



**CATRA**

Canadian Association of Tire Recycling Agencies

TIRE DEALERS  
ASSOCIATION OF  
CANADA

September 20<sup>th</sup>, 2014



# AGENDA

- What and who is CATRA?
- Tire Recycling Data Summary
- 2015 Projects



# CANADIAN ASSOCIATION OF TIRE RECYCLING AGENCIES

## MEMBERSHIP

All 10 provinces and the Yukon Territory are members of CATRA and have scrap tire programs. Their goal is to divert 100% of used tires from landfill, to recycling and create marketable products and value-added end uses. Each member has a website to outline their provincial program and provide information to consumers, industry and government stakeholders.

## MISSION

The association's mission is to continually enhance the effectiveness of scrap tire diversion and recycling across Canada, through the sharing of information, expertise and resources.

## VISION

The vision of CATRA is to be the reference authority for scrap tire management in Canada.



## ABOUT CATRA

CATRA, is not a legal entity, and does not directly receive revenue or make disbursements.

Costs associated with the CATRA-sponsored functions are paid by the Chair's organization, currently Saskatchewan Scrap Tire Corporation. Provincial tire recycling programs share proportionately in the operating costs through an annual fee. Special projects are funded voluntarily by provinces willing to participate, based on the benefits they may receive.

Currently one conference is held annually, normally in the Chair's region and in alternate years, the same location as the Rubber Recycling Symposium. The 2014 conference is being held October 20 -22 in Montreal.



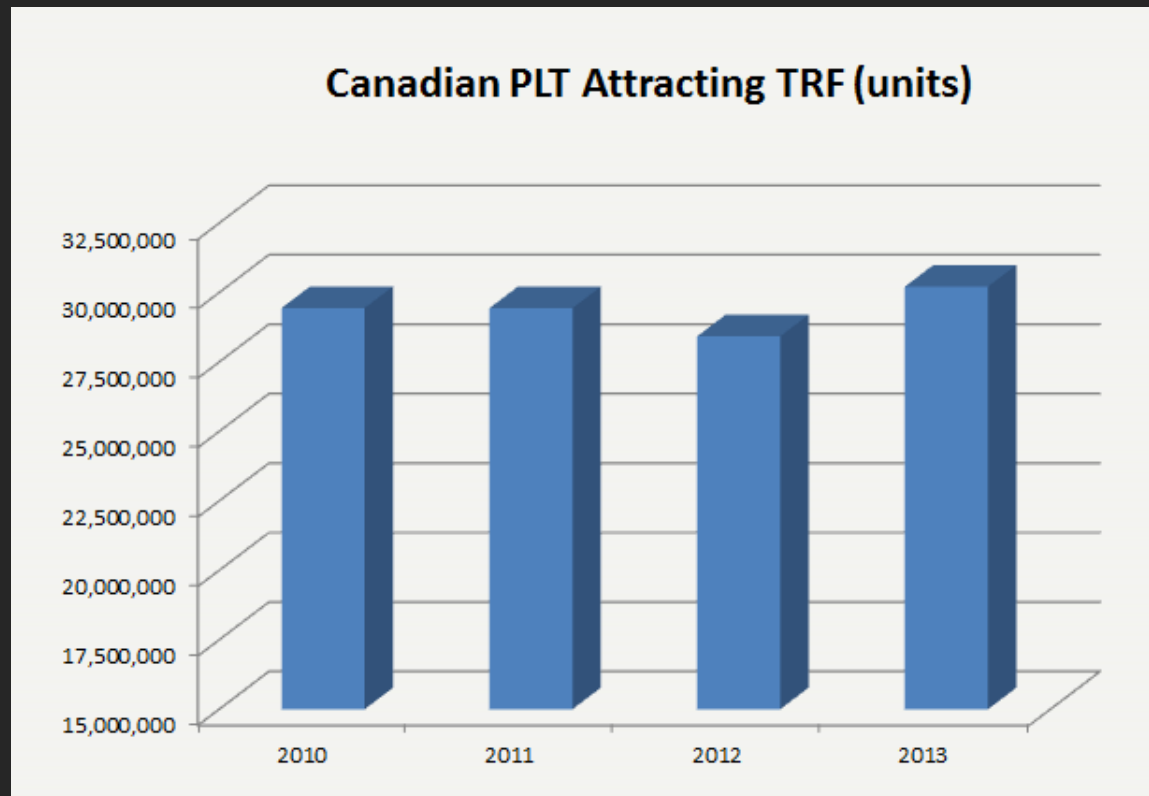
“CATRA has come together to promote the successes of the provincial tire stewardship organizations to help make Canada a world leader in tire recycling.”

