location go to

UsedOilRecyclingMB.com

1-888-410-1440
 Manitoba's Used Oil & Antifreeze Recycling Program

Winnipeg's Licensed Used Oil Depots

- Uncle's - 3615 Portage Avenue
- Grant Park - 1080 Grant Avenue
- Transcona - 1519 Regent Avenue
- Fort Garry - McGillivray & Kenaston
- Polo Park - 750 St. James Street
- 1088 Ellice Avenue
- 395 Goulet Street
- Brady Road Landfill
- 1120 Pacific Avenue
- 429 Panet Road
- Green for Life - 1050 Kenaston Blvd.
- A-1 Environmental - 1447 Dugald Road
- Frank Motors - 575 Notre Dame Ave.
- EK Import Auto Service 1043 Springfield Rd

1-888-410-1440 | www.usedoilrecycling.com
 Manitoba's Used Oil & Antifreeze Recycling Program

Earth Day
April 22

To find your nearest used **Oil & Antifreeze** drop-off location go to

UsedOilRecyclingMB.com

1-888-410-1440 Manitoba's Used Oil & Antifreeze Recycling Program

National Indigenous Peoples Day
June 21

THE LEAF & STREETS NEWSPAPERS

The Leaf is distributed to 4,100 people in the Wolsley, Armstrong Point and South Broadway areas while the Streets is delivered to all those in Winnipeg's West End.

Free for West End residents Celebrating diversity

STREET'S
 SERVING WINNIPEG'S WEST END

SNA expands \$14,000 loan program for homebuyers

Accordian player, quilt-maker for a good cause

Winnipeg's Licensed Collection Depots for Used Oil & Antifreeze

UsedOilRecyclingMB.com 1-888-410-1440

Free for Wolsley and West Broadway residents "An old-fashioned newspaper for a newfangled world"

THE LEAF
 SERVING WOLSELEY AND WEST BROADWAY

Women, youth, core areas: willing to pay more taxes for affordable housing

How grads would change the world
 Students look ahead, and back at a transformative year

Make every drop count!
 Recycle your used oil, filters, containers & Antifreeze

Manitoba's Used Oil Recycling Program
 1-888-410-1440
 www.usedoilrecycling.com

To find your nearest used **Oil & Antifreeze** drop-off location go to

UsedOilRecyclingMB.com

1-888-410-1440

Waste Reduction Week
 October 21-27, 2024

Manitoba's Used Oil & Antifreeze Recycling Program

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Waste Reduction Week
 October 21-27, 2024

Highlighting the impacts waste has in our world, celebrating those who are working hard to reduce their waste, and providing practical solutions to help Manitobans reduce their waste.

Waste Reduction Week
Oct 21-27

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.

Finding enough trucks to backhaul material out of these communities continues to be a challenge, especially those with a hazardous waste license.

As a result for this year, only the following communities were involved with having stewardship and non-stewardship materials removed: Oxford House, Lac Brochet, Wasagamack, and Tadoule Lake.

Supplies to enhance material packing and storage capabilities were delivered by MARRC via Perimeter Airlines to 5 communities including:

WASAGAMACK

2 open top filter drums and 1 roll of 125 bags to store used oil containers. (1 truck load of other materials removed)

GARDEN HILL

12 closed top oil drums

GOD'S LAKE

4 closed top oil drums and 1 roll of 125 bags to store used oil containers

OXFORD HOUSE

18 closed top oil drums and 2 open top filter drums. (3 truck loads of other materials removed)

LAC BROCHET

2 open Top filter drums.

(4 truck loads of other materials removed)

In addition:

TADOULE LAKE

(1 truck load of other materials removed)

CROSS LAKE

820 litres of used oil removed.

BLOODVEIN

1900 Litres of used oil & 160 Kgs of containers removed

In total, 9 semi-trailer loads of material were removed from 5 communities, representing 5 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.

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. MARRC continues to be committed to the collection of materials in northern remote communities by participating financially with the other Manitoba Producer Responsible Organizations (PROs) to aid in the collection process for both stewardship as well as non-stewardship materials.

In late 2024 discussions took place with Notre Dame Used Oil (NDUO), to bring both hazardous and non-hazardous material out from northern remote communities. NDUO is a trucking company with a hazardous waste license as well as a driver with 25 years of winter road driving experience. Headhauling used oil storage tanks into the communities was also discussed in detail and is being planned for the coming year. The addition of this trucking company should prove pivotal in removing as much extra stewardship and non-stewardship materials as possible.

Northern Remote & First Nations Communities Collections Continued



VISIT TO GOD'S LAKE OCTOBER 28

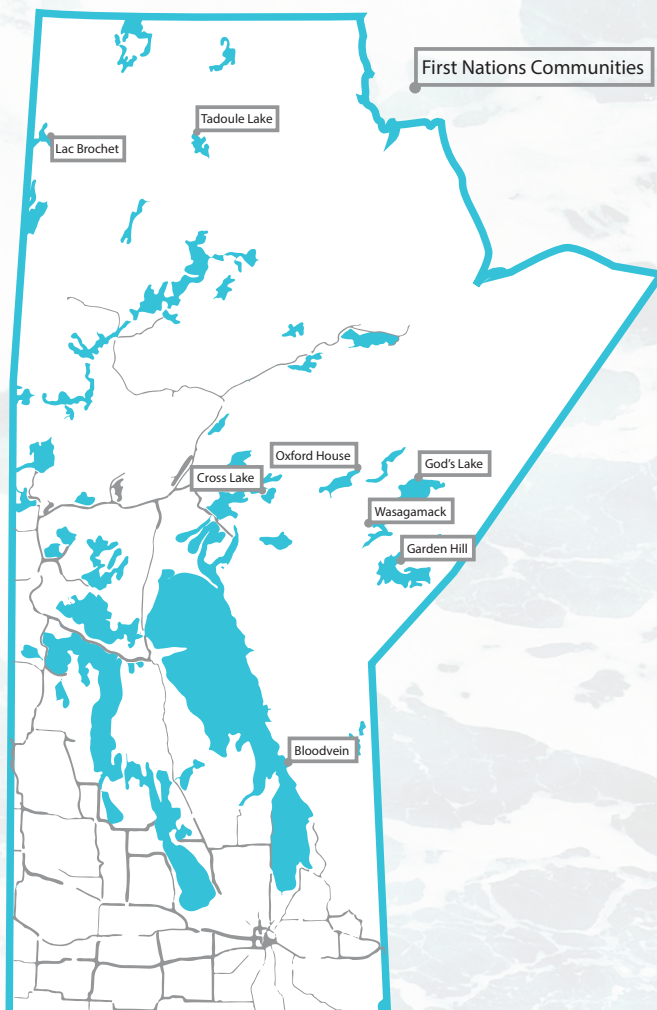
Upon visiting God's Lake on October 28 to view their brand new Landfill Site, Recycling Centre, and End of Life Vehicle Garage, productive discussions with Chief and Council took place which led to the shipping of a used oil storage tank to be situated beside their ELV building and eventually connected to their used oil burner currently sitting in storage.



