

2025 ANNUAL REPORT



MARRC

**MANITOBA ASSOCIATION FOR
RESOURCE RECOVERY CORP.**

Image: Tulabi Falls, Manitoba

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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 113 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.

Lube Oil Life Cycle





Minister of Environment and Climate

Room 344
Legislative Building
Winnipeg, Manitoba R3C 0V8
CANADA

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.

LETTER FROM THE **EXECUTIVE DIRECTOR**

On behalf of the Manitoba Association for Resource Recovery Corp (MARRC), I am pleased to present the 2025 Annual Report.

Over the past year, we have made significant efforts to adapt to changing market conditions, ensuring the long-term success and resiliency of our program. MARRC, along with the other provincial extended producer responsible programs, play a crucial role in initiatives designed to offer accessible recycling services while diverting substantial amounts of material from landfills. Our northern winter road program is a unique group collaboration with our industry partners which sees all recyclable materials being diverted from select northern winter road community landfills.

We've also spearheaded a northern remote community outreach program wherein we collaborated with Northern Affairs Manitoba, Green Action Centre, and Indigenous Services Canada by reaching out to every suitable northern community in attempts to establish a used oil collection facility (and/or used oil burner).

Our Members approved increases to the Environmental Handling Charges (EHCs) on both filters and antifreeze this year which allowed us to increase Return Incentives across all of our materials. This encourages further collection and experimentation with a first of its kind in Canada initiative, the Pay the Generator Program for Antifreeze, to further enhance collections. For our collectors, antifreeze carries a return incentive rate up to 5 times higher than used oil and because water & glycol mixed with used oil is not wanted, they have enthusiastically embraced this initiative. This has resulted in a dramatic increase in our antifreeze collections from 28.6% to 89.5% this year and is proof that collaboration with our collectors using innovative initiatives can spur increased collections. We also participated in National studies for both used oil and antifreeze to better determine the correct lost in service amounts while also determining the amount of antifreeze that is mixed with the used oil. This will ensure the highest degree of confidence in the accuracy of our numbers by using these latest industry survey findings.

We continued to expand our used oil burner program outreach initiative which began with only 20 active burners in 2021. We now have 130 signed up today. This has accounted for an extra 6.5% in overall annual collections while also helping to collect a record amount of used oil this year.

In addition to Facebook and Google advertising targeting individuals with relevant interests, we have expanded our social media presence to include YouTube videos as well as advertising on hundreds of various Manitoba websites, helping more provincial residents learn about the value of recycling our products. Our Ambassador Program continues to be our flagship outreach program where we participated in 24 events and 12 parades directly reaching over 12,000 participants stopping at our booth. We continued to partner with 3 other producer responsible organizations for this program sharing our resources so that everyone benefits.

We now have an in-house trainer who has trained more than 200 new and recertified EcoCentre Operators this year to ensure that they have the training they need to do their jobs properly. This training is always free province-wide to those that need it. This is in addition to the more than \$400,000 spent on our network of 113 collection site locations for support costs such as Insurance, Supplies, Labour and Advertising.

MARRC has faced challenging conditions this year for recycling our used containers as our only processor for these in the province was unable to operate. Containers had to be shipped long distances to the next nearest processor at great cost. We are optimistic our processor can re-open in 2026 so that we can avoid these extra expenditures. Despite this challenge, we managed to increase our collections on containers, as well as every one of our other products this year.

I look forward to continuing to build a more sustainable future for our industry and the communities we serve and want to extend my thanks to all those involved in making our program the success it is today.



Aaron Strub,
Executive Director

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 Festival & Parade
 St. Andrews Open House June 5 & 12
 Steinbach Summer in the City
 ReMax - Hyland Provincial Park
 St. Andrews Soccer Association & Parade
 MacGregor Fair & Parade
 Riverton, Arborg Canada Day Parade
 Portage la Prairie Exhibition
 Gimli Car Show
 Selkirk Triple S Fair and Rodeo & Parade

Morris Stampede & Parade
 Altona Sunflower Festival & Parade
 Brandon Western Canadian Nationals Car Show
 Gimli Icelandic Festival & Parade
 Winkler Harvest Festival & Parade
 NACC Trade Show
 St. Clements Open House
 Stonewall Quarry Days & Parade
 Morden Corn and Apple Festival & Parade
 St. Malo Festival & Parade
 Fabulous 50s Car Show

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

- 1 Do you change your own oil or antifreeze (DIY Do-it-yourself) or do you take your vehicle in for service?
- 2 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?
- 3 Did you know that you can recycle your used oil and antifreeze products in your local area?



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

We had a record number of people approach our booth with 12,127 participants completing our survey! Results from the survey include:

- 1** *The general public in Winnipeg is conscious of the importance of recycling used oil and antifreeze products (69.5% aware to 30.5% not aware)*
- 2** *A noted increase in awareness of their local collection centre was present in rural communities (47% aware in 2024 to 54.2% in 2025)*
- 3** *The majority of people now know that the EHC covers the cost of a collection facility in their area (47.6% in 2024 to 57.2% in 2025)*
- 4** *Year over year improvement since 2018 was seen overall for people that knew of a collection facility in their area (33.0% in 2018; 45.0% in 2022; 45.4% in 2023; 49.0% in 2024 to 55.8% in 2025)*
- 5** *More people are labeling themselves as a “Do-it-yourself” for changing their own oil, possibly due to higher inflation & costs with dealer oil changes. (36.0% in 2024 vs 41.2% in 2025)*
- 6** *The Ambassador Program will continue to focus on communities throughout the Province with radio, newspaper & in particular social media ads (which started in 2021) supporting the local community events that we participate in as well as the local collection centre in proximity to the event. These marketing strategies may explain the substantial increase in people who knew of a depot in their local area.*

One of the steps taken to increase awareness of Morden's brand new collection centre was to place a 20' x 40' superbillboard at Hwy's 14 & 75. This advised of a collection depot at the 4 locations of Morden, Winkler, Altona and Morris. Residents accessing these 4 communities would all view this prominent billboard display. Of note: Morris went from 36.3% awareness of their brand new facility in 2024 to 53% awareness in 1 year.

N=12,127 2025	DIY	Take in for service	Know that the EHC Covers Cost of your used oil depot		Know about the Ecocentre in your area?	
			Yes	No	Yes	No
Overall	41.2%	58.8%	57.2%	42.8%	55.8%	44.2%
Winnipeg	50.7%	49.3%	70.4%	29.6%	69.5%	30.5%
Rural	40.1%	59.9%	55.7%	44.2%	54.2%	45.8%

AMBASSADOR PROGRAM

Prizes

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 had been won.



Bookmarks

Participation at the MARRC booth was very high with long-line-ups at the booth in many cases. All prizes featured oil recycling branding and were very well received. Bookmarks, wristbands and brochures were all distributed at the trade shows, exhibitions and parades as well.



Wristbands

Kornhole Game

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 113 collection locations in Manitoba.



AMBASSADOR PROGRAM

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 shows you where your closest collection centre is.

THIS IS WHAT WE'RE DOING



USED OIL
is RE-refinable for lube oil (among other petroleum products) and it can be used for energy recovery



USED ANTIFREEZE
becomes new antifreeze again when shipped to licensed processors



USED OIL FILTERS
are made with 85% recyclable metal which becomes rebar used in construction



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



Use your mobile phone to discover where your closest collection centre is.

Over 100 locations in Manitoba!

Thank you, Manitobans for making every drop count!

FOLLOW US ON FACEBOOK 

Find a depot near you online at UsedOilRecyclingMB.com or call 1-888-410-1440



This is how we **KEEP USED OIL, FILTERS, ANTIFREEZE** and their containers **OUT** of Manitoba's ecosystem.

THIS IS HOW WE'RE DOING

MANITOBA 2024	COLLECTED	NET RECOVERABLE
Oil	15.20M Litres 83.8%	18.13M Litres
Filters	1.85M Units 81.0%	2.288M Units
AntiFreeze Fluid	539.7K Litres 28.6%	1,885M Litres
Oil Containers	242K Kgs 38.1%	634K Kgs
AntiFreeze Containers	36.7K Kgs 38.1%	96.2K Kgs
DEF Containers	23.5K Kgs 38.1%	61.8K Kgs

MARRC MANITOBA ASSOCIATION FOR RESOURCE RECOVERY CORP.

UsedOilRecyclingMB.com 1-888-410-1440

Licensed Depots in Rural Manitoba



2025 MANITOBA USED OIL RECYCLING LOCATIONS

- 117 + 24 ECOCENTRE BUILDING IN OPERATION
- OTHER LICENSED DEPOT
- LICENSED FACILITIES IN WINNIPEG

Go to UsedOilRecyclingMB.com to find the closest EcoCentre to your current location.