Our goals include:

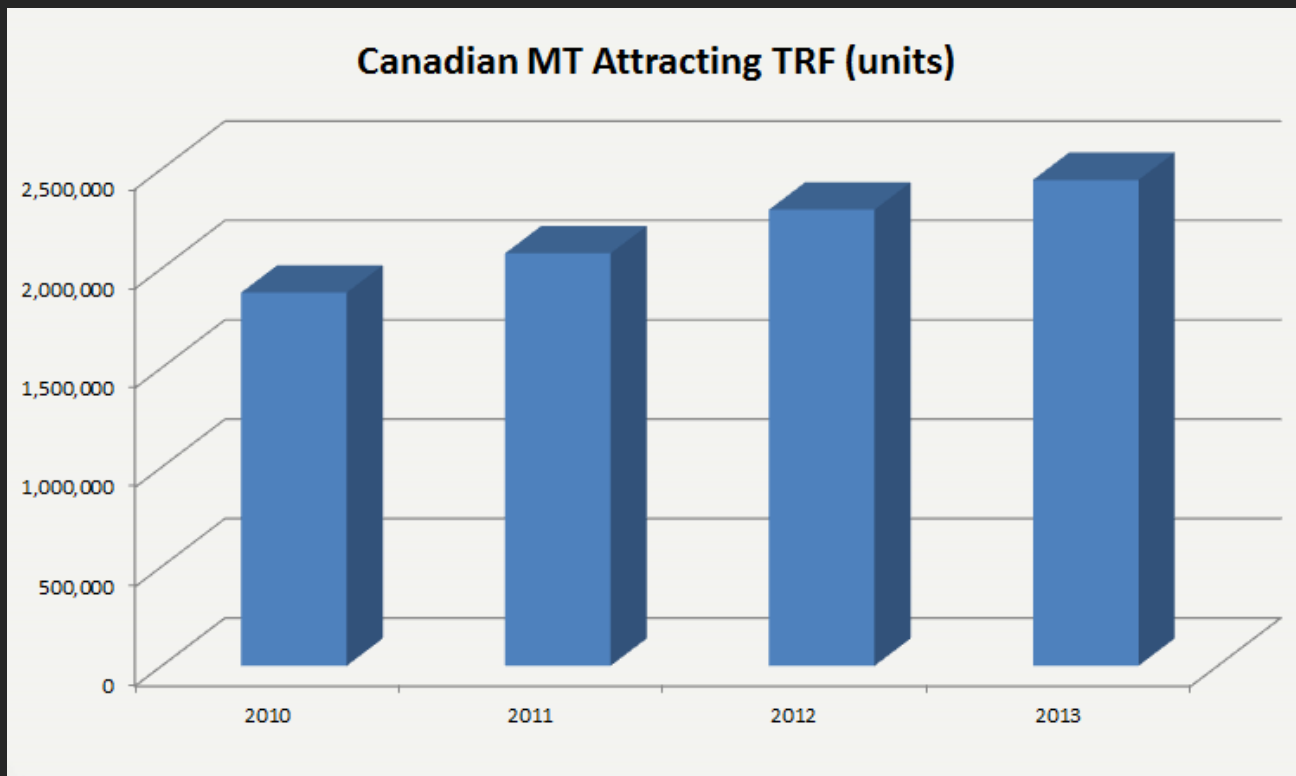
- Develop a statistical database which will support responsible end-of-life tire management
- Maintain a network to share information among membership, including an annual meeting and monthly conference calls.
- Provide information and resources about recycled rubber markets.
- Develop, produce and distribute information about scrap tire management to all interested stakeholders.
- Is a resource to national and provincial groups interested in end-of-life tire management, such as TDAC, Canadian Council of Ministers of Environment (CCME). and other key stakeholders