God's Lake ELV Building



God's Lake Recycling Centre



2360 Litre Used Oil Storage Tank

Northern Focused Advertising

In addition to advertising in our traditional ways for southern Manitoba we implemented a northern focused campaign which concentrated on the financial opportunities available to northern remote communities and northern communities in general.



NORTHERN YOUTUBE VIDEOS AND DISPLAY ADS

Our northern YouTube videos as well as our display ads were aired to those above the 52nd parallel in Manitoba and have resulted in over:

136,000 IMPRESSIONS (Impressions measure how many times the content is displayed)

52,000 ENGAGEMENTS (Engagements measure how many times users interact with that content)

MANITOBA PROSPECTORS & DEVELOPERS ASSOCIATION

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

AMM MUNICIPAL LEADER MAGAZINE

MARRC participated in both Association of Manitoba Municipalities trade shows, one in Brandon at the Keystone Centre April 10 & 11 and one in Winnipeg at the RBC Convention Centre on November 25 and advertised in their magazine the Municipal Leader.

FIRST NATIONS VOICE

The 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. With our focused push to include northern remote communities' used oil recycling efforts, our northern advertising concentrated on our financial incentives for

purchasing used oil burners in addition to our offering of a return incentive of \$0.08 per litre of used oil burned.

The advertisement for 'USED OIL AND ANTIFREEZE RECYCLING' features a cartoon character pointing towards a jug of oil. The text includes the phone number 'Call 1-888-410-1440 or visit www.UsedOilRecyclingMB.com for more information' and the phrase 'Northern Opportunities!'. Below this, it states 'MARRC manages the Used Oil and Antifreeze Recycling Programs. WE ARE INTERESTED IN ASSISTING COMMUNITIES IN THE NORTH with recycling used oil, filters, containers as well as antifreeze and it's containers.'

MARRC pays northern communities \$0.08 per litre to burn used oil in approved burners!

A red 'CLEAN BURN' burner unit is shown. To its right, text states: 'We can even help with the purchase cost of a used oil burner up to \$15,000! (Call for details)'. Below the burner, there is a paragraph of text about the program's scope and funding.

The MARRC logo is at the top left, followed by the slogan 'Make EVERY DROP count.' in large, bold letters. Below this, the text reads: 'MARRC pays northern communities \$0.08 per litre to burn used oil in approved burners! We can even help with the purchase cost of a used oil burner up to \$15,000! (Call for details)'. A cartoon character is shown at the bottom left. To the right of the character, there is a paragraph of text about the program's scope and funding. At the bottom, the phone number '1-888-410-1440' and website 'www.UsedOilRecyclingMB.com' are listed.

There are over 550 used oil burners estimated to be in operation around Manitoba. We can only account for a small number of them and we believe this is where most of Manitoba's unaccounted for used oil is going.

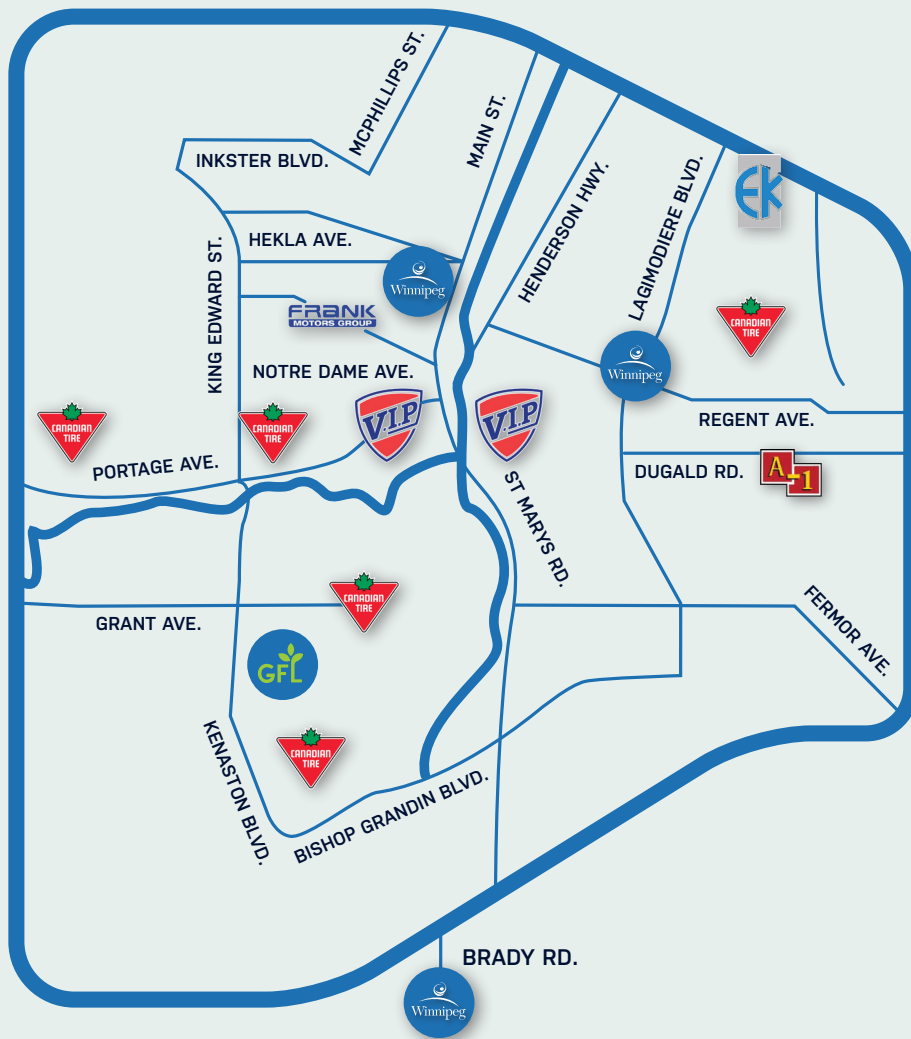
By paying \$0.08 per litre for the burning of the used oil in an approved burner (typically a Clean Burn burner), this allows us to track and account for our missing amounts. Getting paid to burn used oil should be an exciting and welcome development for any northern community interested in burning used oil to save on heating costs.