"YOU PLAY A ROLE IN THE SUCCESS OF OUR PROVINCE!"

MANITOBA'S USED OIL RECYCLING PROGRAM

COLLECT USED OIL + CONTAINERS
USED ANTIFREEZE + CONTAINERS
USED OIL FILTERS

from your vehicle, lawnmower, farm equipment, fishing vessels, and all your other machinery

NEVER CONTAMINATE OIL WITH OTHER LIQUIDS **DO NOT CONTAMINATE**

Solvents, paint thinner, bleaches, antifreeze, gasoline, PCBs, household chemicals, insecticides, herbicides, pesticides, grease, or water are **NOT ACCEPTED**

EcoCentre staff have information on where to take contaminated oil!

RECYCLE NEAR YOU AT LICENSED DEPOTS SEE MAPS

Find a depot near you online at UsedOilRecyclingMB.com or call 1-888-410-1440

MARRC Manitoba Association for Resource Recovery Corp.

Licensed Depots inside the City of Winnipeg

- EK Import Auto Service - 1043 Springfield
- Green for Life - 1090 Kenaston
- Frank Motors - 575 Notre Dame
- A-1 Environmental - 1447 Dugald
- Unicity - 3615 Portage
- Grant Park - 1080 Grant
- Transconal - 1519 Reigent
- Fort Garry - McGillivray & Kenaston
- Polo Park - 750 St. James
- VIP Lube - 1089 Ellice
- VIP Lube - 395 Goulet
- 1120 Pacific
- 429 Panet
- Brady Road Landfill



AMBASSADOR PROGRAM

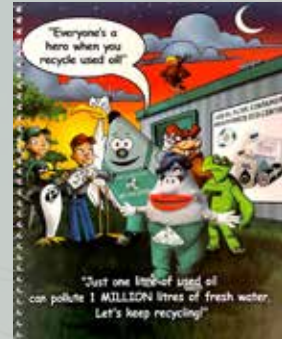
Prizes distributed from both the Kornhole game and the Wheel of Fortune were very helpful in generating excitement for our booth.



Carabiners



Hats



Notebooks



Insulated Cooler Bags



Pen Lights



Toques



Mrs. & Mr. Oil Drop Beanie Babies



Tape Measures



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



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 continued to have 3 Producer Responsible Organizations (PROs) 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.



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.



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.

MARRC rented a transit van for the Ambassadors which was wrapped with a 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.



STRATEGIC PLANNING SESSION

August 26 - 28

St. John's Newfoundland hosted the combined Strategic Planning Session which included BC, Alberta, Saskatchewan, Manitoba, Ontario, Quebec and Atlantic Canada Senior Managers, Directors and staff. The session was focused on addressing key strategic issues and team building and provides a platform that defines clear, measurable goals that guide the Associations' direction. Bringing together diverse perspectives from across Canada encourages greater collaboration and innovation and more comprehensive and effective strategies. This helps ensure we are as harmonious as possible in that we are all working towards the same objectives.



Senior staff meeting in St. John's



UOMA directors from across Canada attend the Strategic Planning Session.

FORUMS AND CONFERENCES

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

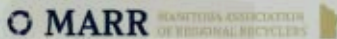


Trade shows - April 15 and November 25 in Winnipeg at the Convention Centre. The AMM helps Manitoba municipalities speak with one voice. They host 2 trade shows annually and include sessions on skill building, professional development topics and emerging municipal policy issues.

Local Area Initiatives

Steinbach

Steinbach had their own Ecoday on June 11 and had a steady stream of customers come all day to drop off used oil products with over 4,500 litres of used oil dropped off.



Manitoba Association of Regional Recyclers (MARR) Forum

October 15 & 16 held at the Canad Inns Polo Park
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.

Rosburn

Rosburn had their recycling day on September 25 where we gave 5 presentations on recycling used oil products in front of more than 100 students in grades 3-12 from the surrounding area.



Northern Association of Community Councils (NACC) Trade Show



Held at Canad Inns Polo Park on August 13. The NACC strives to make both provincial and federal governments recognize and create awareness of the needs in their communities.

Binasi Economic Forum October 28 - 29

The Southern Chiefs' Organization (SCO) and Southern Chiefs Economic Development (SCED) hosted the Binasi Economic Reconciliation Forum, bringing together economic development representatives and leaders for a transformative two-day event. This forum offers unprecedented opportunities for networking and learning from highly-renowned and diverse speakers who will share their experiences and perspectives on what economic reconciliation is—and what it could be.



ROSSBURN MUNICIPALITY

Recycling Refresh

Recycling Open House

JOIN US AT THE AGRI-REC FOR AN OPPORTUNITY TO REFRESH YOUR RECYCLING KNOWLEDGE!

AGRI-REC CENTRE **SEPTEMBER 25TH, 2025**
FROM 1:00 - 2:30PM

Fisher

On August 16, Fisher provided all those recycling their used oil products at the Poplarfield landfill with a free litre of new oil; free MARRC branded giveaways as well as a chance to win a \$50 gift certificate from the local Co-op.

BILLBOARD & TELEVISION ADVERTISING

TOPPING UP YOUR OIL?

LEFT OVER USED OIL CONTAINER?

RECYCLE IT!

Complete Our Survey for a Chance to Win a Free VIP Lube Oil Change!

Go To [UsedOilRecyclingMB.com/Survey](https://www.UsedOilRecyclingMB.com/Survey)

Bring Back the Container Promotion

MARRC attempted a new approach to expand used oil container collections in the province with a new ad campaign capitalizing on the effectiveness of

- 1 Billboard display ads;
- 2 Astral Media Marketing advertising on hundreds of websites;
- 3 VIP Lube location partnerships in Winnipeg

Billboards

While appealing to the Do-it-yourselfer with imagery of a person holding an empty oil container standing beside a vehicle after topping up their oil, the question was asked what

they do when they are in this situation and to complete a brief survey on this for a chance to win one of 40 free oil changes from Mr. Lube. The ad was seen over 11.4 million times over the course of the summer and fall and does not include possible impressions from additional people in those vehicles and people on buses.

This kind of repetition builds brand awareness and further enhances the likelihood that the public will retain the information and imagery displayed. Those completing the survey were entered into a draw to win one of 40 free oil changes from VIP Lube in Winnipeg worth \$100 each.

In total there were 736 people who responded to the survey. 35% identified as a Do-it-yourselfer and of those people 89% stated that they recycle their used oil container.

This promotion served to bring awareness that you could recycle your used oil containers.

	Cars passing by each day	Impressions
Main & Inkster West side facing north	35,649 x 62 days =	2,210,238
Portage Ave. & Broadway NE Corner facing east	39,537 x 65 days =	2,269,905
Notre Dame & Wall St North side facing east	42,519 x 156 days =	6,632,964
		11,113,107

BILLBOARD & TELEVISION ADVERTISING CONT.



Astral Media

The bring back the container promotion ad was also advertised on hundreds of various websites (such as Auto-trader, CTV News, Kijiji, Accu-weather, TSN, Bloomberg, I Heart Radio, and literally hundreds more) through Astral Media and was viewed more than 150,000 times.



VIP Lube Partnership

The bring back the container promotion ad was featured through our Facebook Awareness Campaign this summer by partnering with both Winnipeg VIP Lube locations one on 1089 Ellice Ave. and the other on 395 Goulet St.

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 40 free oil changes from VIP Lube in Winnipeg.

From the survey, we saw that from the 22% of people who do-it yourself, 85% of them brought their container back to a registered collection facility (with the other 15% throwing the container away). Of the total 736 entrants, 57% knew they could bring back their container to a registered collection facility.

This promotion greatly enhanced awareness of the need to recycle specifically, used oil containers.



Used Oil Collection Depots are now at:

- MORRIS** - Public Works Yard, Hwy #23, 459 Boyne Ave.
- WINKLER** - Public Works Yard, 345 1st St.
- ALTONA** - Rhineland Landfill
- MORDEN** - MWM Environmental, 456 Jefferson St.



UsedOilRecyclingMB.com 1-888-410-1440

Super Billboard

In an effort to spread awareness of the new EcoCentre that just opened in Morden in 2024, and also to raise awareness of the current EcoCentres already in operation in Morris, Winkler & Altona, a 10' x 44' Super Billboard was used for the entire summer at the corner of Highways 75 & 14 on the north side of #14 facing north just before the turnoff. Morden went from 36.3% awareness of their brand new collection facility in 2024, to 53.0% awareness in 1 year. *

**Source - Survey of 1,210 people at the Morden Corn & Apple festival in 2024, and 1,405 people in 2025.*

Cars passing by each day - Impressions

3,578 x 110 days = 393,580

SOCIAL MEDIA ADVERTISING

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.