# DATA SURVEY SUMMARY

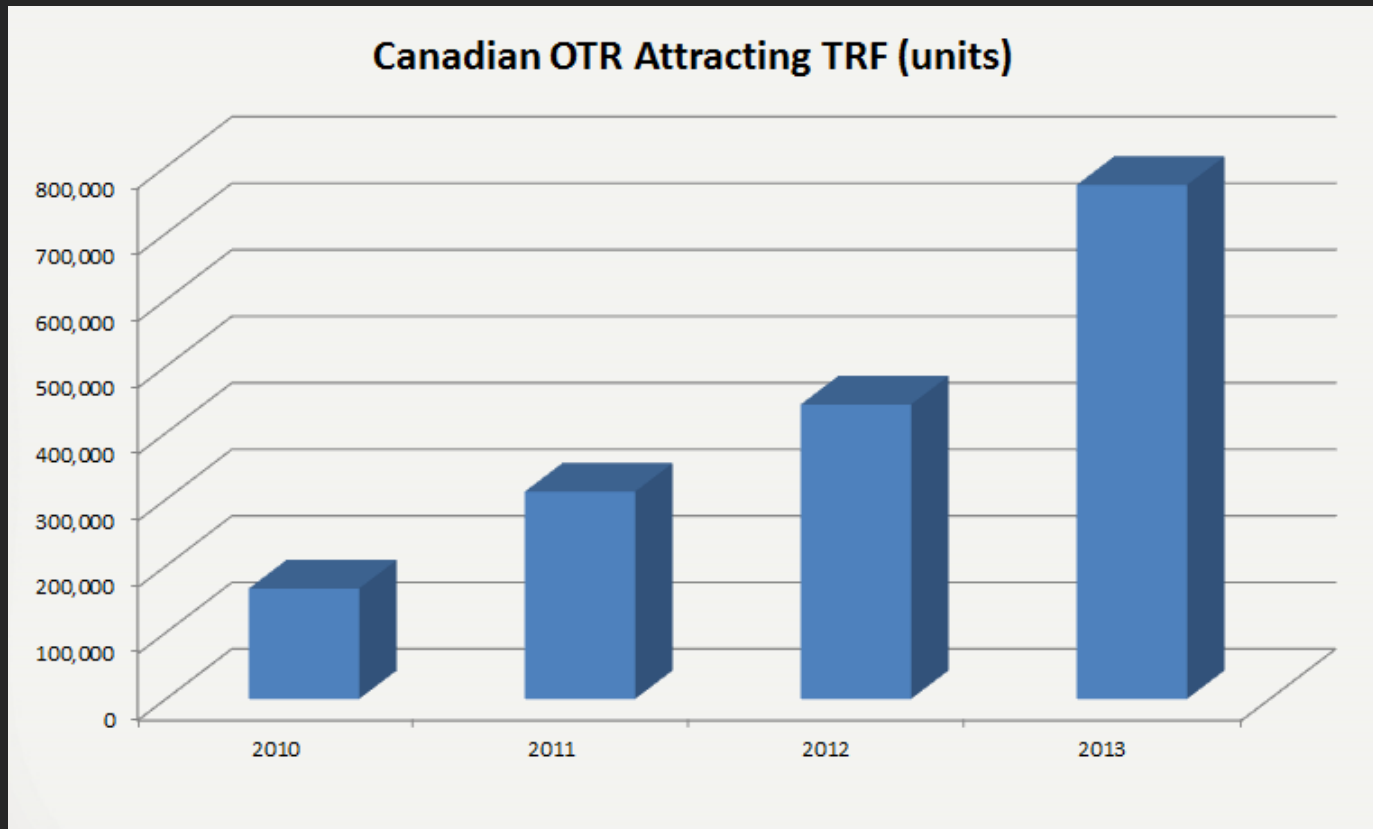
## PLT TIRES ATTRACTING TRF - 2010-2013



## MT TIRES ATTRACTING TRF - 2010-2013

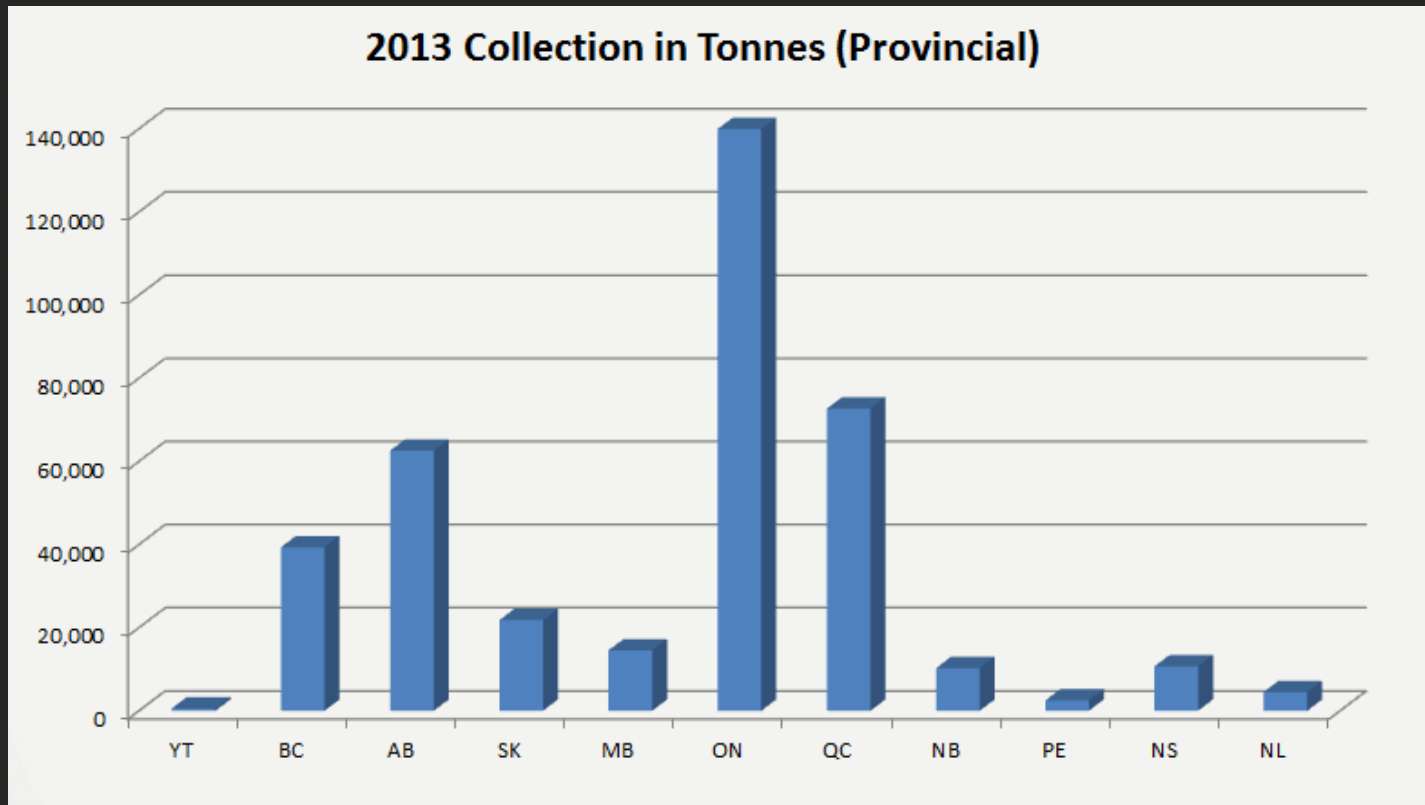


