Status Report 14
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The pilot project is led by the multi-stakeholder Agricultural Plastics Recycling Group; funds were granted by the Government of Alberta and are administered by Alberta Beef Producers.

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ALBERTA AG-PLASTIC RECYCLE IT!

Executive Summary

Status Report 14 covers activities completed from October 1, 2025, to September 30, 2026. During this period, the 'Alberta Ag-Plastic. *Recycle It!*' pilot was extended to December 31, 2027, and expanded beyond grain bags and baler twine (twine) to include silage plastic and bale wrap.

The pilot collected 1,084,840 kg of agricultural plastics during the reporting period, including 926,955 kg of grain bags, 143,480 kg of twine, 6,820 kg of bale wrap, and 7,585 kg of silage plastic. More than 6 million kg have now been collected since the pilot began. The program is supported by 56 collection partners operating 173 individual collection sites across Alberta. An additional 145,000 kg of grain bags and 11,000 kg of twine were reported on the ground as of September 30 and are expected to be collected before the end of 2026.

Research completed by Tactix and Stratus Ag Research confirmed that producers are interested in recycling agricultural plastics, but participation depends on convenient and practical collection options. Cleanfarms is applying these findings, along with lessons from an earlier federally funded farm-to-farm pilot in Lethbridge County, to develop a larger-scale approach for silage plastic and bale wrap using a shared trailer-mounted compactor and support from participating municipalities.

The second Great Twine Round-Up helped maintain awareness of twine recycling throughout Alberta. Although collection volumes were lower because of a later launch and shorter contest period, the supporting digital campaign generated strong reach. The next Alberta contest is planned to launch in November 2026 alongside the introduction of silage plastic and bale wrap collections, providing a coordinated approach for plastics commonly generated during winter feeding.

Recycling markets remained challenging throughout the reporting period. Low resin prices, limited demand for recycled resin and increasing transportation costs have reduced or removed the revenue that previously helped offset program costs. These pressures reinforce the need for dependable end markets, post-consumer recycled content incentives or requirements and a permanent framework, including Extended Producer Responsibility, to support agricultural plastics recycling over the longer term. The APRG continued to engage government, municipalities and agricultural stakeholders in support of the pilot and the transition to a permanent province-wide program.

As of September 30, 2026, the pilot had received $1,731,667 in grant funding and recorded $118,402.44 in earned interest. Total expenses paid were $1,862,567.10, resulting in a balance of ($12,497.66). Cleanfarms is adjusting spending and collection plans for the remainder of the pilot and will update the 2027 budget to reflect higher transportation costs, reduced recycling revenue and the addition of silage plastic and bale wrap.

Revision Note: Table 9 has been corrected to include a previously omitted value and to align several amounts with their proper financial categories. The corrections do not change the report's overall financial position.

1. Introduction

The 'Alberta Ag-Plastic. *Recycle It!*' program is an excellent example of collaboration in Agriculture, led by the multi-stakeholder Agricultural Plastics Recycling Group (APRG). This group, comprising over 20 stakeholder organizations from various sectors across Alberta, including municipalities, producers, non-profits, recyclers, retailers, and others, provides invaluable oversight and a network for disseminating information and building support.

The 'Alberta Ag-Plastic. Recycle It!' program is financially supported through a grant from the Government of Alberta, including funding through the Sustainable Canadian Agricultural Partnership. The funds are administered by Alberta Beef Producers, ensuring transparent and responsible financial management of the program.

Cleanfarms, a national non-profit industry stewardship organization, is the program operator responsible for identifying and accessing end markets, handling program logistics, including collecting, transporting, and recycling materials, and leading research projects. Cleanfarms is the only industry-funded organization across Canada that develops and operates waste product and packaging stewardship for the agricultural community. It operates six permanent programs across 10 provinces spanning over 10 million square kilometres and 190,000 farms. Cleanfarms does this by offering collection services in partnership with over 1,500 retail and municipal collection sites.

2. Program Status and Performance

2.1 Reporting Period and Key Developments

Status Report 14 covers activities undertaken from October 1, 2025, to September 30, 2026. It consolidates the results previously reported in 2025-Q4, 2026-Q1 and 2026-Q2 quarterly reports (Appendices A, B, and C, respectively), along with activities and results from 2026-Q3. While the quarterly reports provide detailed reporting for these individual periods, this status report presents a comprehensive summary of the 'Alberta Ag-Plastic. *Recycle It!*' pilot's progress, performance, and current status over the full reporting period.

During this period, the 'Alberta Ag-Plastic. *Recycle It!*' pilot was extended to December 31, 2027, and its scope was expanded beyond grain bags and twine to include silage plastic and bale wrap. Collection of grain bags and twine continued through the province-wide collection network, while initial silage plastic and bale wrap collections, producer research and the development of new collection approaches supported the expanded scope of the pilot.

In January 2026, Cleanfarms completed an updated Alberta Market Analysis (Appendix D) to assess current and potential recycling markets for agricultural plastics collected through the Alberta pilot. The analysis examined market conditions affecting grain bags, twine, silage plastic and bale wrap, including limited or inconsistent outlets for some materials, competition from lower-cost virgin resin, low demand for post-consumer recycled resin and increasing transportation costs.

In June 2026, Tactix completed *Behavioural Insights on Alberta Farmers' Recycling Habits* (Appendix E), an AI-powered research and insights project examining the factors that influence agricultural plastics recycling behaviours. As a companion to the *Behavioural Insights on Alberta Farmers' Recycling Habits* project, Tactix also provided a question-and-answer document (Appendix F) to support the frequently asked questions that came up when the findings were shared. During the same period, producer focus groups were conducted by Stratus Ag Research to better understand how Alberta livestock producers manage silage plastic and bale wrap, the barriers they experience when considering recycling, and the collection approaches they view as practical. The findings were documented in the *Cleanfarms AB Focus Group Final Report* (Appendix G), completed in July 2026.

Together, these reports provide a better understanding of the current recycling market, the factors that influence producer participation and the operational requirements for practical collection systems. The findings reinforce the need to develop accessible collection systems alongside processing capacity and dependable end markets. They are also helping guide the development of a municipally supported approach for collecting silage plastic and bale wrap using a shared trailer-mounted compactor for farm-to-farm collection.

2.2 Collection Network and Accessibility

The pilot continued to collect grain bags and twine through a province-wide network of municipal partners, regional waste authorities and other collection sites. During the reporting period, Strathcona County joined the collection network following a successful one-day collection event in October 2025. Additional one-day collection events are planned in Strathcona County and Mountain View County in October and November 2026, respectively.

As of September 30, 2026, the program was supported by 56 collection partners operating 173 individual collection sites across Alberta. Of these, 119 sites accepted twine only, 51 accepted both grain bags and twine, and three accepted grain bags only. The collection partners and the year each joined the program are listed in Table 1.

Table 1. List of Collection Partners

Collection Partner	Year Joined as Permanent Partner
Camrose County	2019
Cardston County	2019
Claystone Waste – Ryley Landfill	2019
County of Grande Prairie	2019
County of Paintearth - Paintearth Regional Waste Mgmt. Ltd.	2019
County of Vermilion River	2019
Drumheller & District Solid Waste Mgmt. Assoc.	2019
Lacombe County	2019

Table 1. List of Collection Partners

Collection Partner	Year Joined as Permanent Partner
Lethbridge County	2019
Mackenzie County - Mackenzie Regional Waste Mgmt.	2019
MD of Bonnyville	2019
MD of Fairview - North Peace Regional Landfill Commission	2019
MD of Foothills - Foothills Regional Services Commission	2019
MD of Taber	2019
Mountain View County	2019
Rocky View County	2019
Special Areas – Big Country Waste Management Comm.	2019
Wheatland County	2019
Clear Hills County	2020
County of Forty Mile - South Forty Waste	2020
County of Minburn	2020
Cypress County	2020
Flagstaff County - Flagstaff Regional Services Waste Mgmt. Assoc.	2020
Yellowhead County - Edson & District Recycling Society	2020
County of Stettler	2021
County of Two Hills	2021
County of Warner	2021
Lac La Biche County	2021
Lamont County - St. Michael Regional Solid Waste Comm.	2021
MD of Wainwright - Wainwright Regional Waste to Energy Authority	2021
Vulcan County - Vulcan & District Waste Comm.	2021
Big Lakes County	2022
Brazeau County	2022
Clearwater County	2022
County of Barrhead	2022
County of St. Paul	2022
Kneehill County	2022
Leduc County	2022
MD of Greenview	2022
Ponoka County	2022
Red Deer County	2022
Saddle Hills County	2022
Starland County	2022
Sturgeon County - Roseridge Waste Mgmt. Services Comm.	2022
Westlock County - Westlock Regional Waste Mgmt. Comm.	2022
MD of Lesser Slave River	2023

Table 1. List of Collection Partners

Collection Partner	Year Joined as Permanent Partner
MD of Willow Creek	2023
Birch Hills County	2024
Cornerstone Co-op	2024
Lac Ste. Anne County	2024
MD of Pincher Creek - Crowsnest Pincher Creek Landfill Assoc.	2024
MD of Provost - MD #52 Waste Mgmt. Authority	2025
MD of Smoky River	2025
Woodlands County	2025
Athabasca County	2026
Strathcona County	2026

An interactive map of current collection locations is available online to help producers find a nearby drop-off site. The map excludes high-volume twine users and two retail locations.