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.

DISPLAY ADVERTISING IN THE GOOGLE DISPLAY NETWORK

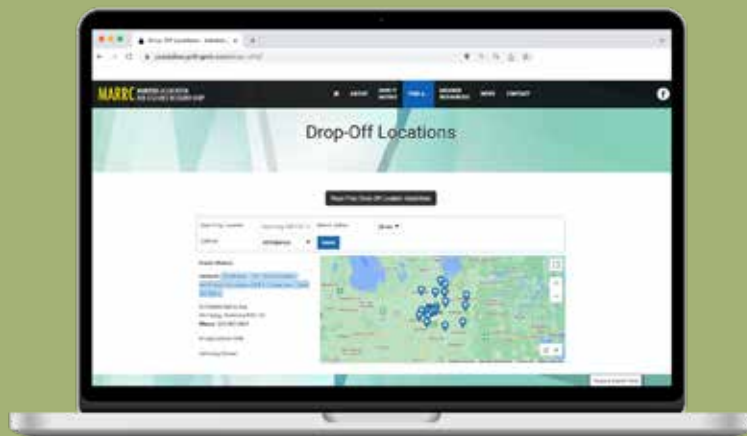
Graphical ads on select topics of websites that are part of the Google Display Network, shown when a person in the right geographical area visits.



SOCIAL MEDIA ADVERTISING CONT.

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

We created 2 new Northern Focused animated video ads that were displayed on YouTube to all northern Manitoba viewers above the 52nd parallel. The ads were viewed over 150,000 times.

The videos focused on providing MARRC funding for a used oil burner and as well as paying \$0.08 per litre to burn the used oil.



OVERALL METRICS

For the year 2025 our Totals were over 1,889,000 impressions (total number of times our content was displayed) and over 76,600 interactions such as clicks, video interactions, and Facebook page Likes.

Last year's metrics included over 4,014,000 impressions but only 66,800 interactions which displays our ability to adapt and focus on the advertising that best maximizes consumer engagement.



PARTNERSHIP PROMOTION

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

MARRC partnered with Take Pride Winnipeg to give presentations in 54 different schools around Manitoba which included teaching an estimated 5,490 students about the merits of recycling used oil products.

MARRC branded bookmarks, wristbands and fridge magnets 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.

2 Winnipeg radio stations, CJOB and Power 97 FM aired over

1300 ads, while QX 104 played 100 ads all promoting each specific local Ambassador event during the summer.



BURSARIES AWARDED FOR A 22nd YEAR



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

WEDNESDAY, SEPTEMBER 27, 2023

A publication of Greater Community News

Free Press COMMUNITY review EAST Edition

Find our website for additional community news at www.freepressreview.com

To find your nearest Used Oil & Antifreeze drop-off location go to UsedOilRecyclingMB.com 1-888-410-1440
Waste Reduction Week October 20-26, 2025

A fresh new start



GOODS FOR A GOOD CAUSE
Tin For the Critter Bin, an annual welfare donation drive in memory of Ethan Boyce, returns for its third year throughout October
PAGE 2

MEASURING RECOVERY
A woman speaking at a podium.

THE THEME OF RECOVERY
Sara Hall to hold 11th annual mental health and wellness expo on Oct. 5
PAGE 4

Olga Mikhaylo (at right), her husband Oleksandr, and Oleksandr's mother, Tamara, show off some of their wares in the kitchen of Centre for Café at Dakota Community Centre, where they have begun serving up Ukrainian and Canadian cuisine.
PAGE 3

www.freepressreview.com

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:

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 20-26, 2025
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.

FOR THIS EARTH DAY!
go to
USED OIL & ANTIFREEZE
DROP-OFF LOCATION

UsedOilRecyclingMB.com
1.888.410.1440
Manitoba's Used Oil & Antifreeze Recycling Program

Earth Day | April 22

FOR THIS EARTH DAY!
TO FIND YOUR NEAREST
USED OIL & ANTIFREEZE
DROP-OFF LOCATION GO TO
UsedOilRecyclingMB.com
Manitoba's Used Oil & Antifreeze Recycling Program **1.888.410.1440**

NEWSPAPER & MAGAZINE PARTNERSHIPS CONT.

On National Indigenous Peoples Day, honour the spirit of connection and respect Mother Earth.



go to **UsedOilRecyclingMB.com**

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



National Indigenous Peoples Day
June 21

Manitoba Used Oil & Antifreeze Recycling
★ Favorites · Yesterday at 12:00PM · 📍

Don't trash it, turn it in! This Waste Reduction Week, remember that your used oil and antifreeze materials are valuable resources.

By bringing your used oil, filters, and antifreeze to a drop-off point, you are making sure these materials are handled responsibly, keeping them out of landfills and waterways. That's resourcefulness in action! 🌱

Do your part. Find your local drop-off spot here:
<https://usedoilrecyclingmb.com/drop-offs/>

#WasteReductionWeek #WasteReduction! #UsedOilRecycling #EnvironmentalAction #WasteReductionWeek2025



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

The quest towards reconciliation is a lifelong journey of education, industry and respect. Together, we are making progress. Let us commit to better understanding and celebrating the contributions and cultures of First Nations, Inuit and Métis Peoples in Canada, not just today, but every day.



READY FOR **WASTE REDUCTION WEEK?**




Waste Reduction Week October 20 - 26



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

1-888-410-1440

Waste Reduction Week
October 20-26, 2025

Manitoba's Used Oil & Antifreeze Recycling Program



MAAC is recognized as the voice of collector car enthusiasts across Manitoba.

This comprehensive Guide lists all car clubs and events that would have taken place in Manitoba.

Over 50,000 copies are delivered throughout Manitoba to all Winnipeg Free Press Subscribers, car dealerships, doctor's offices, uptown racks, MAAC Membership and numerous other retail locations.

To find the nearest **Used Oil & Antifreeze drop-off location**




go to... **UsedOilRecyclingMB.com**

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



MAAC
Manitoba Association of Auto Clubs

2025 Event Guide



Manitoba's Used Oil & Antifreeze Recycling Program

Free Press

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 and winter road communities.

NORTHERN YOUTUBE VIDEOS & DISPLAY ADS

Our northern YouTube videos focused on providing help with funding for a used oil burner in winter road communities and displayed an animated map of some of these locations. Our display ads were aired to those above the 52nd parallel in Manitoba and have resulted in over:

163,000 IMPRESSIONS

Impressions measure how many times the content is displayed

56,000 ENGAGEMENTS

Engagements measure how many times users interact with that content

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.

MANITOBA PROSPECTORS & DEVELOPERS ASSOCIATION

Manitoba Prospectors & Developers Association is distributed to association members, all pertinent government officials and to all companies with an interest in mining.

NORTHERN COMMUNITIES ARE VITAL TO THE SUCCESS OF USED OIL RECYCLING PROGRAM

USED OIL RECYCLING MB.COM
1-888-410-1440

NORTHERN COMMUNITIES

MAY QUALIFY FOR UP TO \$15,000 TO HELP WITH THE PURCHASE OF APPROVED USED OIL BURNERS.

CAN EARN \$0.08 PER LITRE TO BURN USED OIL IN APPROVED BURNERS

USED OIL RECYCLING MB.COM
1-888-410-1440

USED OIL AND ANTIFREEZE RECYCLING:

Call 1-888-410-1440 or visit www.UsedOilRecyclingMB.com for more information

Northern Opportunities!

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.

We can even help with the purchase of a used oil burner UP TO \$15,000

Call for details

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

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

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).

NORTHERN REMOTE & FIRST NATIONS COMMUNITIES COLLECTIONS

The Backhaul Project is a collaboration between remote, winter road First Nation communities, Producer Responsible Organizations (PROs) and Indigenous Services Canada (ISC) and the First Nations Waste Minimization Team from Green Action Centre.

It is aimed at removing stewardship and non-stewardship materials from participating First Nations Communities.

This year we partnered with 3 new trucking companies that transport goods and supplies to communities on the winter road. After dropping off their supplies, instead of back hauling empty, waste management crews fill the now empty trucks with the waste material that they have collected.

We partner with various receivers who process and recycle these different waste materials which ensures they are all managed properly and in accordance with the Federal Transportation of Dangerous Goods Act as well as the Province's Dangerous Goods Handling and Transportation Act. This marks the 6th season of back hauling waste from remote winter road First Nation communities and has continued to grow with a total of 26 semi trailer loads of material removed from 7 participating communities (6 involving used oil products).

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.