## OTR TIRES ATTRACTING TRF - 2008-2013





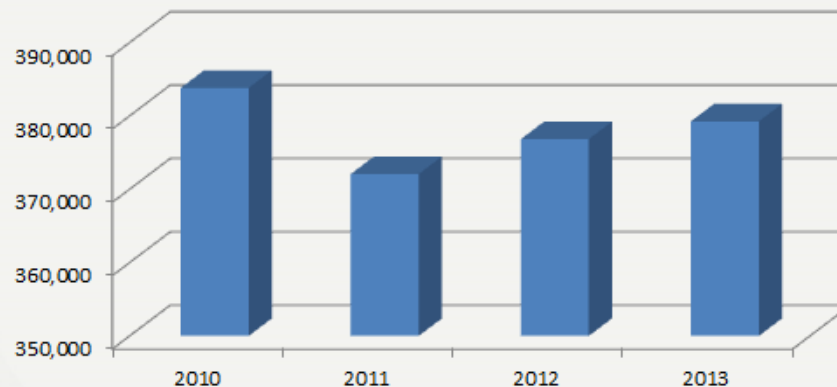
## TIRE COLLECTION 2013 (PROVINCIAL)



## NATIONAL TIRE COLLECTION (TONNES)

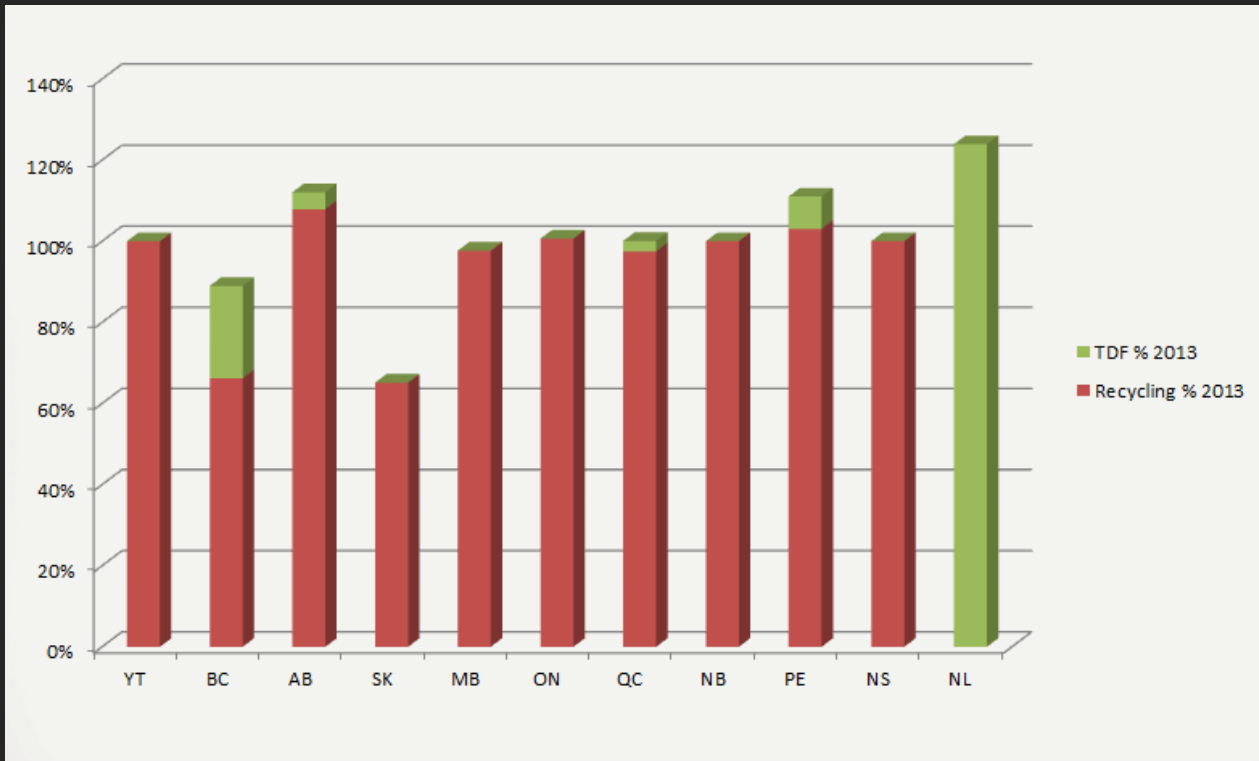
YEAR	PLT	MT	OTR	Total
2010	246,061	92,933	44,808	383,802
2011	249,881	94,276	27,908	372,065
2012	246,666	94,177	35,974	376,817
2013	252,931	90,181	36,133	379,245