On-farm collections have also been completed where there is enough material to make a pickup practical. This reduces the need to handle the material more than once and limits the amount of material brought to individual collection sites. These collections also make it easier for producers with larger volumes to participate in the pilot.

2.3 Collection and Recycling Results

From October 1, 2025, to September 30, 2026, the pilot collected 926,955 kg of grain bags, 143,480 kg of twine, 6,820 kg of bale wrap and 7,585 kg of silage plastic. In total, 1,084,840 kg of agricultural plastics were collected for recycling during the reporting period.

As of September 30, 2026, the pilot had collected more than 6 million kg of agricultural plastics since it began. After removing 109,760 kg of disposal waste contained in legacy grain bag material, the total recycled plastic is 5,145,548 kg of grain bags, 843,350 kg of twine, 6,820 kg of bale wrap and 7,585 kg of silage plastic. Table 2 provides the full breakdown by collection site and material type.

During the reporting period, 199,894 kg of previously consolidated and baled twine was shipped from Paper Trail in Lethbridge to recycling markets. This included 90,934 kg in 2025-Q4, 2,030 kg in 2026-Q1, 21,140 kg in 2026-Q2 and 85,790 kg in 2026-Q3. These shipments helped move accumulated material to recycling markets in the United States, Ontario and Alberta while providing additional options for twine collected through the pilot.

Twine continues to be collected through both municipal collection sites and hay processors. To date, approximately 40% of the twine collected through the pilot has come from municipal sites

and 60% from hay processors. Hay processors remain an important part of the program because they generate large and consistent volumes of twine. Municipal sites provide a local option for individual producers and help make twine recycling available across a wider area of the province. The Great Twine Round-Up supports this part of the collection network by increasing awareness of municipal collection sites and encouraging individual producers to bring in their used twine.

Collections during 2026-Q3 were lower than in the previous quarter, but this does not necessarily indicate lower participation. Collection volumes normally change throughout the year based on farming activities and when producers have time to prepare and deliver material. Material may also remain on farms or at collection sites until there is enough volume for a pickup. Based on inventory reported by collection partners, an estimated 145,000 kg of grain bags and 11,000 kg of twine were on the ground as of September 30, 2026, and is expected to be collected before the end of the year.

The timing of these pickups is also affected by contractor capacity, available storage and the ability to move material to recycling markets. Cleanfarms is working with its collection partners and contractors to manage these pickups while avoiding unnecessary handling and transportation costs.

Table 2 – Collection Summary Since Program Inception

Grain Bags and Twine Sent for Recycling | Oct 2019 - Present							
		Legacy Material (kg)		Pilot Collection (kg)			
Site Name	County	Grain Bags	Twine	Grain Bags	Twine	Bale Wrap	Silage Plastic
Ryley Landfill	Beaver County	-	-	43,050	1,475	-	-
Youngstown Regional Landfill	Special Areas 2, 3 & 4	-	-	19,840	7,790	-	-
Cardston County Composting Yard	Cardston County	-	-	19,605	-	-	-
Clairmont Landfill	County of Grande Prairie	22,020	-	31,490	475	-	-
Vermilion Waste Transfer Station	County of Vermilion River	9,780	-	156,911	2,902	-	-
Iron Springs Transfer Site	Lethbridge County	-	-	202,606	38,583	5,060	1,720
Drumheller & District Regional Landfill	Drumheller	-	6,320	198,548	6,835	-	-
Foothills Regional Landfill & Resource Recovery Centre	M.D. of Foothills	-	-	176,530	4,460	-	-
Prentiss Landfill	Lacombe County	-	7,110	232,835	17,525	-	-
MacKenzie Regional Waste Landfill	Mackenzie No. 23	-	-	-	-	-	-
Mountain View County Ag Shop Twine Collection	Mountain View County	N/A	-	N/A	17,911	-	-
Municipal District of Bonnyville Public Works Shop	MD of Bonnyville	10,670	-	44,680	7,506	-	-
MD of Taber Operations and Maintenance Building	MD of Taber	-	-	173,200	18,230	-	-
County of Barrhead Public Works Shop	County of Barrhead	-	-	36,770	299	-	-
Westlock Regional Landfill	Westlock County	-	2,000	21,098	24,316	-	-
North Peace Regional Landfill	MD of Fairview	57,870	-	125,730	1,550	-	-
Coronation Transfer Station	County of Paintearth	-	-	88,045	6,321	-	-
Irricana Transfer Site	Rocky View County	64,139	7,800	404,730	28,404	-	-
West Dried Meat Lake Regional Landfill	Camrose County	49,250	1,250	147,130	922	-	-
Wheatland County Agriculture Service Board Shop	Wheatland County	-	-	627,473	5,624	-	-
Edson & District Recycling Society	Yellowhead County	37,860	-	42,990	-	-	-
Cleardale Transfer Station	Clear Hills County	-	-	60,280	-	-	-
Foremost Transfer Station - South Forty Waste	County of Forty Mile No. 8	-	-	72,200	400	-	-
Mannville Waste Transfer Station	County of Minburn	33,060	12,970	200,565	9,513	-	-
Hilda Transfer Station	Cypress County	11,520	-	12,820	3,878	-	-
Flagstaff Waste Regional Landfill	Flagstaff County	-	-	186,625	8,510	-	-
Provost Regional Landfill	MD of Provost	33,060	-	20,950	1,513	-	-
County of Warner Ag Service Board Shop	County of Warner	-	-	59,450	7,070	-	-
Vulcan Waste Transfer Station	Vulcan County	-	-	254,480	4,285	-	-
Beaver Lake Landfill	Lac La Biche County	N/A	493	N/A	2,015	-	-
Two Hills Regional Landfill	County of Two Hills	-	-	46,015	-	-	-
Wainwright Regional Landfill	MD of Wainwright	62,405	-	56,399	391	-	-
Stettler County Operations Shop	County of Stettler	-	-	31,697	620	-	-
Horn Hill Transfer Station	Red Deer County	N/A	-	N/A	3,914	-	-
St. Michael Regional Landfill	Lamont County	-	-	53,700	3,500	-	-
Three Hills Transfer Station	Kneehill County	N/A	-	N/A	3,724	-	-
New Sarepta/Sunnybrook Waste Transfer Station	Leduc County	N/A	-	N/A	3,447	-	-
New Fish Creek Transfer Station	MD of Greenview	N/A	-	N/A	2,550	-	-
Bluffton Landfill	Ponoka County	N/A	-	N/A	950	-	-
Blueberry/Bonanza Transfer Site	Saddle Hills County	134,270	-	91,120	-	-	-
Rumsey/Michichi Transfer Station	Starland County	-	-	69,605	1,255	-	-
Central Transfer Station	Clearwater County	N/A	-	N/A	9,472	-	-
Ashmont/Mallaig Transfer Station	County of St. Paul	N/A	-	N/A	1,625	-	-
Roseridge Landfill	Sturgeon County	N/A	-	N/A	1,680	-	-
Big Lakes County Regional Landfill	Big Lakes County	-	-	-	585	-	-
Brazeau County Shop	Brazeau County	N/A	-	N/A	2,455	-	-
Willow Creek Regional Landfill	MD of Willow Creek	-	-	73,370	9,490	-	-
Flatbush/Smith Transfer Station	MD of Lesser Slave River	N/A	-	N/A	-	-	-
Wanham/Tangent Transfer Stations	Birch Hills County	18,270	-	52,710	-	-	-
Mayerthorpe Transfer Station	Lac Ste. Anne County	-	-	-	3,880	-	-
Pincher Creek Landfill	MD of Pincher Creek	-	-	-	8,230	-	-
Fort Assiniboine County Office	Woodlands County	-	-	-	-	-	-
Smoky Lake Transfer Station	County of Smoky Lake	-	-	13,930	-	-	-
Athabasca Regional Landfill (often reported with Westlock)	Athabasca County	-	-	-	210	-	-
Strathcona County - Collection Days	Strathcona County	-	-	1,050	50	-	-
Grain Bag Recycler	AB Recyclers	N/A	N/A	N/A	6,560	N/A	N/A
Farm & Business Pickups	AB Farms & Businesses	N/A	N/A	560,907	6,705	1,760	5,865
Hay Processing Plants	Southern Alberta	N/A	N/A	N/A	505,802	N/A	N/A
	Totals	544,174	37,943	4,711,134	805,407	6,820	7,585
	Total Grain Bags, Twine, Bale Wrap, Silage Plastic			5,255,308	843,350	6,820	7,585
						Total Material	6,113,063
Disposal Waste Contained in 2019 Legacy Grain Bag Material							
PolyAg Recycling Ltd.		(109,760)	-	-	-	-	-
	Total Grain Bags Subtract Legacy Waste	5,145,548					
						Total Grain Bags, Twine, Bale Wrap, & Silage Plastic Subtract Legacy Waste	6,003,303

Note: County of Barrhead and Westlock County were previously reported as one collection location.