The 2025 Winter Road Backhaul was extremely successful in hauling our used oil materials out of northern communities namely:

OXFORD HOUSE

1 pallet of 20L pails
4 mega totes of 4L oil jugs

LAC BROCHET

1 drum of oil filters

GOD'S LAKE

3 drums of used oil

WASAGAMACK

4 drums of oil filters
2 pallets of 20L oil pails
1 mega tote of 4L oil jugs

ST. THERESA POINT

2 pallets of 20L oil pails

GARDEN HILL

5 - 1,000 litre totes of glycol

Supplies to enhance material packing and storage capabilities were delivered by MARRC via Perimeter Airlines as well as Northway Aviation to 4 communities including:

WASAGAMACK

4 Open top filter drums

LAC BROCHET

8 Open top filter drums

OXFORD HOUSE

4 Closed top oil drums

MANTO SIPI (God's River)

4 Closed top oil drums

MARRC also provided the following communities with their own brand new used oil storage tanks:

ST. THERESA POINT 4,600 Litre tank

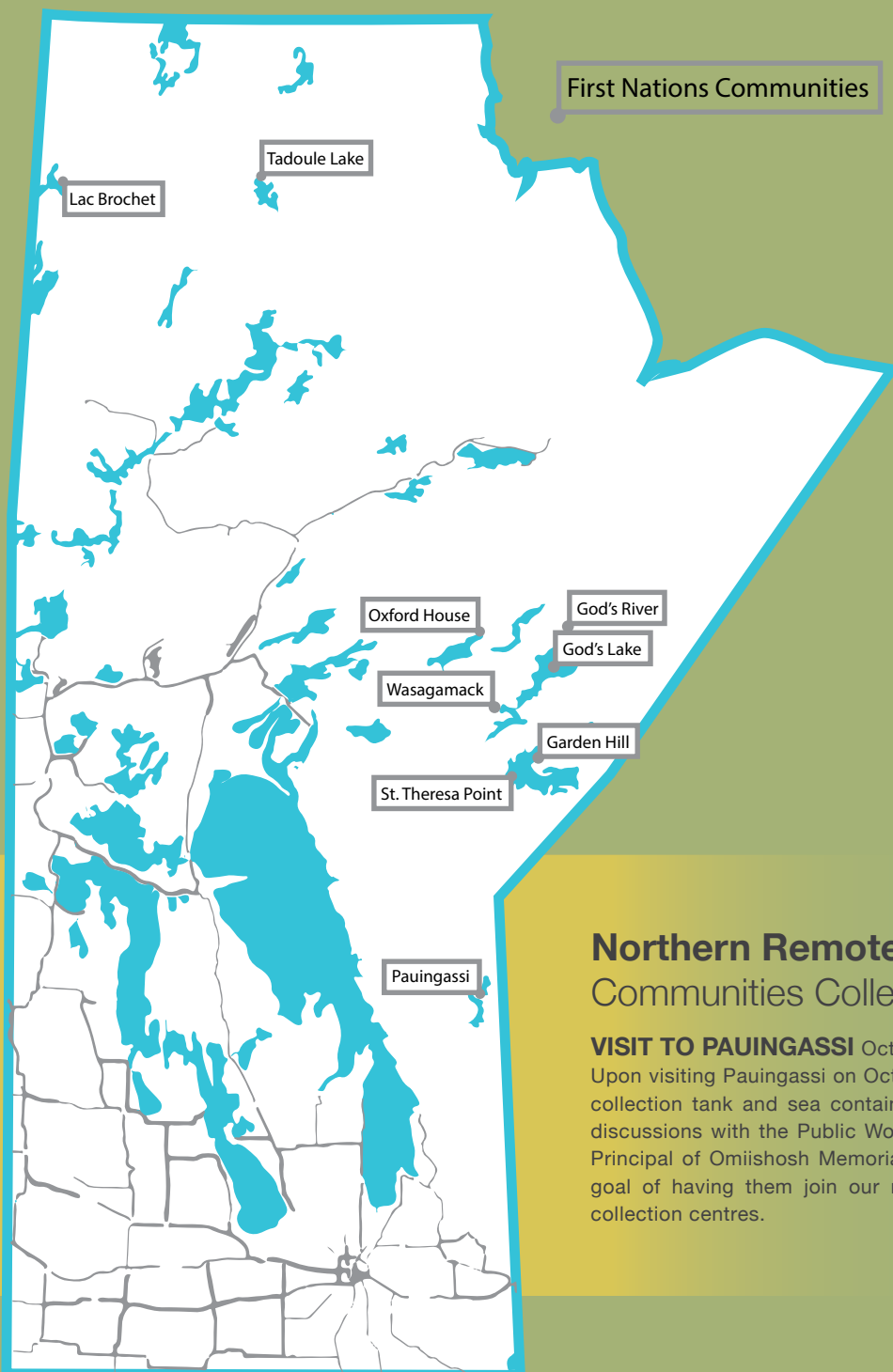
GARDEN HILL 4,600 Litre tank

GOD'S LAKE 2,350 Litre tank

In total, 26 semi-trailer loads of material were removed from 7 communities representing 6 PROs comprised of stewardship and non-stewardship material.



NORTHERN REMOTE & FIRST NATIONS COMMUNITIES COLLECTIONS CONT.



Northern Remote & First Nations Communities Collections

VISIT TO PAUINGASSI October 23

Upon visiting Pauingassi on October 23 to view their used oil collection tank and sea container storage areas, productive discussions with the Public Works Supervisor as well as the Principal of Omiishosh Memorial School took place with the goal of having them join our network of northern used oil collection centres.

NATIONAL ANTIFREEZE RECOVERABLE RATE STUDY

Overview

Antifreeze recovery rates in Manitoba and across Canada have historically been low, despite stable sales volumes confirmed through Environmental Handling Charge (EHC) reporting. This prompted an important question:

Where is the used antifreeze going?

To better understand antifreeze recovery potential, Used Oil Management Programs across Canada commissioned a comprehensive study. DesRosiers Automotive Consultants (DAC) was engaged to determine how much antifreeze is effectively “lost in service” and how much is realistically available for collection.

Manitoba Fleet Profile (2024)

Understanding antifreeze use begins with defining the vehicle market:

- Light-duty vehicles: 89.2%
- Medium- and heavy-duty trucks: 6.6%
- Motorcycles and mopeds: 3.1%
- Buses: 0.4%
- Electric vehicles: 0.7% (expected to grow)

Manitoba has a higher proportion of medium- and heavy-duty vehicles than the national average (4.9%), increasing antifreeze demand and influencing recovery potential.

Research Methodology

The study involved extensive primary research, including consultations with:

- Automotive repair and maintenance sectors (light-, medium-, heavy-duty)
- Off-road and industrial equipment operators
- Used antifreeze collectors and recyclers
- Vehicle recyclers and scrapyards
- Fluid manufacturers and distributors
- Mining and marine sectors

DAC assessed total antifreeze sales volumes and evaluated all sources of unrecoverable antifreeze to estimate the percentage realistically available for recovery.

Major Sources of Antifreeze Loss

1 Off-Label and Winterization Use

New antifreeze is often used for alternative applications, including winterizing boats and RVs, de-icing, marking ski slopes, remote equipment cooling, and other non-automotive purposes.

2 Breakage and Accidents

Leaks, collisions, and equipment failures release antifreeze directly into the environment, making recovery impossible.

3 Dilution During Coolant Flushes

While much antifreeze is removed by gravity draining, a portion remains in the system and must be flushed out. This is typically done with water, creating a highly diluted mixture that is not meaningfully collected and is often improperly disposed of. This process represents a significant source of unrecoverable antifreeze across major loss areas.

4 Do-It-Yourself (DIY) Maintenance

Improper capture and disposal during home maintenance reduces recovery.

5 Repurposing and Resale

Scrapyards and generators sometimes redistribute usable antifreeze prior to formal processing, particularly in the vehicle recycling sector. This antifreeze may be reused for industrial or mechanical top-ups where cost considerations outweigh quality concerns.

6 Top-Ups and Minor System Losses

Evaporation, small leaks and wear require periodic top-ups. These losses occur gradually and are unrecoverable.

7 Fleet Growth

Increases in fleet size place more antifreeze “in service,” temporarily reducing recoverable volumes.

8 Vehicle Exports

Working and end-of-life vehicles exported outside Canada remove contained antifreeze from the domestic recovery system.

9 Retired Equipment

Abandoned or retired vehicles and engines may retain fluids indefinitely.

10 Scrap Processing Losses

Incomplete fluid drainage prior to shredding or compaction leads to loss.

11 Antifreeze Mixed with Used Oil

Approximately 1.5% of used oil collected in Manitoba contains antifreeze, up from earlier estimates of 0.75%.

NATIONAL ANTIFREEZE RECOVERABLE RATE STUDY CONT.

Study Findings

After evaluating all loss sources, DAC concluded:

- 66% of antifreeze is lost in service
- 34% is realistically recoverable

This revised understanding establishes a more accurate benchmark for program performance.