Our Program helps fund up to \$15,000 off the initial purchase price of a used oil burner typically for winter road communities. Funding will be assessed on a case by case basis.

We are also interested in establishing a used oil products collection facility for the general public in the community whose burner we are funding. This would also include up to \$8,000 in Initial Investment Support and up to \$2,000 in Annual Operating Support. (Call for details).

1-888-410-1440
www.UsedOilRecyclingMB.com

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 Ellice 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**
to find the closest EcoCentre to
your current location.

Thompson

LEGEND

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

Flin Flon

Cranberry Portage

The Pas

Grand Rapids

Swan River

Bloodvein

Winnipegosis

Rorketon

Moosehorn

Hollow Water

Roblin

Dauphin

Fisher Branch

Arborg

Arnes

Inglis

Russell

Onanole

Kelwood

Erickson

Ashern

Chatfield

Gimli

Eriksdale

Meleb

Libau

St. Georges

St. Lazare

Shoal Lake

Langruth

St. Laurent

Teulon

Clandeboye

Coca Cola Falls

Birtle

Strathclair

Eden

Westbourne

Woodlands

Stonewall

Lac du Bonnet

Hamiota

Minnedosa

Neepawa

Gladstone

Plumas

MacGregor

Earl Grey

RM of St. Clements x2

Brandon x2

Souris

Glenboro

Carberry

Portage x2

Whitmouth

Springfield x2

RM Wallace

Minto

Holland

Notre Dame

Elm Creek

St. François Xavier

Lorette

Boissevain

Dunrea

Baldur

Carman

Headingley

Monominto

Hartney

Killarney

Deloraine

Pilot Mound

Morris

St. Pierre

Steinbach x2

Melita

Waskada

Morden

Winkler x2

St. Jean

Altona

Vita

EcoCentres

LOCATION	OWNER/OPERATOR	LOCATION	OWNER/OPERATOR
1 Steinbach	City of Steinbach	28 Winkler	City of Winkler
2 Carman	Town of Carman	29 Morris	Town of Morris
3 Melita	S K L Enterprises Ltd.	30 St. Georges	RM of Alexander Town of Powerview-Pinefalls
4 Altona	Town of Altona / Municipality of Rhineland	31 Traverse Bay	RM of Alexander & RM of Victoria Beach
5 Neepawa	Town of Neepawa	32 Clandeboye	RM of St. Andrews
6 Selkirk	City of Selkirk	33 Vita	RM of Stuartburn
7 Russell	Municipality of Russell-Binscarth / RM Riding Mountain West	34 Lac du Bonnet	RM of Lac du Bonnet
8 Glenboro	Municipality of Glenboro South Cypress	35 Waskada	Municipality of Brenda-Waskada
9 Minto	Municipality of Grassland	36 Carberry	RM of North Cypress-Langford
10 Pilot Mound	Louise Integrated Waste Management	37 Thompson	Thompson Recycling Centre
11 Baldur	RM of Argyle	38 St. Laurent	RM of St. Laurent
12 Swan River	Town of Swan River	39 Erickson	Municipality of Clanwilliam-Erickson
13 Hamiota	Hamiota Municipality	40 Eriksdale	C.E.W.D.G. Board
14 Inwood	RM of Armstrong	41 Flin Flon	City of Flin Flon
15 Chatfield	RM of Armstrong	42 Dunrea	RM of Prairie Lakes
16 Meleb	RM of Armstrong	43 MacGregor	Municipality of North Norfolk
17 Virden	RM of Wallace-Woodworth	44 Roblin	Municipality of Hillsburg-Roblin-Shell River
18 Arborg	BAR Waste Authority Co-op Inc.	45 Onanole	Municipality of Harrison Park
19 Gladstone	Municipality of Westlake-Gladstone	46 Whitemouth	Whitemouth-Reynolds-North Whiteshell
20 Rosburn	Rosburn Municipality	47 Gimli	RM of Gimli
21 Portage la Prairie	Portage & District Recycling Inc.	48 Arnes	RM of Gimli
22 Teulon	Town of Teulon & RM of Rockwood	49 St. Lazare	RM of Ellice-Archie
23 Brandon	City of Brandon	50 St. Pierre	RM of De Salaberry
24 Earl Grey	RM of St. Andrews	51 Lorette	RM of Taché
25 Langruth	Municipality of Westlake-Gladstone	52 Souris	Municipality of Souris-Glenwood
26 Elm Creek	RM of Grey	53 Birtle	Municipality of Prairie View
27 The Pas	Town of The Pas		



OTHER LICENSED COLLECTION FACILITIES

MARRC added 3 more Collection Facilities in 2024 with Holland, Morden and Woodlands coming on board.

