

# Do you consider Maine to be the “Way Life Should Be”?

*NRCM believes that can only be true if we preserve our clean waters, air, and land.*

*Please don't let corporate polluters ruin our precious natural resources.*



How many times have you purchased a product that is buried under seemingly never-ending layers of plastic, cardboard, and paper? If you're like me, you wondered, *why so much wasteful packaging?*

Together, we successfully urged Maine lawmakers to pass a first-in-the-nation bill to require manufacturers of packaging waste to help pay for recycling of this material. The Extended Producer Responsibility (EPR) for Packaging law will improve the effectiveness of local recycling programs and reduce costs to taxpayers—people like you and me whose hard-earned dollars fund our town and city recycling programs.

Your role was crucial, as someone who cares about Maine's environment and supports the work of the Natural Resources Council of Maine (NRCM).

**Please consider making a gift today to ensure NRCM will be a fierce advocate in the 2022 legislative session with the resources to fight back against corporate interests.**

While the EPR bill is a big win for recycling, another huge, costly, and dangerous waste-management problem remains: Juniper Ridge Landfill (JRL).

As I write this, corporations are exploiting a loophole in Maine's law to dump tons of out-of-state materials in State-owned JRL in Old Town, a part of the state that historically holds deep significance for the Penobscot Nation. When your taxpayer dollars helped purchase JRL, the intention was to save space for Maine trash. Now, one-third of the landfill is being gobbled up by out-of-state companies.



“I was six years old in 1989 when NRCM was involved in landmark legislation that said no more commercial landfills so Maine doesn't become a dumping ground. Yet here we are, 32 years later, still trying to prevent this from happening. Thank goodness NRCM is here to keep fighting.”

—Sarah Nichols  
Sustainable Maine Director

So how does this sham work? Currently, Maine law classifies waste as “generated within the state” once it crosses state lines. Private companies have figured this out and are filling JRL with massive amounts of toxic waste, threatening this site of historical, cultural, and spiritual significance for neighboring residents, and putting the health and usability of the Penobscot River and Bay at risk.

**NRCM is laser focused on closing the loophole in Maine law. Your donation today would fortify us in so many ways. I’ve enclosed everything you need to make giving easy. I hope you can help.**

The dangerous out-of-state waste currently, legally, being buried at JRL puts at risk the health of Maine people and our environment. We are proud to be working with the Penobscot Nation and other allies to close the outrageous loophole.

As a result of your support, the bill to close this loophole survived the legislative process, though it will be carried over to the next session starting in January 2022. We are feeling positive about our chances to get this bill passed, since we don’t want Maine to be overrun by waste from Massachusetts and New Hampshire. One highlight for us this past year was when, at a public hearing, we presented the signatures of more than 1,600 supporters of the bill that was filed to end this enormous problem.

You can help us get this critical bill to the finish line. Doing so is essential to ensure sustainability and recycling success for Maine. This work will require focused determination.



## **The Facts on JRL:**

- At least 30% of the waste landfilled each year is toxic construction and demolition debris that originated in NH and MA.
- Out-of-state waste dumped at JRL has increased by 32% since 2012.
- One of Maine’s solid waste processing facilities receive about 90% of its waste from out of state and only recycles a mere 10% of that material it receives—the rest is buried at JRL.



## **Maine People are Making a Difference**

Region 10 Technical High School in Brunswick partnered with Adaptive Outdoor to build an accessible composter out of a home cement mixer. The composter turns automatically so that people with low upper body strength or who are living with a prosthesis can use it, plus it offers side loading so that a child, or someone using a wheelchair, can access it. It also does all the things that composters are supposed to do like keep compost warm, allow oxygen to flow, and keep animals out!

**Are you with us? Your gift today will assure us that you are.**

We achieve so much more when we work together for a common goal. NRCM works hard to serve as catalyst, bringing together likely, as well as unlikely, allies toward shared environmental goals. We reach out to lawmakers on both sides of the aisle.

## **Your support is essential. Closing this loophole will:**

- ☑ **Limit** the amount of waste a processing facility can send to JRL to be no more than what they take from original Maine sources.
- ☑ **Clarify** that landfilling is not recycling. Closing the loophole would mean no placement of waste in a landfill would count toward the 50% recycling standard that a solid waste processing facility must meet.
- ☑ **Require** Maine's solid waste facilities to innovate by recycling more of the material they receive, or by processing more waste originally generated by Maine people.

Much of our work—including the successful passage of the EPR for Packaging law mentioned at the start of this letter — could not have happened without our decades of experience and success. Likewise, we assemble like-minded municipalities, homeowners, and other groups to join us in our efforts. We need each other if we are to keep existing protections in place while also helping pass legislation that will have a positive impact on our state.

Thanks to your ongoing faith in us, the Natural Resources Council of Maine has kept the pressure on lawmakers for more than six decades. Your financial support provides not only the resources we need to advocate for innovate environmental legislation, but knowing you are with us also boosts our determination to succeed.

**Your gift today in support of the hard work we must do to close the JRL loophole will have the same positive effect.**

I hope I can count on your gift today.