Enhancing Collection Incentives

Where recovery is challenging, financial incentives can improve performance. On January 1, Manitoba introduced Canada's first Pay the Generator Program. Under this initiative:

- Collectors receive \$0.10 per litre of antifreeze collected
- Payment must be passed directly to the generator
- Collectors submit quarterly customer reports proving incentive disbursement to the generator

Generators have responded positively, noting that a single drum can generate approximately \$20 in return.

Collectors report increased participation from current generators along with new generators coming on board as well as higher collection volumes since implementation.

For our collectors, because antifreeze carries a return incentive rate up to 5 times higher than used oil and because they also don't want the water & glycol in their used oil, they have enthusiastically embraced this initiative.

Summary Key Outcomes

The following has contributed to a substantial improvement in collection recovery:

- Updated loss-in-service findings from 57% to 66%;
- The revised antifreeze-in-oil estimate (0.75% to 1.5%);
- We increased our Return Incentives by an average of 50%;
- The introduction of the Pay the Generator Program producing hundreds of new customers

As a result, antifreeze recovery rates increased from 28.6% in 2024 to 89.5% in 2025.

This demonstrates that accurate recoverable rate modeling combined with targeted financial incentives can significantly improve collection volumes.



NATIONAL USED OIL LOST IN SERVICE RATE STUDY

UOMA Canada is seeking to evaluate oil use and loss for each province. Using Manitoba's Fleet Profile, DesRosiers Automotive Consultants (DAC) was engaged to determine how much oil is effectively "lost-in-service" and how much is available for collection. Extensive primary research was undertaken for the project through targeted interviews with industry participants, stakeholders and subject matter experts.

The portions of the unrecovered volume are estimated to be in the following categories:

• Road transportation (trucking)	37.8%
• Light automotive	29.6%
• Agriculture and commercial off-road	17.6%
• Industrial	12.1%
• Marine, recreation, and other	2.9%

Significant Sources of Used Oil Loss

1 Breakage and Accidents

In cases where parts fail and oil leaks out into the environment or in the case of accidents or collisions, any oil lost is naturally unrecoverable.

2 Maintenance Waste, Other Loss

This includes used oil leaks/spills at oil change locations or driveways, remains behind in containers, on shop floors, during transfer, and throughout a multitude of small points of loss that cumulatively add up.

3 Top-Ups: Engine, Transmission, Other

Top-ups inherently fill up volume that was lost from machinery or engines almost exclusively into the environment through burning, leakage, small-scale parts failures, or normal wear and tear.

4 Change in Fleet and Stock

The floating volume of oil in Canada resulting from increases to fleet size and the stock of relevant machinery. When a fleet increases in size, the floating volume of oil currently being actively used increases and it will take time for this now increased volume to reach the end of its life (in that initial use case) and become recoverable.

5 Exported in Working Vehicles and End-of-Life Vehicles

For used vehicles that are exported out of Canada and predominantly into the US, the volume of oil within these vehicles is essentially entirely lost and uncollectable. The flow of used vehicles into Canada

has been comparatively small, and not nearly enough to offset the volume of vehicles heading south and overseas. Used vehicles at the end of their life, those intended for parts or scrap, can also be exported to the US and more commonly South America and elsewhere. This could be done for parts, repair, pure scrap and in many cases the oil contained therein is shipped with them assuming it was not lost in an accident.

6 Lost in Scrap Processing

If vehicles are not simply abandoned or exported, they end up being processed by a vehicle recycler or a scrapyards. A vehicle recycler, following industry best-practices and all relevant regulation, is likely to be quite thorough in draining remaining fluids in vehicles as a part of the broader process of recycling these vehicles. Some of this fluid does generally remain within the vehicles regardless due to time and cost constraints. Even with very diligent operators, there will still be oil remaining in the products after being recycled, with even more remaining behind in less diligent scenarios.

7 Remaining in Retired Engines or Equipment

These can be vehicles that break down in remote areas, abandoned towns/properties, or simply vehicles that are not worth transporting. This is especially common in more remote and northern communities.

8 Reporting of OEM Sales

The volumes of oil included in new vehicles are calculated based on a fixed formula. These volumes may not be accurately captured and the background formulas may need to be updated to reflect the recent shifts in size and structure of the Canadian vehicle fleet.

Additional research on current fluid capacities of Canadian vehicles could be conducted to improve oil volume estimates. This would involve creating a database of current models and their oil capacities while also including the medium and heavy-duty vehicle market.

NATIONAL **USED OIL LOST** IN SERVICE RATE STUDY_{CONT.}

Study findings

After evaluating all loss sources, DAC concluded

- ▀ **31.4% of all oil is lost in service in Manitoba**
- ▀ **68.6% is realistically recoverable**

Manitoba's Expanding Used Oil Collection Program

Over the last 4 years, Manitoba has significantly expanded its outreach in attempts to collect more used oil in the province, specifically:

Social Media Advertising

Facebook, Google and YouTube videos are all being heavily utilized to target specific audiences that have interests in used oil recycling.

Used Oil Burners

We have expanded our collections by more than 1,000,000 litres each year (an increase of 5-8% in collections annually) by registering small used oil burners around the province, increasing our total from 20 to 130 used oil burners with more coming on board each year. A National study is also being conducted in 2026 to determine the quantity of used oil being burned in these small burners (under 500,000 BTUs).

Return Incentives

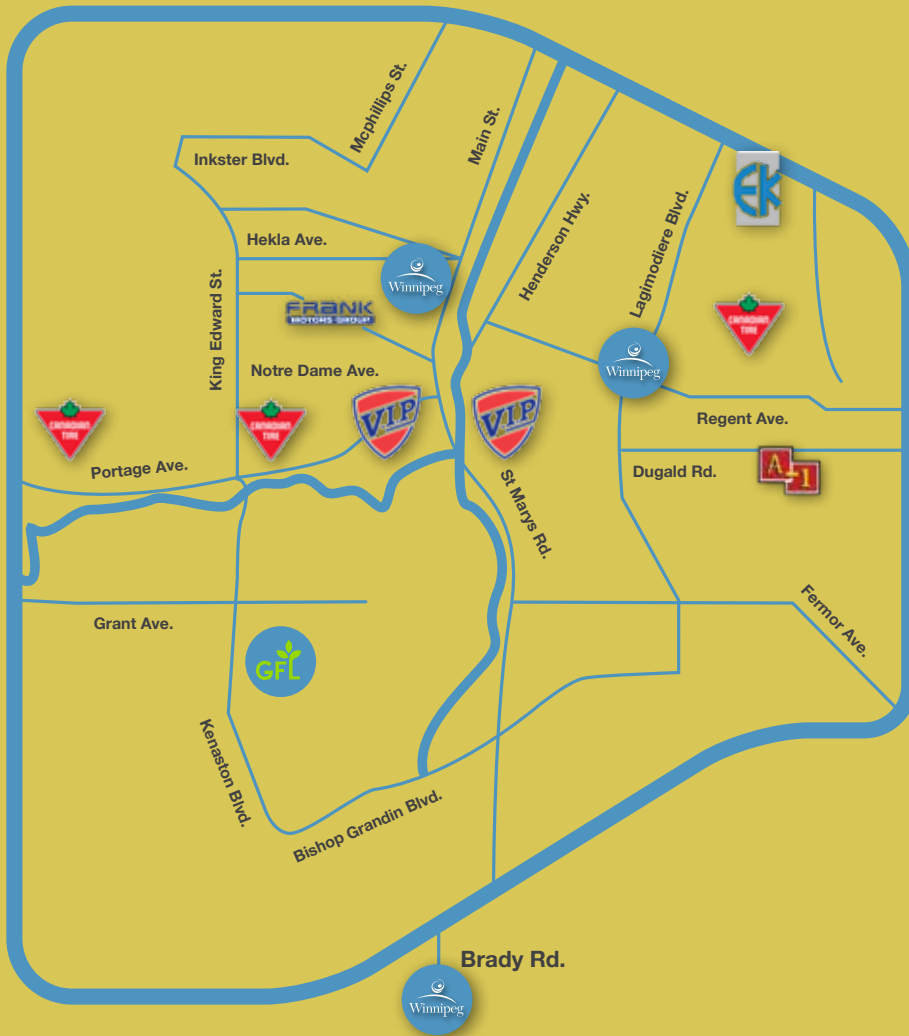
We increased our Return Incentives Rates for oil by an average of 7% in 2022 and then another 7% in 2025.

Northern Community Focus

We are also contacting dozens of northern remote communities by phone (and later by email) in order for us to explain our financial aid package for establishing both a used oil collection facility and a used oil burner in each respective community.