LOCATION	OWNER/OPERATOR	LOCATION	OWNER/OPERATOR
1 Winnipeg	A-1 Environmental Services, 1447 Dugald Rd.	29 Beausejour	Beausejour Tire, 51 Park Ave.
2 Winnipeg	GFL Green For Life, 1090 Kenaston Blvd.	30 Hillside	RM of Springfield
3 Winnipeg	Frank Motors, 575 Notre Dame Ave.	31 Oakwood	RM of Springfield
4 Winnipeg	EK Import Auto Service Ltd., 1043 Springfield Rd.	32 Steinbach	Great Canadian Oil Change, 41 Hwy 12 North
5 Winnipeg	Canadian Tire Grant Park, 1080 Grant Ave.	33 Winkler	Great Canadian Oil Change, 611 Main Street
6 Winnipeg	Canadian Tire East Kildonan, 1519 Regent Ave.	34 Portage la Prairie	Great Canadian Oil Change, 1040 Saskatchewan Ave W
7 Winnipeg	Canadian Tire Polo Park, 750 St. James St.	35 Brandon	Great Canadian Oil Change, 827 18th St
8 Winnipeg	Canadian Tire Fort Garry, McGillivray & Kenaston	36 Monominto	RM of Taché
9 Winnipeg	Canadian Tire Unicity, 3615 Portage Ave.	37 Shoal Lake	RM of Yellowhead
10 Winnipeg	VIP Lube, 1089 Ellice Ave.	38 Minnedosa	Evergreen Environmental Technologies
11 Winnipeg	VIP Lube, 395 Goulet Street	39 Plumas	Municipality of Westlake-Gladstone
12 Winnipeg	4R, Brady Road Landfill	40 Westbourne	Municipality of Westlake-Gladstone
13 Winnipeg	4R, 1120 Pacific Avenue	41 Eden	Municipality of Rosedale
14 Winnipeg	4R, 429 Panet Road	42 Kelwood	Municipality of Rosedale
15 Headingley	Recycle West, 6 Sabrina Way	43 Coca Cola Falls	RM of Alexander
16 Stonewall	RM of Rockwood	44 Dunning	RM of St. Clements
17 Notre Dame	Jean Farms Ltd.	45 Clarke	RM of St. Clements
18 Hartney	Southwest Recycling	46 Libau	RM of St. Clements
19 Grand Rapids	ET Development Ltd.	47 St.François Xavier	RM of St.François Xavier
20 Killarney	Town of Killarney	48 Pinawa	LGD of Pinawa
21 Dunnottar	Village of Dunnottar	49 Boissevain	Municipality of Boissevain Morton
22 Cranberry Portage	Cranberry Portage LUD	50 Strathclair	RM of Yellowhead
23 Rorketon	RM of Lakeshore	51 Winnipegosis	Municipality of Mossey River
24 Deloraine	Municipality of Deloraine-Winchester	52 Inglis	RM of Riding Mountain West
25 Fisher Branch	RM of Fisher	53 Morden	MWM Environmental, 456 Jefferson St.
26 Moosehorn	RM of Grahamdale	54 Woodlands	Municipality of Woodlands
27 Ashern	Municipality of West Interlake	55 Holland	RM of Victoria
28 Dauphin	RM of Dauphin		

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 \$400,000 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.

