

DATE OF ISSUE: 13<sup>th</sup> December 2012



## **Countrystyle composts food and packaging waste from Olympics**

**Did you know that the equivalent of 79,000 Olympic-sized swimming pools filled with waste are sent to landfill every year in the UK alone?\***

Countrystyle Group, operating as a subcontractor of SITA UK, was proud to recycle compostable food packaging alongside venue food waste for the London 2012 Olympic Games, at their In-vessel Composting (IVC) facility. The Group's facility at Ridham in Kent is fully compliant with the Animal By-Product Regulations which requires food waste containing meat to be composted at a high temperature for a set period of time. The compost produced at the IVC facility is produced to BSI PAS 100 certification.

The bulk of the food packaging was supplied by London Bio Packaging, who supplied in excess of 120 million pieces of compostable and recyclable packaging, ensuring it was all composted or recycled after use. To ensure the packaging would breakdown, a sample of the packaging was sent to Countrystyle's IVC facility before the Games to be put through the composting process. This was also checked by the Waste & Resources Action Programme (WRAP) to ensure compliance.

The Games won particular praise for its recycling of food and drink packaging materials across its duration. Organisers encouraged visitors to separate their waste at the source by providing colour coded bins to encourage the correct management of food waste and packaging. Everything from drinks cups to cutlery was made from compostable carton board and bioplastics and featured an orange compostable packaging symbol, indicating that it must be placed in the corresponding orange 'compostable' bins.

Sustainability was at the heart of the vision for the 2012 Olympic Games with LOCOG committing to make it the first zero-waste Olympic and Paralympic Games. LOCOG were true to their word and a report released in November stated that the London 2012 Olympic Games was the most sustainable ever according to the Commission for a Sustainable London 2012.

\*Source: [www.london2012.com](http://www.london2012.com)

**- ENDS -**

**Support Photographs** High resolution, 300 dpi jpeg format is available on request.



**For further press information, please contact Louise Rowland, Marketing Manager at Countrystyle Group on:**

Direct Line: 01622 852888

Switchboard: 0844 880 7700

Email: [louise.rowland@countrystylegroup.co.uk](mailto:louise.rowland@countrystylegroup.co.uk)

#### **NOTES TO EDITORS:**

##### **About Countrystyle Group**

Countrystyle Group is a leading, privately owned Waste Management and Recycling company capable of handling, processing, disposing and recycling almost all forms of waste. Countrystyle operates a network of its own waste transfer stations, materials recovery facilities and an in-vessel composting facility where collected waste and recyclables are managed by expert operatives and customer deliveries are accepted directly for treatment.

Countrystyle prides itself on its commitment to help clients meet ever increasing recycling targets with the aim of zero waste to landfill.