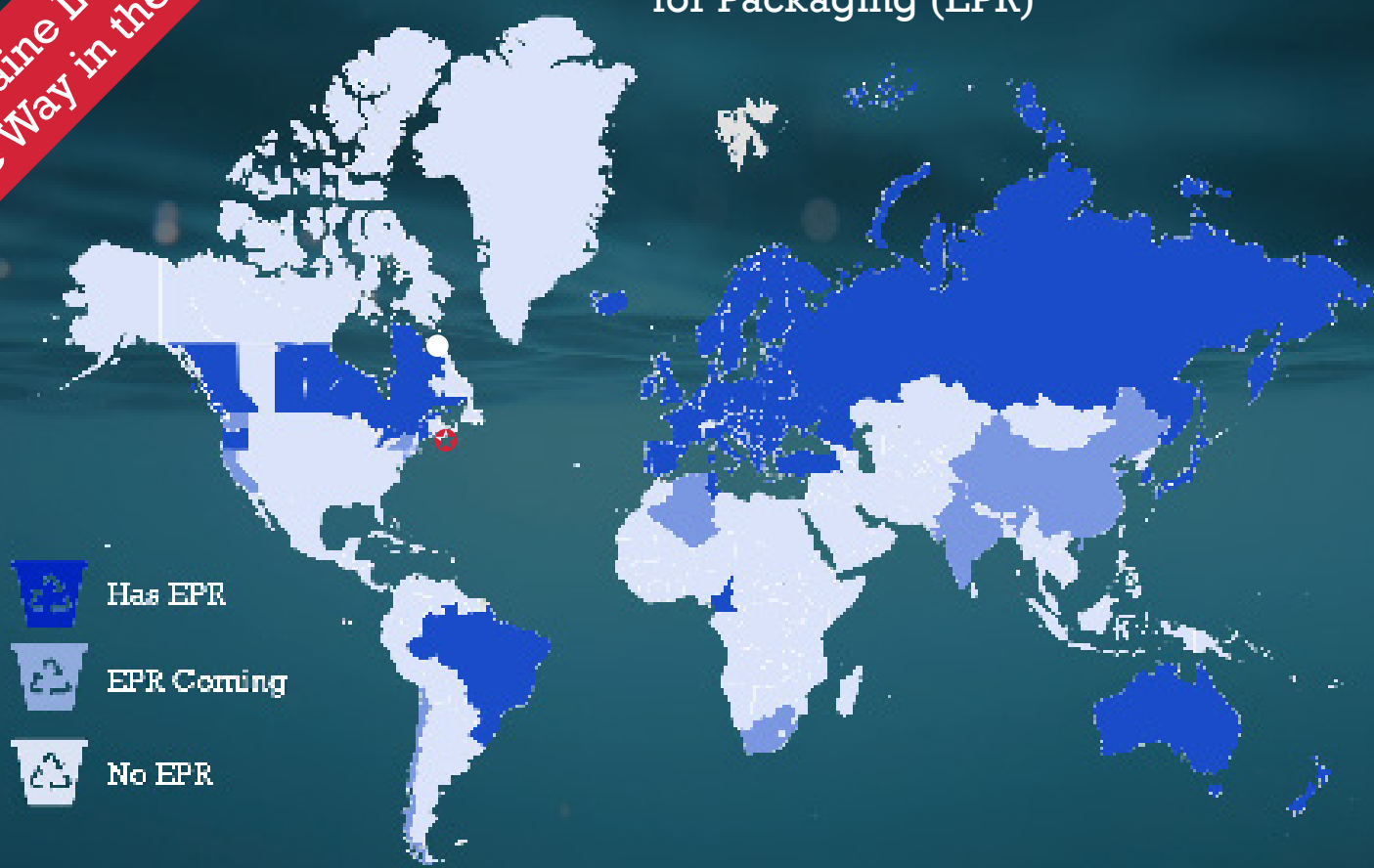
Sincerely,



**P.S. As we enter the traditional giving season, we want to acknowledge our part in contributing to the volume of solicitations you receive, both by mail and email. By making your gift in 2021, we will pledge to you that you will not be asked for any further financial support from us until 2022.**

Maine Leads  
the Way in the USA

## Jurisdictions with Extended Producer Responsibility for Packaging (EPR)



EPR is already working in more than 40 countries and 5 Canadian provinces.

- At least 500 brands that do business in Maine already participate in Canada's recycling programs.
- Studies show that where these programs are in place, recycling rates double.

**Thank you for your support urging Maine lawmakers  
to prioritize Recycling Reform**



## Natural Resources Council of Maine

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*The Natural Resources Council of Maine is our state's leading nonprofit membership organization protecting, restoring, and conserving Maine's environment, now and for future generations. We harness the power of science, the law, and the voices of more than 25,000 supporters across Maine and beyond to protect our air, waters, forests, and communities. Since 1959, NRCM has led efforts to inspire people to appreciate and protect all that makes Maine special. Together, we are making a difference. NRCM is a 501(c)(3) organization.*

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