Annual Collection (tonnes)

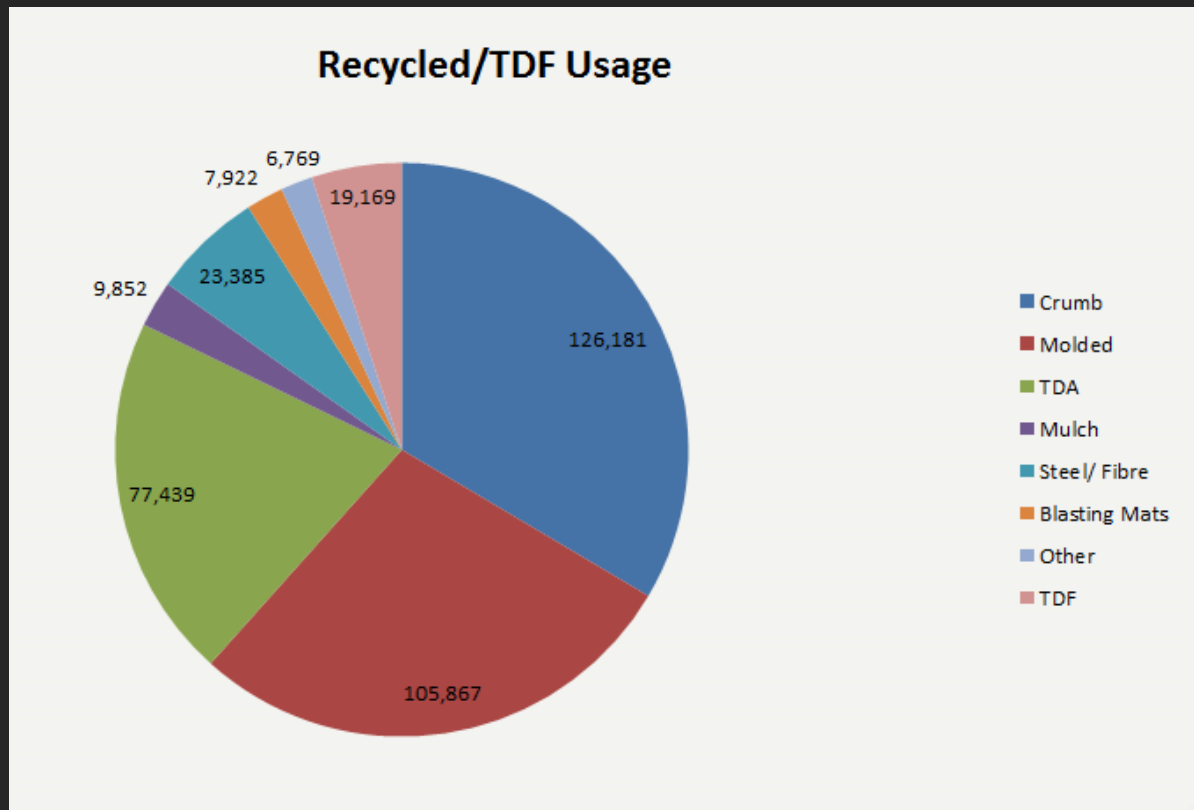


- **Recycling:** crumb, molded, TDA, mulch, blasting mats, steel/fibre, other uses;
  - **TDF:** TDF uses;
  - **Disposed:** as a by-product of the recycling process or the energy recovery process that is disposed of in landfill
  - **Managed:** Recycling + TDF + Disposed
- 
- **Recycling %** = recycling tonnes/collection tonnes;
  - **TDF%** = TDF tonnes/collection tonnes
  - **Disposed %** = disposed tonnes / collection tonnes
  - **Managed %** = (recycling tonnes + TDF tonnes + disposed tonnes) / collection tonnes