WINNIPEG COLLECTION DEPOT NETWORK



Brady Road Landfill



1120 Pacific Avenue



429 Panet Road

Canadian Tire

Unicity - 3615 Portage Ave.
Transcona - 1519 Regent Ave.
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
- Licensed facilities in Winnipeg

St. Theresa Point x2
Wasagamack

Flin Flon

Cranberry Portage

The Pas

Grand Rapids

Swan River x2

Bloodvein

Winnipegosis

Rorketon

Moosehorn

Hollow Water

Roblin

Dauphin

Fisher Branch

Arborg

Arnes

Inglis

Russell

Onanole

Ashern

Chatfield

Gimli

Eriksdale

Meleb

Libau

Rosburn

Erickson

Inwood

St. Georges

St. Lazare

Shoal Lake

Langruth

St. Laurent

Teulon

Clandeboye

Coca Cola Falls

Birtle

Strathclair

Eden

Westbourne

Woodlands

Stonewall

Lac du Bonnet

Hamiota

Neepawa

Gladstone

Earl Grey

Selkirk

Beausejour

RM Wallace

Souris

Glenboro

Portage x2

Whitemouth

Springfield x2

Minto

Holland

Notre Dame

Elm Creek

St. François Xavier

Lorette

Boissevain

Dunrea

Baldur

Carman

Headingley

Monominto

Hartney

Killarney

Pilot Mound

Morris

St. Pierre

Steinbach x2

Melita

Waskada

Morden

Winkler x2

St. Jean

Altona

Vita

12

ECOCENTRES

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



OTHER LICENSED COLLECTION FACILITIES

MARRC added 1 more Collection Facility in 2025 with Swan River VIP Lube Washisepek First Nation 367 Kelsey Trail coming on board.

Location	Owner/Operator	Location	Owner/Operator
1. Winnipeg	A-1 Environmental Services, 1447 Dugald Rd.	29. Oakwood	RM of Springfield
2. Winnipeg	GFL Green For Life, 1090 Kenaston Blvd	30. Steinbach	Great Canadian Oil Change, 41 Hwy 12 North
3. Winnipeg	Frank Motors, 575 Notre Dame Ave.	31. Winkler	Great Canadian Oil Change, 611 Main Street
4. Winnipeg	EK Import Auto Service Ltd., 1043 Springfield Rd.	32. Portage la Prairie	Great Canadian Oil Change, 1040 Saskatchewan Ave W
5. Winnipeg	Canadian Tire East Kildonan, 1519 Regent Ave.	33. Brandon	Great Canadian Oil Change, 827 18th St
6. Winnipeg	Canadian Tire Polo Park, 750 St. James St.	34. Monominto	RM of Taché
7. Winnipeg	Canadian Tire Unicity, 3615 Portage Ave.	35. Shoal Lake	RM of Yellowhead
8. Winnipeg	VIP Lube, 1089 Ellice Ave.	36. Minnedosa	Evergreen Environmental Technologies
9. Winnipeg	VIP Lube, 395 Goulet Street	37. Plumas	Municipality of Westlake-Gladstone
10. Winnipeg	4R, Brady Road Landfill	38. Westbourne	Municipality of Westlake-Gladstone
11. Winnipeg	4R, 1120 Pacific Avenue	39. Eden	Municipality of Rosedale
12. Winnipeg	4R, 429 Panet Road	40. Kelwood	Municipality of Rosedale
13. Headingley	Recycle West, 6 Sabrina Way	41. Coca Cola Falls	RM of Alexander
14. Stonewall	RM of Rockwood	42. Dunning	RM of St. Clements
15. Notre Dame	Jean Farms Ltd.	43. Clarke	RM of St. Clements
16. Hartney	Southwest Recycling	44. Libau	RM of St. Clements
17. Grand Rapids	ET Development Ltd.	45. St. François Xavier	RM of St. François Xavier
18. Killarney	Town of Killarney	46. Pinawa	LGD of Pinawa
19. Dunnottar	Village of Dunnottar	47. Boissevain	Municipality of Boissevain Morton
20. Cranberry Portage	Cranberry Portage LUD	48. Strathclair	RM of Yellowhead
21. Rorketon	RM of Lakeshore	49. Winnipegosis	Municipality of Mossey River
22. Deloraine	Municipality of Deloraine-Winchester	50. Inglis	RM of Riding Mountain West
23. Fisher Branch	RM of Fisher	51. Morden	MWM Environmental, 456 Jefferson St.
24. Moosehorn	RM of Grahamdale	52. Woodlands	Municipality of Woodlands
25. Ashern	Municipality of West Interlake	53. Holland	RM of Victoria
26. Dauphin	RM of Dauphin	54. Swan River	VIP Lube Washisepek First Nation (Swan River) 367 Kelsey Trail
27. Beausejour	Beausejour Tire, 51 Park Ave.		
28. Hillside	RM of Springfield		

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 it's 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.

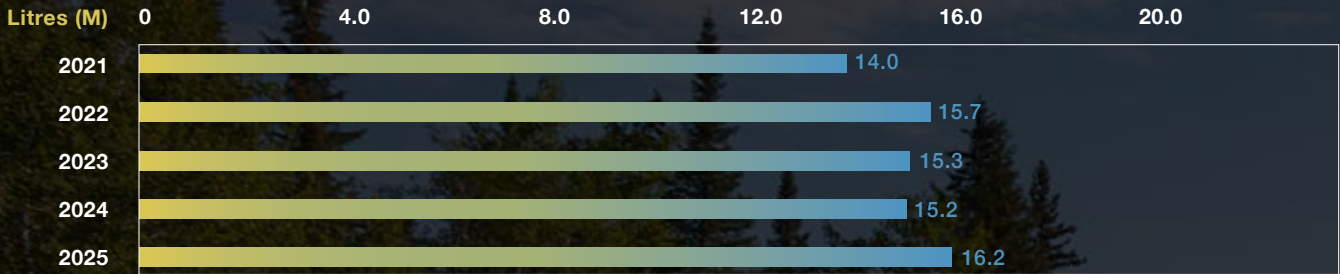
MARRC MEMBERS

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

COLLECTION ACTIVITY

Oil | 77.9% Gov. target 80%

Litres Sold **30.32 M Litres**
 *Less Lost in Service 31.4% **-9.52 M**
 Net Recoverable **20.80 M Litres**



16.45M litres were collected in 2025. In a 2025 MARRC study, 1.50% was found to be used Antifreeze or 246,689 litres. The leaves 16.20 M Litres of Used Oil Collected.
 * Result of a 2025 study by DesRosiers Automotive Consultants, the Manitoba lost in Service number was found to be 31.4% down from 35.0% which accounts for a reduction in overall used oil collections from 82.2% to 77.9%

Filters | 94.9% Gov. target 80%

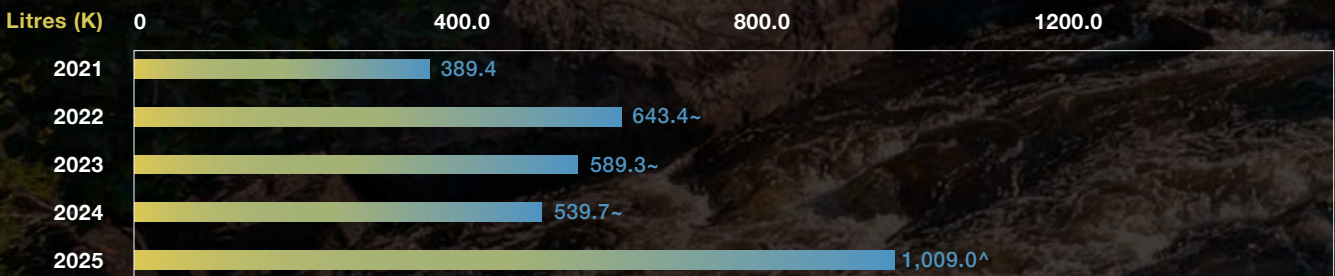
Filters Sold **2,049 M**
 Filters Recoverable **2,049 M**
 ~1,466,255 Kgs collected x 1.327 Filters / Kg = **1,946 M filters collected**



~ 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.
 * Sample of a 100,000 filters audit in Quebec determined that drum, lid and oil weight account for 46% weight of a full drum.
 1,466,255 Kgs collected x 54% = 791,777 KGs of just filter weight. Average weight of 1 filter is 0.4067.
 791,777 / 0.4067 = 1,946,833 Filters or 1.327 Filters per Kg.