3. Research, Program Expansion, and Producer Engagement

3.1 Research Findings and Application

The Tactix and Stratus research (Appendices E and F, respectively) found that producers are generally interested in recycling agricultural plastics, but participation depends on having a collection system that works with the realities of farming. Common barriers included the time and labour needed to prepare materials, the space required to store them, the distance to a collection site, and the difficulty of transporting large volumes of bulky plastic. Producers also want confidence that the material they prepare and return is being recycled.

The Tactix findings are based on public online discussions rather than a survey response or a count of individual producers. As a result, the research provide insight into the issues being discussed and the perspectives of producers who are more active in public-online conversations. However, the results should not be interpreted as reflecting views of all Alberta producers. The Stratus focus groups complemented these findings by providing additional context from dairy, beef and cattle feeder operations and helped address questions that could not be answered through the online research alone.

Together, the research indicates that the gap between producer support and participation is mainly an issue of access rather than attitude. Producers generally support recycling; however, participation depends on the availability of convenient and practical collection options. Time, availability, bulk and distance were identified as the main barriers, while cost was raised less often because the current Cleanfarms collection program is provided to producers at no charge.

The research also showed that silage plastic and bale wrap are more difficult to manage than grain bags and twine. These materials are bulky, can contain moisture and other debris, and are often generated in large volumes during winter feeding. A practical collection system needs to reduce the amount of handling and transportation required by producers while ensuring the material is prepared well enough to be recycled.

These findings help guide the development of more convenient collection options for silage plastic and bale wrap, including local and farm-to-farm collection. They are also being used to develop clearer preparation instructions and communications for producers. The proposed collection model is described in the following section.

3.2 Silage Plastic and Bale Wrap Expansion

The pilot began collecting silage plastic and bale wrap in 2026. As of September 30, 2026, 7,585 kg of silage plastic and 6,820 kg of bale wrap have been collected for recycling. These initial collections provided an opportunity to test preparation, compaction, storage, and transportation requirements for both materials.

From 2022 to 2024, Cleanfarms conducted a separate farm-to-farm collection pilot in Lethbridge County with funding from Agriculture and Agri-Food Canada. Two compactors (Appendix H) were mounted on a trailer and taken directly to participating farms, where prepared silage plastic and bale wrap were compacted for storage and transportation. The pilot demonstrated that farm-to-farm collection can work for these materials, while also identifying ways to make the model more efficient. These included allowing more time between collection rounds, grouping participating farms into smaller geographic areas and having producers store prepared material in a walled structure so it could be loaded into the compactors more easily.

Cleanfarms is now using that experience, along with the findings from the Tactix and Stratus Ag Research studies, to develop a larger-scale approach involving several municipalities. The proposed model would use a shared trailer-mounted compactor that rotates between participating municipalities. Municipalities would coordinate local collection events or farm-to-farm pickups, compact the material and store the finished bales until they can be transported for recycling.

A short briefing document and presentation were developed and delivered to several existing municipal partners to explain the proposed model, the role of participating municipalities, and the support that would be provided by Cleanfarms. Outreach began during the reporting period, and several municipalities have expressed interest in taking part through 2027. The model will continue to be adjusted based on discussions with municipalities, producers, contractors, and recyclers. This work will help determine whether a farm-to-farm approach can be expanded across Alberta in a practical and affordable way.

3.3 Great Twine Round-Up

The second iteration of the Great Twine Round-Up continued to demonstrate the value of incentive-based outreach for increasing awareness of twine recycling across Alberta. The campaign maintained province-wide visibility for the program, promoted municipal collection sites, and reinforced producer awareness of available recycling options.

The contest ran from January 15 to May 31, 2026, and encouraged Alberta producers and 4-H clubs to collect and recycle used plastic twine. The contest offered cash prizes to participants and participating collection sites and was supported by updated marketing materials, media outreach, print advertising and a digital campaign across Instagram, TikTok and YouTube Shorts.

The contest received 76 entries from 17 participants and collected an estimated 1,900 kg of twine. By comparison, the first Great Twine Round-Up received 660 entries from 36 participants and collected an estimated 16,500 kg. While participation and collection volumes were lower in 2026, the difference is largely attributed to the timing of the campaign. The inaugural contest launched in the fall and ran throughout the full winter feeding season, providing 4-H clubs with a longer period to accumulate and return twine. In contrast, the second contest launched in January after the pilot extension and grant funding were confirmed. As a result, the second

iteration of the contest operated approximately 19 weeks, compared with 30 weeks for the first contest, reducing the time available to collect and return twine for participants.

Although collection volumes were lower, the digital campaign was successful in reaching producers and increasing awareness of twine recycling. It generated more than 4.6 million impressions, 263,979 link clicks, and 2.8 million video views. The campaign helped maintain awareness of the pilot and direct producers to municipal collection sites, which are the main collection option available to individual producers. These results suggest that awareness of twine recycling opportunities continues to grow, even when collection volumes and engagement vary.

The success of the Great Twine Round-Up as both a collection and awareness initiative has also created interest outside Alberta. Building on the approach first approved and supported through the Alberta pilot, Cleanfarms is planning to introduce the Great Twine Round-Up in Manitoba in fall 2026. This reflects Alberta's leadership in testing a new way to encourage producer participation and increase awareness of twine recycling.

Based on the learnings from the 2026 campaign, Cleanfarms plans to launch the next Alberta Great Twine Round-Up in November 2026, so the contest aligns with the full winter feeding season and allows for sufficient time in the promotion, collection, and return of material. The campaign will also support the launch of silage plastic and bale wrap collections. Twine, silage plastic and bale wrap are all commonly generated on farms during the winter months. Promoting the three materials together provides an opportunity to give producers a clear seasonal message about preparing and recycling plastics used during winter feeding.

The combined campaign will continue to promote existing twine collection sites while introducing the collection options being developed for silage plastic and bale wrap. Results from the next Great Twine Round-Up and the expanded winter plastics collection activities will be included in a future status report.

4. Recycling Markets, Operating Costs, and Long-Term Sustainability

4.1 Recycling Markets and Material Movement

Recycling markets for agricultural plastics remained challenging throughout the reporting period. Grain bags continue to have two established recycling markets in Alberta. Properly prepared silage plastic can also be processed through these facilities, which reinforces the importance of ensuring the material is folded, kept reasonably clean and compacted before collection. The proposed trailer-mounted compactor model is intended to produce dense bales that are easier to store, load, transport, and process.

Recycling options for twine improved during the reporting period. Twine was shipped to recyclers in the United States, British Columbia and Ontario, with Ontario now providing a more

consistent outlet. A recycling market is also available for bale wrap in the United States, although demand remains limited because there are few buyers for the finished recycled resin.

The main challenge is not necessarily finding recycling facilities with the equipment needed to process agricultural plastics. Recyclers also need dependable customers for the resin they produce before committing to receiving more material. When demand for recycled resin is low, recyclers may reduce or suspend the amount of new material they accept, even when suitable plastic feedstock is available.

Work is also continuing with a Saskatchewan-based company that received funding from Emissions Reduction Alberta to develop an Alberta recycling facility for polypropylene tote bags and twine. Projects of this type can add needed processing capacity in Western Canada, but their success will depend on a reliable supply of material and steady demand for the resin produced.

Recycling revenue has historically helped reduce the net cost of collecting and recycling agricultural plastics, but it has not fully covered the cost of managing grain bags. Revenue from grain bags is now minimal, which means the pilot is carrying nearly all costs related to collection-site support, preparation, storage, loading, and transportation. Twine has experienced an even greater change. During the early years of the pilot, revenue from twine offset most collection costs. Twine now generates little to no revenue, which has significantly increased the cost of managing this material. If these market conditions continue, the pilot may need to adjust collection-site compensation or place limits on the amount of material collected to remain within the available funding through December 2027. This creates uncertainty for the remainder of the pilot and shows how quickly weak recycling markets, driven largely by lack of demand for recycled content in new products, can affect otherwise successful collection programs.

Long-term market stability will require processing capacity, demand for recycled resin, and policies that support circular markets. Post-consumer recycled content incentives or requirements can increase demand for recycled resin to be used in new products. Extended Producer Responsibility can provide a more stable framework for funding and managing collection and recycling. Continued government support for recycling infrastructure, recycled-content markets and permanent collection systems will be important to developing sustainable recycling options for agricultural plastics.