MARRC Members

49 North Lubricants Ltd.	FCA Canada Inc.	MANN & HUMMEL Filtration Technology US ULC	Reesink Canada Wholesale Inc.
10046880 Manitoba Ltd. (Oil Source)	FHC Enterprises Inc.	MANN & HUMMEL Purolator Filters LLC	Robco Inc.
12317541 Canada Inc. (Catalys Lubricants West)	FRAM Group Canada Inc.	MFTA Canada Inc.	Robert Bosch Inc.
A & I Products Canada Inc.	Fastenal Canada Ltd.	Macdon Industries Ltd.	SC CLS Holding ULC
AGCO Corporation	Federated Co-operatives Limited	Machinerie R. Gagnon Inc.	SMS Equipment Inc.
AGS Company Automotive Solutions	Ford Motor Company of Canada Ltd.	Mack Trucks and Volvo Trucks Canada	Safety-Kleen Canada Inc.
AMSOIL Inc.	Forest River Inc.	Mahle Aftermarket Inc.	Shell Canada Products Ltd.
Acklands-Grainger Inc.	Fort Garry Industries Ltd.	Manitoba Hydro	Sherwin Williams Canada Inc.
Aevitas Inc.	Fuchs Lubricants Canada Ltd.	Marsollier Petroleum Ltd.	Skyjack Inc.
Agricity Crop & Nutrition Ltd.	Fuelex Energy Ltd.	Maxim Transportation Services Inc.	Southwestern Petroleum Lubricants LLC
Applied Industrial Technologies Lp	G.F. Thompson Company Limited	Mazda Canada Inc.	Speedway International
April Super Flo Inc.	G.K. Industries Ltd.	Mercedes-Benz Canada Inc.	Stihl Limited
Atlas Copco Compressors Canada	GEA Farm Technologies Canada Inc.	Mid-Canada Filtration Solutions	Subaru Canada Inc.
BASF Canada Inc.	GFL Environmental Services Inc.	Midwest Sales	Suzuki Canada Inc.
BMW Canada Inc.	Gamma Sales Inc.	Miller Supply Ltd.	TVH Canada Ltd.
BOSS Lubricants	General Motors of Canada Limited	Mitsubishi Motor Sales of Canada, Inc.	Teklub Canada Ltée
BP Lubricants USA Inc.	Harley-Davidson Canada L.P.	Modern Sales Co-op	Texas Refinery Corp. of Canada Limited
Baldwin Filters, Inc.	Hastings Filters	Mopac Auto Supply (Alberta) Ltd.	Textron Off Road
Beck/Arnley Worldparts, Inc.	Henkel Canada Corporation	Mopac Auto Supply Ltd.	The North West Company Inc.
BestBuy Distributors Limited	Hino Motors Canada Ltd.	Motion Industries (Canada) Inc.	Toromont Industries Ltd.
Blue Streak - Hygrade Motor Products	Hitachi Energy Canada Inc.	Motor Coach Industries Limited	Total Energies Marketing Canada Inc.
Boeing Distribution Canada Ltd.	Home Depot of Canada Inc.	Motosel Industrial Group Inc.	Toyota Canada Inc.
Bombardier Recreational Products Inc.	Home Hardware Stores Limited	Motovan Corporation	Triumph Motorcycles America Ltd.
Bosch Rexroth Canada Corp.	Honda Canada Inc.	Motovan Inc.	UAP Inc.
Brandt Tractor Ltd.	Husky Energy Inc.	NCH Canada Inc.	Ultra Clear Engine Fluids Inc.
Bridgeview Fluid Solutions Inc.	Husqvarna Canada Corp.	NLS Products	Uni-Sélect Canada Inc.
Buhler Versatile Inc.	Hyundai Auto Canada Corp.	National Energy Equipment Inc.	United Chemical Services
CLAAS of America Inc.	ITW Permatex Canada	NemCo Resources Ltd.	United Farmers of Alberta Co-op Ltd.
CNH Industrial Canada Ltd.	Imperial Oil Ltd.	New Flyer Industries Ltd.	Univar Canada Ltd.
CORE-MARK International Inc.	Importations Thibault Ltée	Nissan Canada Inc.	Vallen Canada Inc.
CPT Canada Power Technology Limited	Industrial Truck Service Ltd.	Norcan Fluid Power Ltd.	Valvoline Canada Ltd.
Cabela's Retail Canada Inc.	International Motors Canada LLC	Oil Depot Limited	Vermeer Canada Inc.
CanAgro Exports Inc.	Irving Blending & Packaging	Oil Mart Limited	Viscosity Oil Company
Canadian General Filters Ltd.	Isuzu Commercial Truck of Canada Inc.	Orgill Canada Hardlines ULC	Volkswagen Canada Inc.
Canadian Kawasaki Motors Inc.	Jaguar Land Rover Group Canada Inc.	OBR Oil and Marine Inc.	Volvo Cars of Canada Corp.
Canadian Pacific Railway	John Deere Canada ULC	PACCAR of Canada, Ltd. Parts Division	Wacker Neuson
Canadian Tire Corporation, Limited	KLONDIKE Lubricants Corporation	PSC-Power Source Canada Ltd.	Wainbee Ltd.
Canadian Tire Petroleum	KTM Canada Inc.	PTI Transformers Inc.	Wajax Equipment
Cervus Equipment Corporation	Kadex Aero Supply Ltd.	Parker Hannifin Canada	Wajax Industrial Components
Champion Laboratories, Inc.	Kaesar Compressors Canada Inc.	Parkland Corporation (Bluewave Energy)	Wakefield Canada Inc.
Chevron Canada Limited	Kalmar USA Inc.	Parts Canada	Wal-Mart Canada Corp.
Cleanair Filter Service	Keystone Automotive Operations of Canada	Partner Technologies Inc.	Wallace & Carey Ltd.
Club Car LLC - Ingersoll Rand	Kia Canada Inc.	PartsSource Inc.	Westcon Equipment & Rentals Ltd.
Comairco Ltd.	Kimpex Inc.	Peavey Industries Limited	Westpower Equipment Ltd.
Costco Wholesale Canada Ltd.	King-O-Matic Industries Limited	Peerless Engineering Sales Ltd.	Worldpac Canada Inc.
Crestline Coach Ltd.	Kleen-Flo Tumbler Industries Limited	Petro-Canada Lubricants Inc.	Wurth Canada Limited
Cummins Canada ULC	Krone North America	Phillips 66 Canada Ltd.	Yamaha Motor Canada Ltd.
Cummins Filtration	Kubota Canada Ltd.	Pieces D'Auto Transit Inc.	
DAS Distributors Inc.	LCT Lubricants Inc.	Polaris Industries Inc.	
Daimler Trucks Canada Ltd.	Lasitkon Oil	Porsche Cars Canada Inc.	
Davanac Inc.	Liebherr Canada Ltd.	Prestone Canada (1000860076 Ontario Inc.)	
Dubois Chemicals Canada Inc.	Loblaws Inc.	Prévost, a Division of Volvo Group Canada Inc.	
Ducati Canada Inc.	Lubeworx of BC	Princess Auto Ltd.	
EZ DEF Ltd.	Lubricon Industries Canada Limited	RONA Inc.	
Echo Power Equipment (Canada)	Lucas Oil Products (Canada) Company	Radiator Specialty Company of Canada Ltd.	
Excel Energy		Recochem Inc.	