## RECYCLING & TDF % 2013 (PROVINCIAL)



## 2013 RECYCLING & TDF USES (TONNES)





**CATRA**  
Canadian Association of Tire Recycling Agencies

## RECYCLING & TDF 2013 (TONNES)

### Summary of Recycling/Diversion 2013 (tonnes)

Province/ Territory	Collection	Recycling	Recycling %	TDF	TDF %	Total Recycling / TDF	Recycling / TDF %
YT	559	559	100%	0	0%	559	100%
BC	39,339	26,041	66%	8,952	23%	34,993	89%
AB	62,564	67,506	108%	2,592	4%	70,098	112%
SK	21,782	14,188	65%	0	0%	14,188	65%
MB	14,526	14,188	98%	0	0%	14,188	98%
ON	139,933	140,825	101%	0	0%	140,825	101%
QC	72,673	70,843	97%	1,878	3%	72,720	100%
NB	10,262	10,262	100%	0	0%	10,262	100%
PE	2,464	2,538	103%	197	8%	2,735	111%
NS	10,664	10,664	100%	0	0%	10,664	100%
NL	4,480	-	0%	5,551	124%	5,551	124%
<b>NATIONAL</b>	<b>379,245</b>	<b>357,613</b>	<b>94%</b>	<b>19,169</b>	<b>5%</b>	<b>376,782</b>	<b>99%</b>



## CATRA Committees and 2015 Projects

CATRA has formed 8 committees to work on National projects.

Each Committee is made up of volunteers from the Provincial organizations and is chaired by a Manager from one of the Member organizations.

Each committee is developing a 2015 business plan to be presented and approved at the October 2014 CATRA annual meeting in Montreal.

## BEST PRACTICES & METHODOLOGIES

- Develop best practices for CATRA Members
- Create sound methodologies Members can use e.g. rate setting
- Transportation and processing cost / incentive rate setting

## STANDARDIZATION

- Common Audit process
- Tire categories and definitions
  - Table of current categories / definitions, inclusions / exclusions, tire recycling fees by province, audience includes external stakeholders e.g. national retailers
  - Harmonized categories / definitions for future direction
  - PTE quantification / standard weight study
- Terminology – establish common descriptions e.g. tire recycling fee





## GOVERNANCE & ADMINISTRATION

- Program Management e.g. CATRA staffing
- Oversee committee effectiveness and day-to-day operations
- CATRA strategic planning

## COMMUNICATIONS

- CATRA website – develop new / improved website
- Communications plan 2015 – develop for internal & external stakeholders
- CATRA materials and presentations



## TIRE & TIRE DERIVED PRODUCT (TDP) MOVEMENT

- New tire supply into Canada / Provinces
- Tire Derived Products (TDP) movement into / out of Canada / Provinces
- Used tire movements into / out of Canada / Provinces

## OTR TIRES

- Provincial OTR tire responsibility & management – exchange information
- Transport & Processing cost study
- Keep CATRA Members abreast of emerging technology



## DATA & REPORTING

- Gather data from Members to develop CATRA Annual Report
- Build repository for data, resource for other CATRA committees

## TDP MARKET DEVELOPMENT

- Canada / Provincial / Export TDP markets study
- Develop Canada TDP pricing index
- Identify priority end markets based on market potential / value



## CONTACT

BOB FERGUSON, PROGRAM MANAGER

Address: 246 Dominion Street, Caledon ON L7K 2H9

Phone: 647-224-9116

Fax: 306-721-1585

Email: [bob.ferguson@catraonline.ca](mailto:bob.ferguson@catraonline.ca)

THERESA MCQUOID, EXECUTIVE DIRECTOR OF SSTC (CHAIR PROVINCE)

Address: Saskatchewan Scrap Tire Corporation, 610 – 2220 12th Avenue, Regina, SK.,  
S4P 0M8

Phone: 306-721-8473

Fax: 306-725-1585

Email: [theresa.mcquoid@scraptire.sk.ca](mailto:theresa.mcquoid@scraptire.sk.ca)