4.2 Transportation, Fuel Surcharges and Contractor Capacity

Transportation is one of the largest and least predictable costs for the pilot. Agricultural plastics are generally lightweight and bulky, so the cost of moving them can be high compared with the amount of material carried. Proper preparation and compaction are therefore important for increasing the weight transported on each load and reducing the number of trips required.

Global fuel-price volatility has led to higher fuel surcharges across the transportation industry. These surcharges are added to regular freight rates and can change frequently as diesel prices rise or fall. As a result, the cost of collecting material from sites and transporting it to recyclers can increase after budgets and collection plans have already been prepared. For a province-wide program covering long distances, even a modest increase in the cost of each trip can have a significant effect on the overall budget. Public carrier schedules confirm that fuel surcharges fluctuate with diesel prices and are adjusted regularly.

The effect is greater when material must be transported outside of Alberta. While Ontario now provides a more consistent recycling option for twine, the distance adds to the cost of moving the material. Shipments to British Columbia and the United States face similar pressures. These transportation costs are becoming more difficult to offset as revenue from the sale of collected plastic declines.

Contractor capacity also affects when material can be collected. Grain bags and twine may remain at farms or collection sites until there is enough material for an efficient pickup and a truck is available. At times, this can result in material being collected in a later quarter than when it was originally generated or reported by a collection site. Cleanfarms works with collection partners and contractors to prioritize sites with limited storage or larger volumes while making the best use of available trucks.

The proposed trailer-mounted compactor model for silage plastic and bale wrap is intended to address some of these transportation challenges. Compacting the material close to where it is generated will make better use of available storage and increase the amount that can be transported on each load. Experience from the earlier Lethbridge County pilot also showed that grouping farms into smaller geographic areas and allowing more time between collection rounds could reduce driving and improve the efficiency of farm-to-farm collection.

Increasing fuel surcharges, longer transportation distances and limited contractor capacity are expected to place further pressure on the cost per tonne for all materials collected through the pilot. These costs are largely outside the program's control and are difficult to predict over the remaining term. The effect of these pressures is reflected in the cost-per-tonne estimates in the following section.

4.3 Cost Per Tonne

Cost-per-tonne estimates have been used throughout the pilot to understand how collection costs differ between material types and how recycling revenue affects the overall cost of the program. The estimates presented below are based on operations through December 31, 2025. They do not represent a future environmental handling fee, as they do not include all costs that would be required under a permanent program.

From January 2020 to December 2025, the estimated direct net cost of collecting grain bags was $61.61 per tonne. This calculation includes contractor and collection-site incentive

payments, less the revenue received from the sale of the material. Grain bags have generally had more stable recycling markets than the other materials collected through the pilot, but declining resin prices and minimal recycling revenue are expected to increase this cost in future reporting periods.

Table 3. Grain Bag Direct Cost per Tonne Estimate (January 2020 to December 2025)

AB Ag Plastics Recycling Pilot Program - Grain Bag Direct Cost/Tonne Estimate	
Revenue	**Jan '20 - Dec '25**
Recycling Revenue	
Revenue from Marketing Materials	281,010
Total Recycling Revenue	**$ 281,010**
Expenses	
Collection Costs	
Contractor Expenses	331,756
Incentive Payments	194,771
Total Collection Expenses	**$ 526,527**
Net Collection Cost	**$ 245,517**
Total Grain Bags Collected (kg)	3,984,968
Cost per Tonne	**$ 61.61**

Over the same period, the estimated direct net cost of collecting twine was $110.14 per tonne after accounting for average recycling revenue. The underlying cost to transport twine from collection sites to the baling contractor was $170.69 per tonne. The lower net estimate reflects stronger recycling revenue during the early years of the pilot, when the value of twine offset most collection costs.

Table 4. Twine Direct Cost per Tonne Estimate (January 2020 to December 2025)

AB Ag Plastics Recycling Pilot Program - Twine Direct Cost/Tonne Estimate from Collection Sites	
Revenue	**Jan '20 - Dec '25**
Recycling Revenue	
Average Revenue from Marketing Materials per Tonne	61
Recycling Revenue per Tonne	**$ 61**
Expenses	
Collection Costs	
Contractor Expenses to Transport to Baling Contractor	99,942
Incentive Payments	15,071
Total Collection Expenses	**$ 115,013**
Total Twine Collected (kg)	673,792
Cost per Tonne to Transport to Baling Contractor	**$ 170.69**
Cost per Tonne Including Average Revenue	**$ 110.14**

The impact of changing market conditions is illustrated below in Tables 5 and 6, which compare twine collection costs in 2024 and 2025 respectively. The estimated net cost of collecting twine increased from $183.49 per tonne in 2024 to $274.07 per tonne in 2025, despite transportation costs remaining relatively stable at $169.74 per tonne and $172.74 per tonne, respectively. This increase was driven primarily by declining recycling revenue rather than higher collection or transportation costs.

Table 5. Twine Direct Cost per Tonne Estimate (January to December 2024)

AB Ag Plastics Recycling Pilot Program - Twine Direct Cost/Tonne Estimate from Collection Sites	
Revenue	**Jan '24 - Dec '24**
Recycling Revenue	
Average Revenue from Marketing Materials per Tonne	- 14
Recycling Revenue per Tonne	**-$ 14**
Expenses	
Collection Costs	
Contractor Expenses to Transport to Baling Contractor	14,842
Incentive Payments	3,080
Total Collection Expenses	**$ 17,922**
Total Twine Collected (kg)	105,584
Cost per Tonne to Transport to Baling Contractor	**$ 169.74**
Cost per Tonne Including Average Revenue	**$ 183.49**

Table 6. Twine Direct Cost per Tonne Estimate (January to December 2025)

AB Ag Plastics Recycling Pilot Program - Twine Direct Cost/Tonne Estimate from Collection Sites	
Revenue	**Jan '25 - Dec '25**
Recycling Revenue	
Average Revenue from Marketing Materials per Tonne	- 101
Recycling Revenue per Tonne	**-$ 101**
Expenses	
Collection Costs	
Contractor Expenses to Transport to Baling Contractor	25,724
Incentive Payments	3,393
Total Collection Expenses	**$ 29,117**
Total Twine Collected (kg)	168,563
Cost per Tonne to Transport to Baling Contractor	**$ 172.74**
Cost per Tonne Including Average Revenue	**$ 274.07**

The estimated overall program cost from inception through December 2025 was $296.96 per tonne. Unlike the direct grain bag and twine calculations, the overall estimate includes studies, communications, collection costs, program administration and committee expenses, less recycling revenue. It therefore provides a comprehensive measure of the cost of operating the pilot rather than the direct cost of collecting an individual material.

Table 7. Total Program Cost per Tonne Estimate (Program Inception to December 2025)

AB Ag Plastics Recycling Pilot Program Total Program Cost/Tonne Estimate	
Revenue[1]	**Program Total**
Recycling Revenue	
Revenue from Marketing Materials	472,111
Total Recycling Revenue	**$ 472,111**
Expenses[1]	
Studies	
Ag Waste Characterization Study	10,000
Stakeholder Groups Survey	83,290
Market Analysis	7,500
Communications	
Brand Development / Communications Plan	334,939
Printing Costs / Delivery Costs	40,836
Design Costs	10,375
Collection Costs	
Contractor Expenses	682,017
Collection Bags	67,507
Incentive Payments	215,865
Total Collection Costs	965,389
Program Admin (Cleanfarms)	427,255
Total Cleanfarms and Operational Expenses	**$ 1,879,585**
Committee	
Secretariat - APRA[2]	62,574
Technical Oversite - *RCA*[2]	6,068
ABP Accounting/Grant administrator[2]	4,500
Total Committee and Administrator Expenses	**$ 73,141**
Total Program Expenses	**$ 1,952,726**
Net Collection Cost	**$ 1,480,615**
Total Grain Bags and Twine Collected (kg)[3]	4,985,963
Cost per Tonne	**$ 296.96**

Notes:

1. *Revenue and expenses include estimated outstanding line items from 2025-Q4 Financial Report.*
2. *Committee and Administrator Expenses only include costs which have been reported to Cleanfarms.*
3. *Includes all grain bags and twine collected for recycling from program inception through December 2025.*

Future cost-per-tonne estimates are expected to increase if recycling revenue remains low and transportation costs continue to rise. Fuel surcharges affect both the collection of material from

farms and collection sites and its transportation to consolidation and recycling facilities. Silage plastic and bale wrap will also add new preparation, compaction, storage and transportation costs as collections expand. Proper preparation and densification will help control these costs, but they will not fully offset weak recycling markets or rising freight rates.