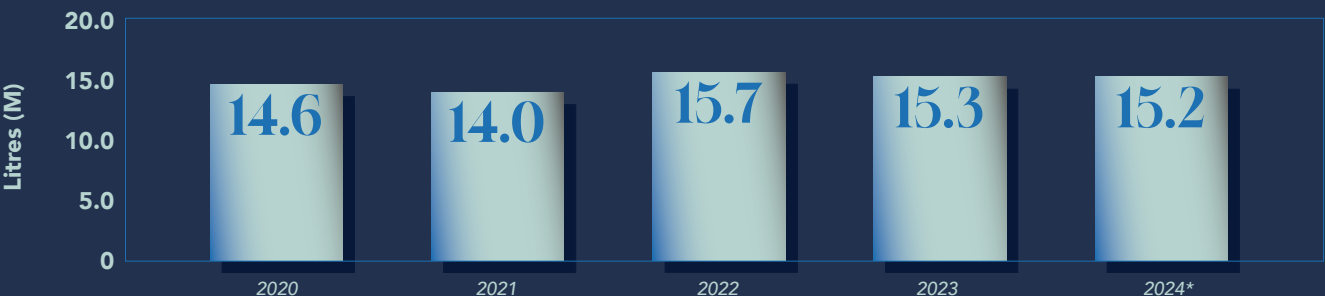
Collection Activity

OIL 83.8%

GOV. TARGET 80%

Litres Sold **27.90 M Litres**
Less Lost in Service 35% **-9.75 M**

Net Recoverable **18.13 M Litres**



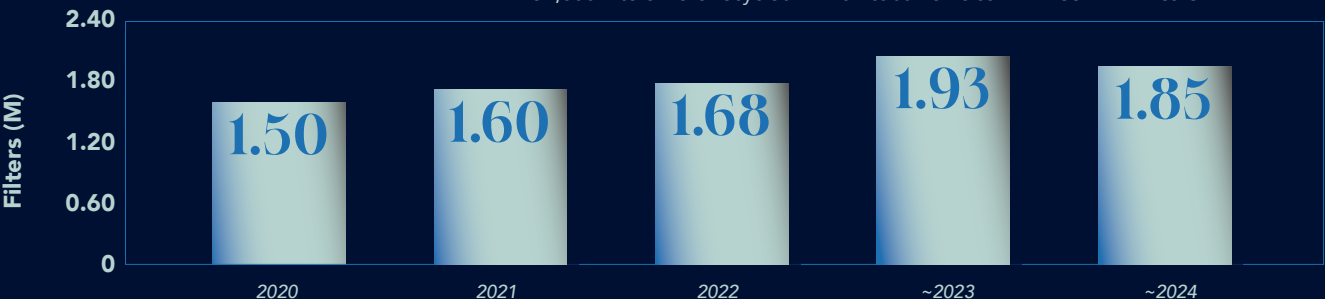
* 15.32M litres were collected in 2024. In a 2022 MARRC study, 1.8 M litres of used oil was analyzed and 0.75% was found to be used Antifreeze or 114.9 K litres. This leaves 15.20 M litres of Used Oil collected.

FILTERS 81.0%

GOV. TARGET 80%

Filters Sold **2.288 M**
Filters Recoverable **2.288 M**

~1,225,985 Kgs collected x 1.4703 Filters / Kg = **1.803 M filters collected +**
*51,000 filters were recycled in Manitoba vehicles = **1.854 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.

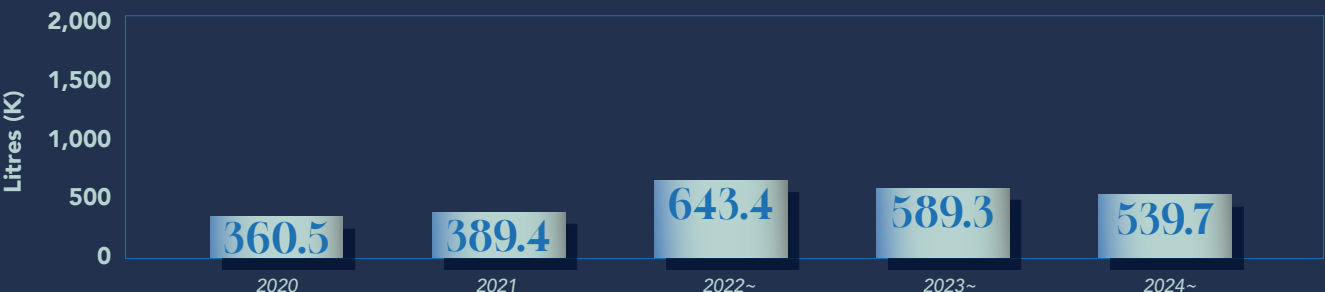
* 6% of the Canadian Auto Fleet is retired and then shredded each year resulting in 51K filters being added to these years' totals. Filters are not removed by auto shredders as they are recycled with the vehicle.

ANTIFREEZE 28.6%

Litres Sold - Concentrate 914.4 x 2 = **1,828.8 K Litres**
Pre-Mix **+2,555.2**

Less Lost in Service **TOTAL 4,384.0**
57% * **-2,498.9**

Net Recoverable **1,885.1 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. 15,319,023 L of used oil collected x 0.75% = 114,893 L of pure Antifreeze x 2 conversion to pre mix is an extra 229,785 L collected.