Antifreeze | 89.5%

Litres Sold - Concentrate 545.7 x 2 = **1,091.4**
 Pre-Mix **+2,222.4**
 TOTAL **3,313.8**
 Less Lost in Service 66% * **-2,187.1**
 Net Recoverable **1,126.7 K Litres**



* The new Lost in Service number from 57% to 66% is the result of a 2025 National Antifreeze Recoverable Rate Study by DesRosiers Automotive Consultants
 ~ MARRC analyzed 1.84 Million litres of used oil in 2022 and discovered that 0.75% of all used oil collected is antifreeze.
 ^ A more thorough National Antifreeze Recoverable Rate Study conducted by DesRosiers Automotive Consultants in 2025 discovered that 1.50% of all used oil collected is in fact used antifreeze. 16,445,968 used oil collected x 1.5% = 246,689 L of pure Antifreeze x2 conversion to pre-mix is an extra 493,378 litres collected. MARRC's "Pay the Generator Program" was also found to be responsible for helping the collectors bring on many new generators who were previously not collecting antifreeze. MARRC also doubled it's EHC rates in 2025 which allowed us to increase Return Incentive Rates by more than 50% which further spurred on the collectors.

COLLECTION ACTIVITY

Oil Containers | 40.1%

Under 50 litre capacity

Units sold in litres 11,406,798.00
Converted to Kgs ÷ 17.89

Net Recoverable 637.46 K Kgs



Total K Kgs excluding Antifreeze & DEF
Total K Kgs Oil Containers only 255.4

Antifreeze Containers | 40.1%

Units Sold in Litres 2,678.85 K Litres
Converted to Kgs ÷ 22.65

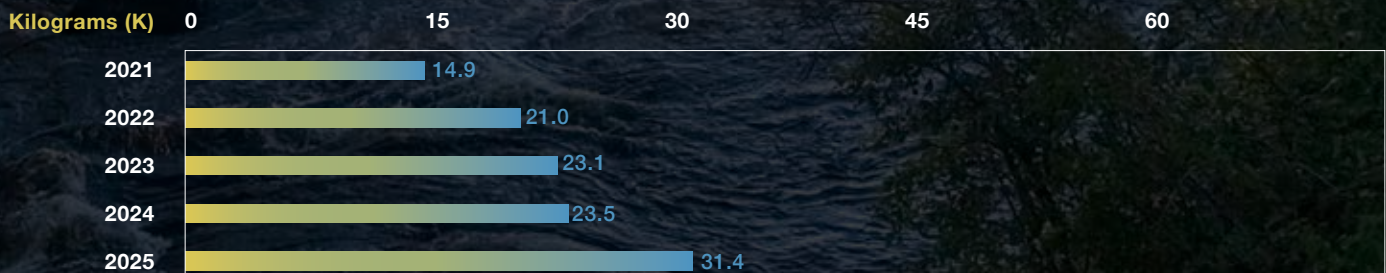
Net Recoverable 118.24 K Kg



DEF Containers | 40.1%

Units Sold in Litres 2,018.84 K Litres
Converted to Kgs ÷ 25.76

Net Recoverable 78.37 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 and again in 2025. This keeps us mostly harmonized with Saskatchewan’s EHC Rates as well.

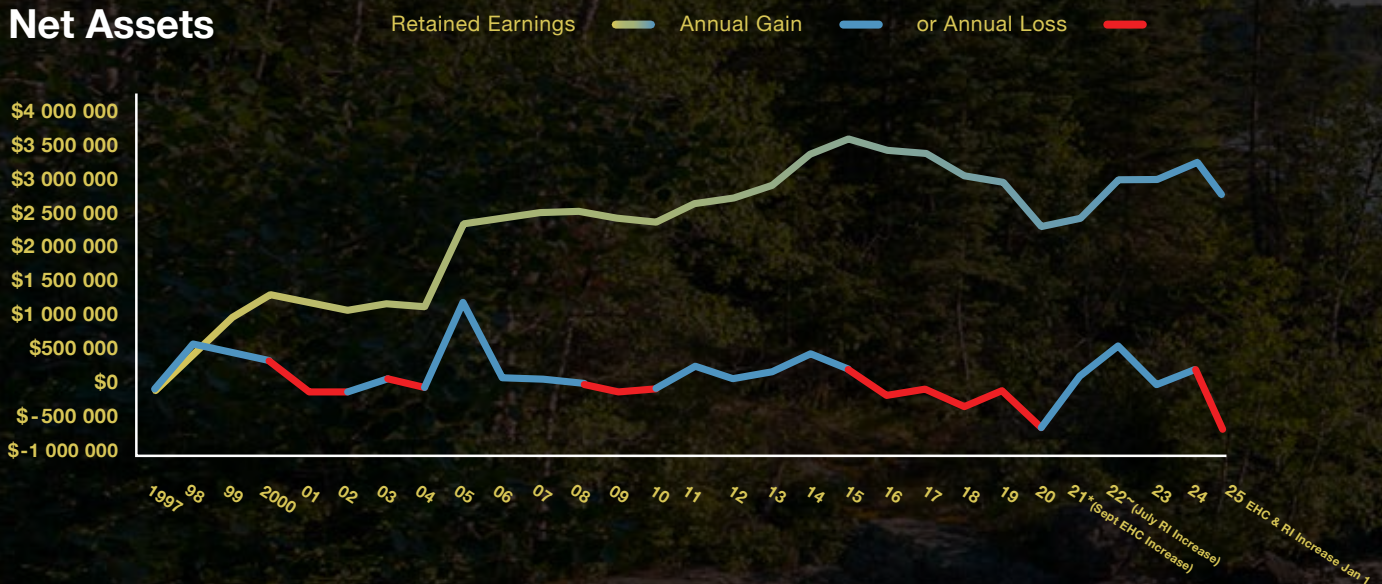
An increase in EHCs took place in 2021 for:

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 took place in 2025 for:

Large Filters greater 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



ENVIRONMENTAL HANDLING CHARGE (EHC) INCREASE CONT.

RETURN INCENTIVE (RI) INCREASES in 2022, 2024 & 2025.

Over the past 4 years we have listened to our largest 3 Collectors who represent 95% of MARRC's overall collections as they have requested RI increases. To support overall collections, MARRC distributed approximately 70% of the funds generated by the EHC increases in 2021 and in 2025 to the collectors for RI increases across all products but in particular:

Manitoba's Antifreeze Pay the Generator Program

On January 1, Manitoba introduced Canada's first Pay the Generator Program. Under this initiative:

- Collectors receive \$0.10 per litre of antifreeze collected
- Payment must be passed directly to the generator
- Collectors submit quarterly customer reports proving incentive disbursement to the generator

Generators have responded positively, noting that a single drum can generate approximately \$20 in return.

Collectors have reported increased participation from current generators, new generators coming on board as well as much higher collection volumes since implementation. Because antifreeze carries a return incentive rate up to 5 times higher than used oil and because they also don't want the water & glycol mixed in their used oil, they have enthusiastically embraced this initiative.

In addition, Manitoba completed its Lost in Service study with the conclusion that 66% of all antifreeze is lost in service (previously 57%). The study also saw us revise our antifreeze-in-oil estimate from 0.75% to 1.5%. We also increased our Antifreeze Return Incentives by an average of 50% this year. These changes accounted for a dramatic increase in our antifreeze collections previously 28.6% in 2024 to 89.5% in 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 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. In addition, MARRC pays 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
- 1.08 million litres in 2025

This resulted in additional used oil collections of 6.5% and represents an ongoing effort to account for as much used oil in Manitoba as possible.

Decreased Lost in Service Number for Used Oil

In a National Study conducted by Desrosiers Automotive Consultants, the Manitoba Lost in Service number was found to be 31.4% down from the previous 35.0%. This accounts for a reduction in overall used oil collections from 82.2% to 77.9%.

INCREASED EXPENDITURES

Container Processing Difficulties

MARRC encountered challenges with moving used oil containers to a processor for recycling this year as our current Manitoba processor The ROC is undergoing a restructuring and is also moving locations. In the meantime, we are shipping the empty unshredded plastic containers at great costs to both Ontario and Quebec processors. We anticipate this situation will resolve itself in 2026.

Late Claims One-Time Disbursement

MARRC also collected record volumes in Oil, Filters and Antifreeze while also allowing the one-time pay out of some 2024 filter claims that arrived after our year end cutoff due to collector staffing errors. These 2024 filter collections were not included in our overall 2025 filter collection numbers and the collectors have been advised that late claims like these will not be processed by us in the future.

Manitoba Association for Resource Recovery Corp.
Financial Statements
December 31, 2025
(in Canadian dollars)



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, 2025 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, 2025;
- 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.

PricewaterhouseCoopers LLP
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Winnipeg, Manitoba, Canada R3B 0X6
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Fax to mail: ca_winnipeg_main_fax@pwc.com

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

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 27, 2026

Manitoba Association for Resource Recovery Corp.