4.4 Implications for Long-Term Sustainability

The pilot has shown that agricultural plastics can be collected and recycled when producers have access to convenient collection options and the material is prepared properly. It has also shown that collection alone does not create a sustainable recycling system. Processing capacity, transportation, end-market demand and stable funding all need to work together.

The current pilot model remains vulnerable to changes outside the program's control. Declining recycling revenue, increasing fuel surcharges and limited demand for recycled resin are increasing the amount of program funding needed to manage each tonne of material. These pressures make it difficult to plan future collections and maintain collection-site compensation within a fixed budget.

Collection partners also need reasonable certainty that the program will continue before committing staff time, storage space and equipment. Recyclers face a similar challenge when considering investments in new processing capacity. They need a reliable supply of material, but they also need customers for the finished resin. Without demand for recycled content, additional processing capacity may not result in stable markets for the material collected.

Post-consumer recycled content incentives or requirements could help create more consistent demand by incentivizing or requiring manufacturers to use recycled resin in new products. Extended Producer Responsibility could provide stable funding and assign responsibility for collection and recycling to the companies that supply agricultural plastics into the market. Together, these policies would help connect the supply of agricultural plastics available for recycling with demand for the resin produced.

Alberta's support for the pilot and investments in recycling infrastructure have helped develop collection experience, test new approaches and identify what is needed for a permanent program. Moving from a grant-funded pilot to a long-term framework would provide greater certainty for producers, collection partners, contractors and recyclers. It would also help protect the collection network and recycling capacity already developed through the pilot while allowing the system to adjust as markets and operating costs change.

5. Communications and Stakeholder Engagement

5.1 Cleanfarms Communications and Producer Outreach

Communications during the reporting period focused on maintaining awareness of grain bag and twine recycling while preparing for the addition of silage plastic and bale wrap. Activities

included paid and organic social media, print advertising, media outreach, website updates, communications with collection partners and participation in agricultural and municipal events. Examples of the materials developed during the reporting period are included within the quarterly reports attached as Appendices A, B and C.

New materials were developed to support one-day collection events and explain how producers should prepare grain bags, twine, silage plastic and bale wrap for recycling. Additional materials were created for Alberta's equine community to reach horse owners and other producers who may not be reached through traditional crop and livestock communications. Cleanfarms also completed an on-farm video/photoshoot to develop new videos/images and began preparing producer education and recruitment materials for the proposed farm-to-farm collection model. These materials will be finalized and made available in Q4 2026.

The Great Twine Round-Up was the largest public awareness campaign completed during the reporting period. The campaign results, comparison with the first contest and planned November 2026 relaunch are described in Section 3.3.

Cleanfarms also attended agricultural, municipal and recycling events, including Farmfair International, the Alberta Agricultural Service Board Conference, Lethbridge Ag Expo, Alberta Circular Plastics Day and the Alberta CARE Conference. Several program presentations and updates were also provided to municipal councils and Agricultural Service Boards across the province. These activities provided opportunities to speak directly with producers, municipalities and other stakeholders about the pilot and available recycling options.

Several additional events and outreach activities are planned for the remainder of 2026. These activities will support awareness of existing grain bag and twine collection options, the next Great Twine Round-Up and the introduction of silage plastic and bale wrap collections.

5.2 Agricultural Plastics Recycling Group (APRG) Outreach and Government Engagement

The Alberta Agricultural Plastics Recycling Group (APRG) is a multi-stakeholder advisory committee that plays a central role in guiding and supporting the province's ag plastics recycling pilot. Through regular in-person and virtual meetings, APRG members stay informed on program progress and actively contribute feedback on key developments. The full committee meets biannually, while an elected executive—comprised of five representatives—meets monthly to oversee program operations, engage directly with the program operator, and advocate for a transition to a permanent, province-wide program.

APRG members bring diverse sectoral perspectives that help shape a practical and inclusive approach to agricultural plastics management. They also serve as vital conduits for information-sharing, ensuring their respective organizations and networks are aligned with program goals and updates.

The APRG's mandate is to support the development of recommendations for effective, sustainable management of agricultural plastics. This includes promoting viable recycling solutions and overseeing implementation in line with the Alberta ag plastics pilot program business plan. The APRG's collaborative structure and proactive leadership make it a key asset in the program's continued success and expansion.

A list of members of the APRG is included in Appendix I.

APRG activities and communication outreach during this reporting period included continued work and support of Cleanfarms' implementation of the pilot, outreach to stakeholder groups and teams to brief and bring groups up to speed on the pilot and next steps.

The APRG met with the Ministers of Agriculture and Irrigation and Environment and Parks in November of 2025 to discuss the pilot, address questions and ask about transition to a permanent program. The committee also submitted a request for an extension of the grain bag and twine pilot expansion of the pilot to bale wrap and silage plastic, which was granted to December 2027.

Members of the APRG Executive presented at the Rural Municipalities Conference in November of 2025 and the presentation was well-received by municipalities looking to see continued success of the pilot program. Many letters of support were shared from those in the room.

The APRG partnered to host a webinar in December of 2025 on advances in recycling technology and availability to use recycled content in new applications. The webinar was well attended with over 150 registrants and 100 attendees.

The Executive met 10 times during this reporting period and the committee met once in February virtually and in May for a tour of Olds College agricultural operations and research facilities.

In March, APRG chair Assar Grinde presented at the Farming Forward Waste Road Show in Leduc County.

The pilot program was also nominated for an Alberta Emerald Award and members of the team attended the awards ceremony in June of 2026. Though the project did not win an award, the APRG was honoured to be recognized.

Members of the APRG Executive Kelly Christman and Jennifer Koole also attended the 2026 Alberta Beef Industry Stampede summit, where it was valuable to connect with producers and politicians from all levels of government to hear direct feedback on the pilot. The team was able to sit down with Minister Hunter for part of this event.

6. Financial Status

6.1 Cleanfarms Program Financial Report

Table 8 summarizes program revenue and expenses recorded by Cleanfarms through September 30, 2026. It follows the same format used in previous quarterly reports and includes annual activity and cumulative results since the pilot began.

Program spending during the reporting period supported the collection and recycling of grain bags and twine, the addition of silage plastic and bale wrap, communications and producer outreach, research, market development and program administration. Collection-related expenses remain the largest area of program spending. These costs include payments to collection partners, collection bags, loading, transportation, consolidation and material preparation. As described in Section 4, declining recycling revenue and increasing transportation costs are reducing the amount of these expenses that can be offset through the sale of collected material.

Table 8 is based on financial activity recorded by Cleanfarms. APRG committee and administrative expenses are included where they have been reported to Cleanfarms. Financial activity for the current reporting period is summarized in Table 9, along with the overall pilot balance maintained by Alberta Beef Producers as grant administrator.

Table 8. Alberta Ag-Plastic. Recycle It! Pilot Program Financial Report (April 2019 to September 2026)