Collection Activity

OIL CONTAINERS 38.1%

UNDER 50 LITRE CAPACITY

Units sold in litres
Converted to Kgs **11,301.02 K Litres**
÷ **17. 8238**

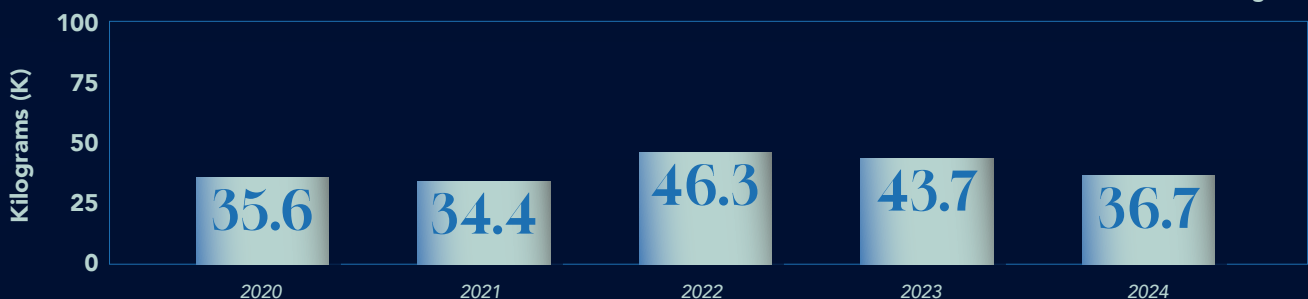
Net Recoverable **634.04 K Kgs**



ANTIFREEZE CONTAINERS 38.1%

Units Sold in Litres
Converted to Kgs **2,267.52 K Litres**
÷ **23.58**

Net Recoverable **96.17 K Kg**



DEF CONTAINERS 38.1%

Units Sold in Litres
Converted to Kgs **1,630.73 K Litres**
÷ **26.4**

Net Recoverable **61.77 K Kg**



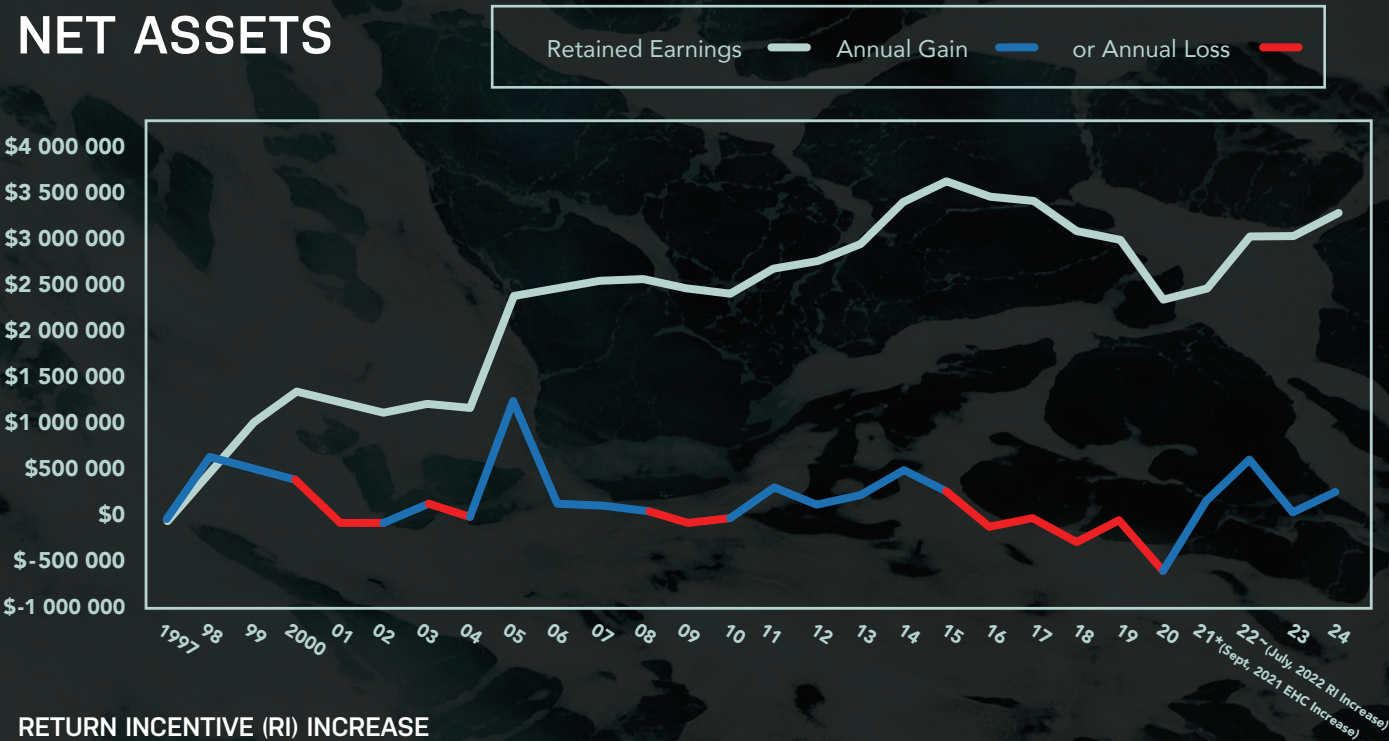
ENVIRONMENTAL HANDLING CHARGE (EHC) INCREASE

As MARRC had incurred 5 years of consecutive losses after increasing the Return Incentives for our collectors in 2016, an increase in the EHCs was necessary in 2021. Oil was increased by \$0.01 to \$0.06 per litre and containers were increased by \$0.02 to \$0.12 per litre capacity.

Non-HDPE containers were also increased by \$0.03 to \$0.20 per litre capacity.

A further increase will take place in 2025 for:
 Large Filters great than 8" in diameter \$1.00 to \$1.25
 Small Filters 8" in diameter and under \$0.50 to \$0.55
 Antifreeze both concentrate and pre-mix \$0.08 to \$0.16

NET ASSETS



RETURN INCENTIVE (RI) INCREASE

In 2022 and in 2024, 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 distributed 70% of the funds generated by the EHC increase in 2021 to the collectors in June of 2022.

MARRC will be spending a similar amount of the funds generated by the EHC increase in January 2025 on a similar RI increase across all products, also in January 2025.

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. We are even offering some initial investment support funding to help these communities in particular get set-up with a used oil burner if they are interested.

MARRC paid a Return Incentive of \$0.08 per litre burned. With a continued focus on identifying these burners in the province, we managed to track:

- 1.59 million litres in 2022
- 1.14 million litres in 2023
- 1.01 million litres in 2024 This resulted in additional used oil collections of 5.5%

This represents an ongoing effort to account for as much used oil in Manitoba as possible.

Manitoba Association for Resource Recovery Corp.

Financial Statements December 31, 2024



Independent auditor's report

To the Members of Manitoba Association for Resource Recovery Corp.

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, 2024 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, 2024;
- 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.

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.

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 21, 2025

Manitoba Association for Resource Recovery Corp.

Balance Sheet

As at December 31, 2024

	2024 \$	2023 \$
Assets		
Current assets		
Cash and cash equivalents	971,330	412,096
Short-term investments (note 4)	784,357	257,116
Environmental handling charges receivable	1,560,119	1,548,754
Miscellaneous receivable	7,500	-
Accrued interest receivable	5,755	4,378
Prepaid expenses and deposits	905	905
Inventory	5,000	5,000
	<u>3,334,966</u>	<u>2,228,249</u>
Long-term investments (note 4)	<u>825,406</u>	<u>1,298,444</u>
Capital assets		
Office furnishings, equipment, leasehold improvements and computer software	171,052	165,931
Less: Accumulated amortization	<u>139,018</u>	<u>115,913</u>
	<u>32,034</u>	<u>50,018</u>
	<u>4,192,406</u>	<u>3,576,711</u>
Liabilities		
Current liabilities		
Return and processing incentives payable	450,409	241,194
Accounts payable and accrued liabilities (note 5)	<u>446,945</u>	<u>299,678</u>
	<u>897,354</u>	<u>540,872</u>
Net Assets		
Invested in capital assets	<u>32,034</u>	<u>50,018</u>
Unrestricted	<u>3,263,018</u>	<u>2,985,821</u>
	<u>3,295,052</u>	<u>3,035,839</u>
	<u>4,192,406</u>	<u>3,576,711</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, 2024