Balance Sheet


As at December 31, 2025

(in Canadian dollars)

	Note	2025 \$	2024 \$
Assets			
Current assets			
Cash and cash equivalents		642,978	971,330
Environmental handling charges receivable		1,856,663	1,560,119
Short-term investments	4	-	784,357
Inventory		17,399	5,000
Prepaid expenses and deposits		905	905
Miscellaneous receivable		-	7,500
Accrued interest receivable		1,270	5,755
		2,519,215	3,334,966
Long-term investments	4	1,108,165	825,406
Capital assets	3	19,937	32,034
		3,647,317	4,192,406
Liabilities			
Current liabilities			
Accounts payable and accrued liabilities	5	352,320	446,945
Return and processing incentives payable		633,217	450,409
		985,537	897,354
Net Assets			
Invested in capital assets		19,937	32,034
Unrestricted		2,641,843	3,263,018
		2,661,780	3,295,052
		3,647,317	4,192,406
Commitments	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, 2025

(in Canadian dollars)

	Note	2025 \$	2024 \$
Revenue			
Environmental handling charges		5,451,788	5,046,278
Membership fees		1,183	600
		<u>5,452,971</u>	<u>5,046,878</u>
Expenses			
Return and processing incentives		4,617,700	3,717,481
EcoCentre support costs	7	385,852	379,174
Container freight		246,962	1,001
Wages, contract and benefits		195,223	169,650
Ambassador program	8	128,512	121,152
Public relations and promotion	9	94,742	85,833
Computer software support		84,441	77,304
Winter road project and Northern remote communities		56,263	13,314
Rent		53,577	49,337
Compliance reviews		47,869	40,792
Professional fees		44,442	54,601
Collector support costs		37,687	19,416
Meetings		29,628	25,415
Used oil and used antifreeze studies		24,491	-
Director fees and expenses		23,917	22,302
Amortization		23,164	23,104
Office and administration		19,994	14,562
Travel and automobile		19,319	18,040
Insurance		9,280	3,511
Telephone and fax		8,451	9,662
Bursaries		6,000	5,500
Bank charges and interest		177	122
		<u>6,157,691</u>	<u>4,851,273</u>
Excess (deficiency) of revenue over expenses from operations		(704,720)	195,605
Investment income		71,448	63,608
Excess (deficiency) of revenue over expenses for the year		<u>(633,272)</u>	<u>259,213</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, 2025

(in Canadian dollars)

	2025	2024
	\$	\$
Balance - Beginning of year	3,295,052	3,035,839
Excess (deficiency) of revenue over expenses for the year	(633,272)	259,213
Balance - End of year	<u>2,661,780</u>	<u>3,295,052</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, 2025

(in Canadian dollars)

	2025	2024
	\$	\$
Cash and cash equivalents provided by (used in)		
Operating activities		
Excess (deficiency) of revenue over expenses for the year	(633,272)	259,213
Item not affecting cash		
Amortization	23,164	23,104
	<u>(610,108)</u>	<u>282,317</u>
Changes in non-cash working capital items		
Net change in non-cash working capital items	(208,775)	336,240
	<u>(818,883)</u>	<u>618,557</u>
Investing activities		
Purchase of capital assets	(11,067)	(5,120)
Purchase of investments	(318,179)	(311,319)
Proceeds on redemption and sale of investments	819,777	257,116
	<u>490,531</u>	<u>(59,323)</u>
Increase (decrease) in cash and cash equivalents during the year	(328,352)	559,234
Cash and cash equivalents – Beginning of year	971,330	412,096
Cash and cash equivalents – End of year	<u>642,978</u>	<u>971,330</u>

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

Manitoba Association for Resource Recovery Corp.

Notes to Financial Statements

December 31, 2025

(in Canadian dollars)

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. Significant accounting policies

Basis of preparation

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

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 as 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.

Cash and cash equivalents

Cash and cash equivalents consist of cash on hand 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.

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.

Manitoba Association for Resource Recovery Corp.

Notes to Financial Statements

December 31, 2025

(in Canadian dollars)

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.

3. Capital assets

			2025	2024
	Cost	Accumulated amortization	Net	Net
	\$	\$	\$	\$
Leasehold improvements	26,836	15,434	11,402	3,049
Office equipment	29,175	21,716	7,459	8,070
Computer equipment	126,108	125,032	1,076	20,915
	182,119	162,182	19,937	32,034

4. Investments

	Maturity date	Interest rate	2025	2024
		%	\$	\$
Short-term investments				
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
			-	784,357
Long-term investments				
Access Credit Union GIC	December 23, 2030	3.75	242,314	-
Access Credit Union GIC	December 22, 2027	4.90	288,617	275,136
Access Credit Union GIC	December 22, 2027	4.90	288,617	275,135
Access Credit Union GIC	December 22, 2027	4.90	288,617	275,135
			1,108,165	825,406
			1,108,165	1,609,763

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, \$29,046 (2024 – \$63,325) is included in accounts payable and accrued liabilities.

6. Commitments

Commitments under operating leases

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

2026	\$ 48,735
2027	48,735
2028	8,123
	<u>105,593</u>

Manitoba Association for Resource Recovery Corp.

Notes to Financial Statements

December 31, 2025

(in Canadian dollars)

EcoCentres

The Corporation has entered into automatic two-year renewal agreements with 104 EcoCentres and licensed collection facilities that were established to provide no-cost drop-off centres for used oil and antifreeze materials.

As part of its contractual agreement with each EcoCentre owner-operator, the Corporation is committed to provide annual operating support until July 31, 2026. The operating support payments for the EcoCentres currently in operation are estimated to be as follows:

	\$
Fiscal year ended December 31, 2026	237,593

7. EcoCentre support costs

	2025	2024
	\$	\$
Operating and capital support	370,536	361,500
Operational audits, training and supplies	15,316	17,674
	<u>385,852</u>	<u>379,174</u>

8. Ambassador program

	2025	2024
	\$	\$
Wages	51,950	38,302
Handouts, bookmarks, souvenirs and draw prizes	41,855	60,029
Transportation, meals and accommodation	29,413	17,945
Trade show fees, uniforms, supplies and insurance	5,294	4,876
	<u>128,512</u>	<u>121,152</u>

9. Public relations and promotion

	2025	2024
	\$	\$
Radio	21,131	17,152
Website	11,100	12,830
Marketing, advertising and promotional material	38,626	29,932
Northern region advertising	12,999	18,845
Annual report	10,886	7,074
	<u>94,742</u>	<u>85,833</u>

10. Financial instruments and financial risk factors

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

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.

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.

Manitoba Association for Resource Recovery Corp.

Notes to Financial Statements

December 31, 2025

(in Canadian dollars)

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.

11. Comparative information

Certain comparative figures have been reclassified to conform to the current year's financial statement presentation.

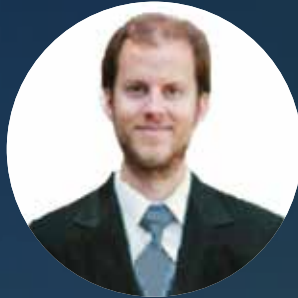
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MANITOBA ASSOCIATION FOR RESOURCE RECOVERY CORP.

MARRC BOARD OF DIRECTORS AND STAFF



Aaron Strub
Executive Director



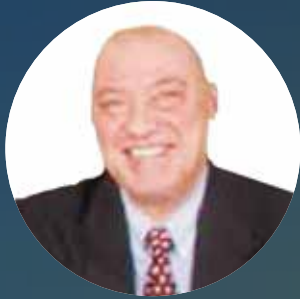
Michael Strub
Administrative
Assistant



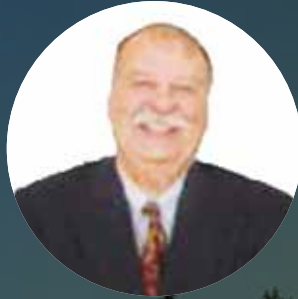
Linda Weseen
Accounts Receivable



Jennifer Wilken
Project Manager



Joe Casciano
Midwest Sales
Chairman



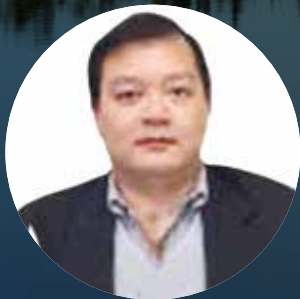
Lutz Ehrentraut
Representing the Public
Secretary - Treasurer



Richard Waller
Imperial Oil
Director



Manny Micklash
Valvoline Canada Corp.
Director



Paul Linchuang
Modern Sales Co-op
Director



Emmy Ancheta
Bluewave Energy
Director

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Fillmore Riley, Barristers & Solicitors

AUDITORS

PricewaterhouseCoopers LLP,
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