Alberta Ag-Plastic. *Recycle It!* Pilot Program - Cleanfarms Financial Report														
	April 2026 - March 2027					Years 1-7 & Program Total							
Revenue	**Apr - Jun**	**July - Sep**	**Oct - Dec**	**Jan - Mar**	**Total**	**Apr '19 - Mar '20**	**Apr '20 - Mar '21**	**Apr '21 - Mar '22**	**Apr '22 - Mar '23**	**Apr '23 - Mar '24**	**Apr '24 - Mar '25**	**Apr '25 - Mar '26**	**Program Total**
Funds Transferred to Cleanfarms from Alberta Beef Producers													
Studies	-	-	-	-	-	45,590	-	-	-	55,200	-	2,500	103,290
Communications	36,203	25,394	-	-	61,597	23,496	10,200	8,191	67,499	35,358	136,744	121,228	464,313
Net Collection Costs	79,849	94,169	-	-	174,018	38,838	71,469	44,070	42,363	88,360	103,480	137,892	700,491
Program Admin (Cleanfarms)	22,490	22,490	-	-	44,979	65,000	50,000	50,000	69,289	70,466	70,000	74,990	494,724
Total Revenue from Alberta Beef Producers	**$ 138,542**	**$ 142,052**	**$ -**	**$ -**	**$ 280,594**	**$ 172,924**	**$ 131,670**	**$ 102,261**	**$ 179,151**	**$ 249,384**	**$ 310,224**	**$ 336,610**	**$ 1,762,818**
Recycling Revenue													
Revenue from Marketing Materials	17,756	1,209	-	-	18,965	6,260	68,427	105,181	108,038	75,698	55,066	62,167	499,801
Total Program Revenue	**$ 156,298**	**$ 143,261**	**$ -**	**$ -**	**$ 299,559**	**$ 179,184**	**$ 200,097**	**$ 207,442**	**$ 287,188**	**$ 325,082**	**$ 365,290**	**$ 398,777**	**$ 2,262,619**
Expenses													
Studies													
Ag Waste Characterization Study	-	-	-	-	-	10,000	-	-	-	-	-	-	10,000
Stakeholder Groups Survey	-	-	-	-	-	28,090	-	-	-	55,200	-	-	83,290
Market Analysis	-	-	-	-	-	7,500	-	-	-	-	-	2,500	10,000
Communications													
Brand Development / Communication Plan	25,129	14,080	-	-	39,209	10,000	55	7,936	59,209	22,987	130,345	120,973	390,714
Printing / Delivery Costs	11,075	11,314	-	-	22,388	3,496	10,145	255	7,915	12,371	6,399	255	63,224
Design Costs	-	-	-	-	-	10,000	-	-	375	-	-	-	10,375
Collection Costs													
Contractor Expenses	68,327	65,055	-	-	133,382	24,120	74,048	111,416	118,178	127,941	105,735	147,544	842,365
Collection Bags	90	1,135	-	-	1,225	17,884	23,776	278	11,453	1,160	12,731	9,454	77,961
Incentive Payments	29,188	29,188	-	-	58,376	3,093	42,072	37,556	20,770	34,956	40,080	43,060	279,964
Total Collection Costs	97,605	95,378	-	-	192,983	45,098	139,897	149,251	150,401	164,058	158,546	200,059	1,200,292
Program Admin (Cleanfarms)	22,490	22,490	-	-	44,979	65,000	50,000	50,000	69,289	70,466	70,000	74,990	494,724
Total Cleanfarms and Operational Expenses	**$ 156,298**	**$ 143,261**	**$ -**	**$ -**	**$ 299,559**	**$ 179,184**	**$ 200,097**	**$ 207,442**	**$ 287,188**	**$ 325,082**	**$ 365,290**	**$ 398,777**	**$ 2,262,619**
Committee													
Secretariat - APRA[1]	1,052	420	-	-	1,472	17,638	4,721	11,178	5,324	10,426	2,078	8,135	60,973
Technical Oversite - *RCA*[1]	-	-	-	-	-	3,054	687	2,327	-	-	-	-	6,068
ABP Accounting/Grant administrator[1]	-	-	-	-	-	900	1,200	1,200	1,200	-	-	-	4,500
Total Committee and Administrator Expenses	**$ 1,052**	**$ 420**	**$ -**	**$ -**	**$ 1,472**	**$ 21,592**	**$ 6,608**	**$ 14,704**	**$ 6,524**	**$ 10,426**	**$ 2,078**	**$ 8,135**	**$ 71,541**
Total Program Expenses	**$ 157,350**	**$ 143,681**	**$ -**	**$ -**	**$ 301,031**	**$ 200,775**	**$ 206,705**	**$ 222,146**	**$ 293,712**	**$ 335,509**	**$ 367,368**	**$ 406,912**	**$ 2,334,160**

Notes: 1. As reported to Cleanfarms.

6.2 Reporting-Period Summary and Overall Pilot Financial Position

Table 9 summarizes financial activity for the reporting period and the overall financial position of the pilot as of September 30, 2026. The detailed revenue and expense categories for the reporting period are drawn from the 2025-Q4, 2026-Q1, 2026-Q2 and 2026-Q3 columns in Table 8. The amount spent during the reporting period, total expenses since inception and the September 30 balance are taken from the grant-account records maintained by Alberta Beef Producers.

As of September 30, 2026, the pilot had received $1,731,667 in grant funding since its inception. A further $118,402.44 in interest had been earned and booked, bringing the total funds recorded in the account to $1,850,069.44. Total expenses paid were $1,862,567.10, resulting in a balance of ($12,497.66) at the end of the reporting period.

An additional $4,537.17 in interest had been calculated for 2026 but had not yet been booked because interest is recorded annually on December 31. Including this amount, total interest earned since the pilot began was $122,939.61. The unbooked interest is not included in the funds recorded or the September 30 balance.

Table 9. Reporting-Period Summary and Overall Pilot Financial Position as of September 30, 2026

Balance spent in Q4 2025, and Q1, Q2, & Q3 2026	$	(595,137.58)
Balance as of September 30, 2026	$	(12,497.66)

Revenue	Oct 1, 2025 – Sept 30, 2026
Funds Transferred to Cleanfarms from Alberta Beef Producers	
Studies	$ 2,500
Communications	$ 126,078
Net Collection Costs	$ 247,651
Program Admin (Cleanfarms)	$ 84,969
Total Revenue from Alberta Beef Producers	$ 461,197
Recycling Revenue	
Revenue from Marketing Materials	$ 38,251
Total Program Revenue	$ 499,448
Expenses	
Studies	
Ag Waste Characterization Study	-
Stakeholder Groups Survey	-
Market Analysis	$ 2,500
Communications	
Brand Development	$ 103,645
Printing Costs	$ 22,433
Design Costs	-
Collection Costs	
Contractor Expenses	$ 201,520
Collection Bags	$ 10,454
Incentive Payments	$ 73,928
Total Collection Costs	$ 285,902
Program Admin (Cleanfarms)	$ 84,969
Total Cleanfarms and Operational Expenses	$ 499,448
Committee	
Secretariat - APRA	$ 5,194
Technical Oversite - *RCA*	-
ABP Accounting/Grant administrator	-
Total Committee and Administrator Expenses	$ 5,194
Total Program Expenses	$ 504,642

Project inception until September 30, 2026		
Expenses	$	(1,862,567.10)
Grant Received	$	1,731,667.00
Interest booked (since inception)	$	118,402.44
Balance	$	(12,497.66)

Note: Interest calculated but not yet booked is not included in total funds recorded or in the September 30, 2026 balance.

The financial information reported by Cleanfarms and Alberta Beef Producers is prepared using different reporting approaches. Cleanfarms reports program costs net of applicable recycling revenue, while Alberta Beef Producers records the expenses and cash activity processed through the grant account. As a result, the detailed reporting-period totals in Table 9 are not expected to add directly to the amount shown as spent during the reporting period. The cumulative totals in Tables 8 and 9 will also differ. These differences primarily relate to the timing of invoices, the treatment of program revenue, and year-end reconciliation entries.

The financial records have been reconciled, and these presentation differences do not represent additional program spending, an unrecorded expense or a further funding requirement. The tables will continue to differ until the final close-out of the grant, when all year-end adjustments and account classifications have been finalized.

Cleanfarms prepares an annual budget for the pilot and presents it to the APRG and Alberta Beef Producers at the beginning of each calendar year. The budget is used to plan program activities and manage spending within the available grant funding. During 2026, fuel costs and transportation surcharges increased more quickly than anticipated, resulting in higher collection and transportation expenses than originally budgeted.

Cleanfarms is adjusting its spending and collection plans for the remainder of the pilot term to account for higher transportation costs and the continued decline in recycling revenue. This includes closer monitoring of transportation expenses, collection volumes and the timing of material movement. The 2027 budget will also be updated to reflect current fuel surcharges, reduced recycling revenue and the addition of silage plastic and bale wrap. These adjustments are intended to bring program spending back within the available funding and avoid another deficit through December 2027.

7. Appendices

Appendix A – 'Alberta Ag-Plastic. *Recycle It!*' Quarterly Report, 2025-Q4
Appendix B – 'Alberta Ag-Plastic. *Recycle It!*' Quarterly Report, 2026-Q1
Appendix C – 'Alberta Ag-Plastic. *Recycle It!*' Quarterly Report, 2026-Q2
Appendix D – Cleanfarms Alberta Market Analysis 2026
Appendix E – Tactix Behavioural Insights on Alberta Farmers' Recycling Habits
Appendix F – Tactix Behavioural Insights on Alberta Farmers' Recycling Habits: Q&A
Appendix G –Stratus AB Focus Group Final Report
Appendix H – Compactors used for farm-to farm collection pilot
Appendix I – APRG Member Organizations

Appendix A – 'Alberta Ag-Plastic. *Recycle It!* Quarterly Report, 2025-Q4

‘Alberta Ag-Plastic. *Recycle-It!*’ Quarterly Report

2025-Q4 | January 15, 2026 | Final



The pilot project is led by the multi-stakeholder Agricultural Plastics Recycling Group; funds were granted by the Government of Alberta and are administered by Alberta Beef Producers.

Quarterly Report – January 15, 2026

The 'Alberta Ag-Plastic. *Recycle It!*' pilot program continued to advance agricultural plastics recycling across Alberta in Q4 2025, achieving key milestones and preparing for future expansion. The program has been extended through December 31, 2027, ensuring long-term support for producers and municipalities. In addition to grain bags and twine, the scope now includes silage plastic and bale wrap, addressing a broader range of agricultural plastics.