	2024 \$	2023 \$
Revenue		
Environmental handling charges	5,046,278	4,942,540
Membership fees	600	800
	<u>5,046,878</u>	<u>4,943,340</u>
Expenses		
Return and processing incentives	3,717,481	3,862,315
EcoCentre support costs (note 7)	393,489	376,015
Wages, contract and benefits	169,650	156,261
Ambassador program (note 8)	121,152	189,273
Public relations and promotion (note 9)	85,833	81,206
Computer software support	77,304	64,513
Professional fees	54,601	53,672
Rent	49,337	51,727
Compliance reviews	40,792	38,438
Meetings	25,415	13,678
Amortization	23,104	22,915
Director fees and expenses	22,302	25,160
Container freight and plastic processing costs	19,416	-
Travel and automobile	18,040	15,660
Office and administration	14,562	14,715
Telephone and fax	9,662	10,942
Bursaries	5,500	7,000
Insurance	3,511	14,901
Bank charges and interest	122	661
	<u>4,851,273</u>	<u>4,999,052</u>
Excess (deficiency) of revenue over expenses from operations	195,605	(55,712)
Investment income	<u>63,608</u>	<u>59,762</u>
Excess of revenue over expenses for the year	<u>259,213</u>	<u>4,050</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, 2024

	2024 \$	2023 \$
Balance – Beginning of year	3,035,839	3,031,789
Excess of revenue over expenses for the year	259,213	4,050
Balance – End of year	<u>3,295,052</u>	<u>3,035,839</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, 2024

	2024 \$	2023 \$
Cash and cash equivalents provided by (used in)		
Operating activities		
Excess of revenue over expenses for the year	259,213	4,050
Item not affecting cash		
Amortization	23,104	22,915
	282,317	26,965
Net change in non-cash working capital items	336,240	(466,147)
	618,557	(439,182)
Investing activities		
Purchase of capital assets	(5,120)	(3,248)
Purchase of investments	(311,319)	(58,692)
Proceeds on redemption and sale of investments	257,116	-
	(59,323)	(61,940)
Increase (decrease) in cash and cash equivalents during the year	559,234	(501,122)
Cash and cash equivalents – Beginning of year	412,096	913,218
Cash and cash equivalents – End of year	971,330	412,096

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

Manitoba Association for Resource Recovery Corp.

Notes to Financial Statements

December 31, 2024

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.

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Manitoba Association for Resource Recovery Corp.

Notes to Financial Statements

December 31, 2024

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.

Manitoba Association for Resource Recovery Corp.

Notes to Financial Statements

December 31, 2024

4 Investments

	Maturity date	Interest rate %	2024 \$	2023 \$
Short-term investments				
Access Credit Union GIC	August 22, 2024	2.75	-	257,116
Access Credit Union GIC	November 20, 2025	1.80	295,921	-
Access Credit Union GIC	December 10, 2025	4.90	257,000	-
Access Credit Union GIC	December 23, 2025	4.70	231,436	-
			<u>784,357</u>	<u>257,116</u>
Long-term investments				
Access Credit Union GIC	November 20, 2025	1.80	-	290,674
Access Credit Union GIC	December 23, 2025	4.70	-	221,020
Access Credit Union GIC	December 22, 2027	4.90	275,136	262,250
Access Credit Union GIC	December 22, 2027	4.90	275,135	262,250
Access Credit Union GIC	December 22, 2027	4.90	275,135	262,250
			<u>825,406</u>	<u>1,298,444</u>
			<u>1,609,763</u>	<u>1,555,560</u>

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, \$63,325 (2023 – \$32,461) 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, 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 103 EcoCentres and licensed collection facilities that were established to provide no-cost drop-off centres for used oil and antifreeze materials.

Manitoba Association for Resource Recovery Corp.

Notes to Financial Statements

December 31, 2024

As part of its contractual agreement with each EcoCentre owner-operator, the Corporation is committed to provide annual operating support until July 31, 2025. The operating support payments for the EcoCentres currently in operation are estimated to be as follows:

	\$
Fiscal year ending December 31, 2025	242,360

7 EcoCentre support costs

	2024 \$	2023 \$
Operating and capital support	362,501	343,090
Remote centres support	9,093	12,158
Operational audits, training and supplies	17,674	10,646
Winter road project	4,221	10,121
	<u>393,489</u>	<u>376,015</u>

8 Ambassador program

	2024 \$	2023 \$
Wages	38,302	65,213
Handouts, bookmarks, souvenirs and draw prizes	60,029	56,968
Transportation, meals and accommodation	17,945	50,439
Trade show fees, uniforms, supplies and insurance	4,876	16,653
	<u>121,152</u>	<u>189,273</u>

9 Public relations and promotion

	2024 \$	2023 \$
Radio	17,152	17,612
Website	12,830	11,280
Marketing, advertising and promotional material	29,932	28,861
Northern region advertising	8,705	4,379
Annual report	7,074	7,424
Commercial	10,140	11,650
	<u>85,833</u>	<u>81,206</u>

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Manitoba Association for Resource Recovery Corp.

Notes to Financial Statements

December 31, 2024

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 for Resource Recovery Corp.

MARRC BOARD OF DIRECTORS AND STAFF



Aaron Strub
Executive Director



Michael Strub
Administrative Assistant



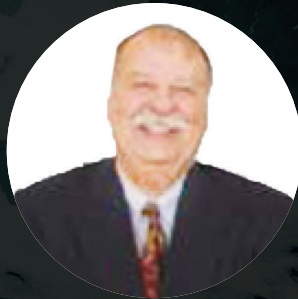
Linda Weseen
Accounts Receivable



Jennifer Wilken
Project Manager



Joe Casciano
Midwest Sales
Chairman



Lutz Ehrentraut
Representing the Public
Secretary-Treasurer



Richard Waller
Imperial Oil
Director



Manny Micklash
Valvoline Canada Corp.
Director



Paul Linchuang
Modern Sales Co-op
Director



Emmy Ancheta
Bluewave Energy
Director

LEGAL COUNSEL

Fillmore Riley, Barristers & Solicitors

AUDITORS

PricewaterhouseCoopers LLP,
Chartered Professional Accountants

MARRC OFFICE

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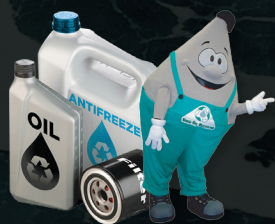
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MANITOBA ASSOCIATION FOR
RESOURCE RECOVERY CORP.