Program Highlights:

- **Expansion & Planning: Focus groups with silage plastic and bale wrap users will begin in 2026 to inform collection strategies, with pilot collections scheduled for late 2026.**
- **Collection Network: No new permanent sites were added this quarter; however, the network remains strong with 53 partners operating 173 sites. Blitz-style collection events, such as Strathcona County's October event, demonstrated potential for improving accessibility.**
- **Communications & Outreach: Targeted digital campaigns and media outreach reinforced program awareness. Participation at Farm Fair International and preparations for the 2026 Great Twine Round-Up Contest further engaged producers.**
- **Material Recovery: As of December 31, cumulative collections reached 5,095,723 kg, including:**
  - **4,267,913 kg grain bags**
  - **718,050 kg baler twine**
  - **109,760 kg other materials**
    Q4 collections totaled 111,510 kg of grain bags and 42,140 kg of twine consolidated and baled, with an additional 90,934 kg twine shipped to a new U.S. recycling market.
- **Direct cost-per-tonne estimates:**
  - **Grain bags: $61.61**
  - **Twine: $110.14**
  - **Overall program: $275.87**
    Persistent market volatility and fluctuating transportation costs continue to challenge program economics, making it critical for operations to stay flexible and creative, rather than relying on fixed approaches to ensure long-term success.

The program will continue to refine collection models with the expansion of material streams and strengthen outreach. Planned initiatives include blitz-style events and enhanced engagement strategies to ensure sustainable agricultural plastics recycling.

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ALBERTA AG-PLASTIC RECYCLE IT!

1. Introduction

The 'Alberta Ag-Plastic. *Recycle It!*' pilot continues to demonstrate strong progress in advancing agricultural plastics recycling across the province. In Q4 2025, the program achieved significant milestones while laying the groundwork for future expansion. Most notably, the pilot has been extended until December 31, 2027, ensuring continued support for producers and municipalities. In addition to grain bags and twine, the program will now include silage plastic and bale wrap, broadening its impact and addressing more of the plastics commonly used in Alberta's agricultural operations.

This expansion reflects the growing need for comprehensive solutions to manage all major agricultural plastics in Alberta. In 2026, the program will initiate focus groups with silage plastic and bale wrap users to identify practical approaches for recovery. These consultations will inform the design of collection strategies, with pilot collections scheduled to begin in late 2026. The plan includes initially engaging 4–6 collection partners to test various methods and logistics, ensuring that future systems are efficient, accessible, and scalable.

As the pilot evolves, findings from these initiatives will help inform long-term strategies for agricultural plastics recycling in Alberta. Continued collaboration with stakeholders will be critical to building a system that is both effective and sustainable. The insights gained through 2026-2027 will provide valuable context for future policy discussions and potential frameworks to support agricultural plastics recycling across the province.

2. Collection Sites

Throughout 2025, no new permanent collection sites were added to the pilot program. However, the program continues to prioritize filling geographic gaps and improving accessibility for producers. Recruitment efforts are underway to bring additional municipalities into the network, ensuring broader coverage across the province.

One such approach to be tested is one-day blitz-style collection events, which offer a flexible solution for underserved areas. Cleanfarms has seen strong success with this model in Saskatchewan under its permanent program, and the concept was also demonstrated in Q4 when Strathcona County conducted its own blitz event for grain bags and twine, supported by Cleanfarms and the pilot program. Building on these experiences, the pilot will explore similar events in Alberta, with the County of Newell identified as a potential location, pending municipal approval. These events will complement existing sites and help evaluate the effectiveness of short-term, high-impact collection models.

As of the end of Q4 2025, the program remains supported by 53 collection partners (Figure 1 & Table 1) operating a total of 173 individual sites (Figure 2). Among these:

- 119 sites accept baler twine
- 52 sites accept both grain bags and twine
- 2 sites accept grain bags only

An interactive map of all current collection locations, excluding high-volume twine users and Cornerstone Co-operative sites, is available online to help farmers easily locate nearby drop-off points.

3. Site Signage

No new signage was developed during Q4 2025. However, the program recognizes the importance of clear and effective signage for supporting proper use of collection sites. To ensure improvements align with on-the-ground needs, Cleanfarms is consulting collection site operators throughout Q1 2026 to gather feedback on their experiences with current signage. These

consultations will inform potential updates to design and messaging, with the goal of enhancing clarity, usability, and producer compliance. Current site signage and printed communication assets (Appendices A and B) continue to be replaced as necessary.


cleanfarms
ALBERTA AG-PLASTIC RECYCLE IT!
2019 Collection Partner
2020 Collection Partner
2021 Collection Partner
2022 Collection Partner
2023 Collection Partner
2024 Collection Partner
2025 Collection Partner
Edmonton
Calgary
Red Deer
Lethbridge
Medicine Hat
Grande Prairie
Peace River
Fort McMurray
Whitecourt
Athabasca
Hinton
Jasper National Park
Banff National Park
Canmore
Cochrane
Okotoks
High River
Brooks
Camrose
Wetaskiwin
Lloydminster
Vermilion
St. Albert
Spruce Grove
Leduc
Sylvan Lake
Rocky Mountain House
Hanna
Oyen
Drumheller
Claresholm
Bow Island
Fort Macleod
Sparwood
Kimberley
Cranbrook
Fernie
Nelson
Castlegar
Trail
Creston
Kelowna
Vernon
Penticton
Summerland
Revelstoke
Golden
Invermere
Salmon Arm
Sicamous
Clearwater
Blue River
Valemount
Cadomin
Robb
Marlboro
Grande Cache
Fox Creek
Swan Hills
Valleyview
Falher
McLennan
Spirit River
Dawson Creek
Hines Creek
Grimshaw
Manning
Keg River
Carcajou
Paddle Prairie Metis Settlement
Buffalo Head Prairie
La Crête
Metis
Fort Vermilion
High Level
Rainbow Lake
Habay
Chateh
Zama City
Meander River
Hutch Lake
Garden Creek
Little Fishery
Fort Chipewyan
Peace Point
Jackfish River
Sweetgrass Landing
Wabasca-Desmarais
Desmarais
Gift Lake Metis Settlement
Sandy Lake
Mariana Lake
Chard
Conklin
Calling Lake
Slave Lake
Widewater
Driftpile
High Prairie
Grouard
Sexsmith
Hythe
Fairmont
Wilmore Wilderness Park
Purcell Wilderness Conservancy Provincial...
Banff
Golden
Revelstoke
Sicamous
Salmon Arm
Vernon
Kelowna
Summerland
Penticton
Nelson
Castlegar
Trail
Creston
Kimberley
Cranbrook
Fernie
Sparwood
Fort Macleod
Lethbridge
Claresholm
Bow Island
Medicine Hat
Brooks
Oyen
Hanna
Drumheller
Rocky Mountain House
Sylvan Lake
Red Deer
Lacombe
Ponoka
Wetaskiwin
Camrose
Vermilion
Lloydminster
St. Albert
Spruce Grove
Leduc
Edmonton
Vegreville
St. Paul
Elk Point
Bonnyville
Cold Lake
Athabasca
La Biche
Whitecourt
Fox Creek
Swan Hills
Valleyview
Falher
McLennan
Spirit River
Grande Prairie
Fairmont
Sexsmith
Hythe
Grouard
High Prairie
Driftpile
Widewater
Slave Lake
Calling Lake
Peace River
Grimshaw
Hines Creek

Table 1 – List of collection partners.

Collection Partner	Site Number	Year Joined Program
Cardston County	1	2019
MD of Taber	2	2019
Lethbridge County/DBS Environmental	3	2019
MD of Foothills/Foothills Regional Services Comm.	4	2019
Wheatland County	5	2019
Rocky View County	6	2019
Mountain View County *(twine only)*	7	2019
Drumheller & District Solid Waste Mgmt. Assoc.	8	2019
Special Areas 2,3,4/Big Country Waste Mgmt. Comm.	9	2019
County of Paintearth/Paintearth Regional Waste Mgmt.	10	2019
Lacombe County	11	2019
Camrose County	12	2019
Claystone Waste/Ryley Landfill	13	2019
County of Vermilion River	14	2019
MD of Bonnyville	15	2019
Westlock County/Westlock Regional Waste Mgmt. Comm.	16	2019
County of Barrhead	17	2019
Yellowhead County/Edson & District Recycling Society	18	2019
County of Grande Prairie	19	2019
MD of Fairview/North Peace Regional Landfill	20	2019
Mackenzie County/Mackenzie Regional Waste Mgmt. Comm.	21	2019
County of Forty Mile/South Forty Waste	1	2020
Cypress County	2	2020
~~MD of Provost~~	~~3~~	~~2020~~
Flagstaff County/Flagstaff Regional Solid Waste Mgmt.	4	2020
County of Minburn	5	2020
Clear Hills County	6	2020
County of Warner	1	2021
Vulcan County	2	2021
County of Stettler	3	2021
MD of Wainwright/Wainwright Regional Waste to Energy Authority	4	2021
County of Two Hills	5	2021
Lamont County/St. Michael Regional Solid Waste Commission	6	2021
Lac La Biche County *(twine only)*	7	2021
Kneehill County *(twine only)*	1	2022
Starland County	2	2022
Red Deer County	3	2022
Clearwater County *(twine only)*	4	2022
Ponoka County	5	2022
Leduc County *(twine only)*	6	2022
Sturgeon County *(twine only)*	7	2022
County of St. Paul *(twine only)*	8	2022
Big Lakes County	9	2022
MD of Greenview *(twine only)*	10	2022
Saddle Hills County	11	2022
Brazeau County *(twine only)*	12	2022
MD of Willow Creek	1	2023
MD of Lesser Slave River *(twine only)*	2	2023
Birch Hills County	1	2024
Lac Ste. Anne County (*twine only*)	2	2024
Crowsnest/Pincher Creek Regional Landfill	3	2024
Woodlands County	1	2025
M.D. #52 Waste Management Authority – Provost Landfill	2	2025
M.D. of Smoky River *(grain bags only)*	3	2025

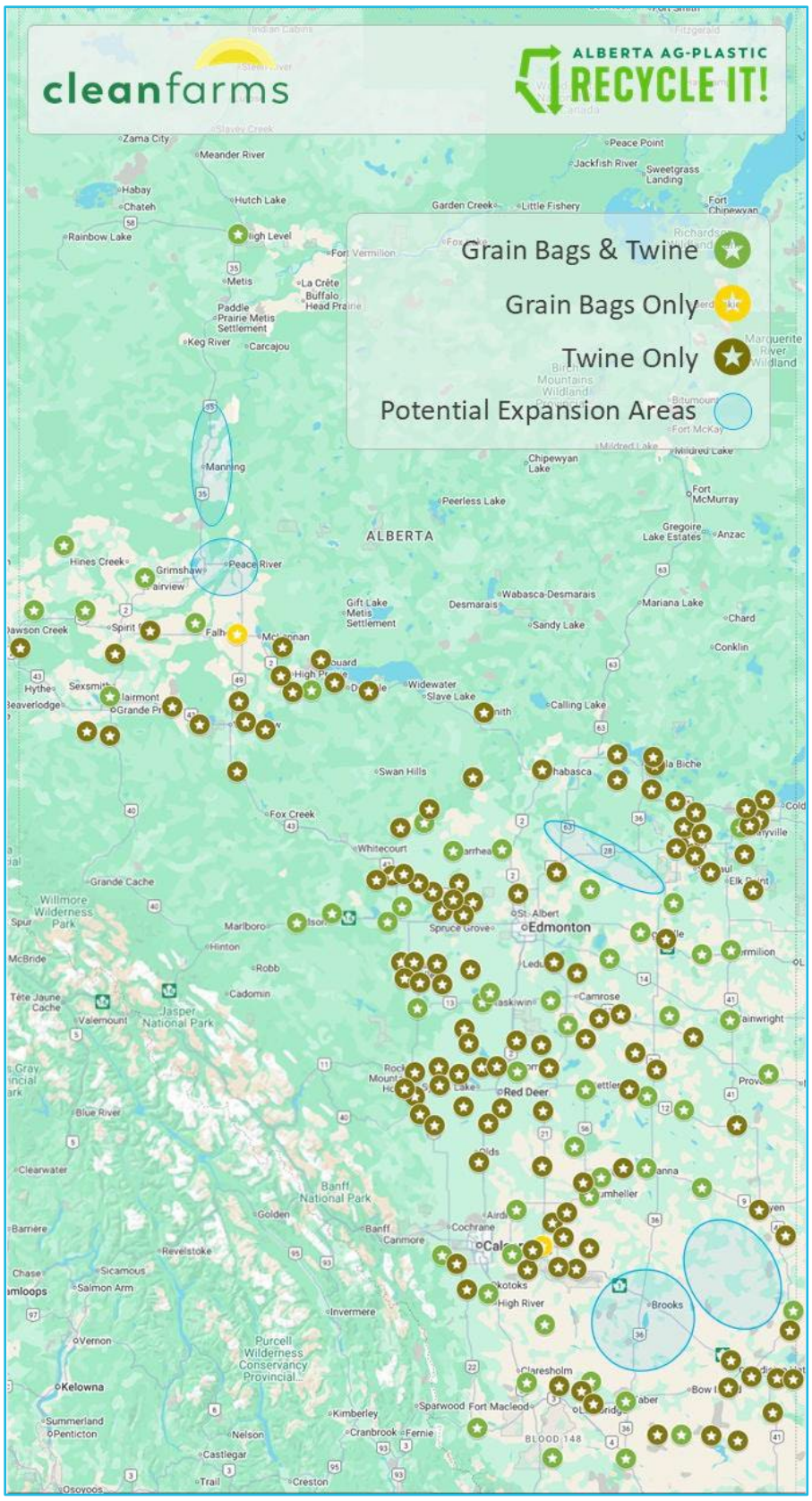

Figure 2. Geographic distribution of collection sites and potential expansion areas.

4. Communications & Program Awareness

4.1 Communication & Awareness

In Q4 2025, the 'Alberta Ag-Plastic. *Recycle It!*' pilot continued to build program awareness through targeted digital campaigns and media outreach (Appendix C). Social media ads promoting grain bag and twine recycling ran across Facebook, Instagram, and YouTube, generating strong engagement and link clicks at a cost that was considered highly efficient for the season and audience. Additionally, a press release was distributed announcing the renewal of funding and the expansion of the pilot program to include silage plastic and bale wrap, reinforcing the program's commitment to comprehensive agricultural plastics recycling.

The program also maintained visibility through participation at Farm Fair International in Edmonton in November 2025, where Cleanfarms staff once again participated in their 4-H Day, continuing the tradition established in 2024. New outreach materials were made available for the event and will be used at future in-person events (Appendix D). This event provided an opportunity to engage directly with youth and agricultural producers, reinforcing the importance of recycling agricultural plastics and promoting program awareness. Looking ahead to 2026, Farm Fair International will serve as a platform for a new approach to twine collection and program awareness, with dedicated event staff conducting education and outreach while collecting twine, feed bags, and other recyclables from cattle exhibitors' booths and stalls each morning or evening. This proactive strategy aims to increase recycling volumes and enhance producer awareness through direct engagement.

4.2 The Great Twine Round-Up Contest

Preparations for the 2026 Great Twine Round-Up contest were completed in Q4, with updated marketing assets (Appendix E), an enhanced contest entry form, and revisions to the contest website in advance of the January launch. A press release announcing the contest is scheduled for mid-January, and the contest will once again encourage producers to recycle twine through participating collection sites, offering cash incentives to boost engagement and recovery rates.

5. Tonnage Collected

As of December 31, 2025, the 'Alberta Ag-Plastic. *Recycle It!*' pilot program has collected a cumulative total of 5,095,723 kg of agricultural plastic, including:

- 4,267,913 kg of recyclable grain bags
- 718,050 kg of baler twine
- 109,760 kg of other materials

In Q4 2025, the program collected:

- 111,510 kg of grain bags, sent to recyclers within Alberta
- 42,140 kg of twine, sent for consolidation and baling
- 90,934 kg of previously consolidated twine, shipped to a new recycling market in the USA

These results demonstrate the program's ability to maintain downstream movement of material despite logistical challenges. Twine collection in Q4 was heavily weighted toward hay processors (75%), compared to the program's overall split of 57% hay processors and 43% municipal sites, indicating strong engagement from processors during this period.

In addition, Strathcona County hosted a one-day collection event in October 2025, collecting 1,050 kg of grain bags and 50 kg of loose baler twine. This event highlights the potential of blitz-style collections to supplement permanent sites and improve accessibility for producers in targeted areas.

Overall, there's an emphasis for continued outreach and operational flexibility. While permanent collection sites remain central to the program, the Q4 data suggests that short-term collection events can influence recovery rates and serve agricultural producers in areas where there's no permanent collection site. As the program expands to include silage plastic and bale wrap, similar strategies may be implemented to understand material flows and optimize collections.

Tables 2 and 3 provide detailed breakdowns of materials collected this quarter and cumulatively since the program's inception, respectively

Table 2 – Collection summary for Q4 2025

Grain Bags and Twine Sent for Recycling | Oct - Dec 2025					
		Legacy Material (kg)		Pilot Collection (kg)	
Site Name	County	Grain Bags	Twine	Grain Bags	Twine
Ryley Landfill	Beaver County	-	-	-	-
Youngstown Regional Landfill	Special Areas 2, 3 & 4	-	-	-	-
Cardston County Composting Yard	Cardston County	-	-	-	-
Clairmont Landfill	County of Grande Prairie	-	-	-	-
Vermilion Waste Transfer Station	County of Vermilion River	-	-	-	-
Iron Springs Transfer Site	Lethbridge County	-	-	-	500
Drumheller & District Regional Landfill	Drumheller	-	-	-	265
Foothills Regional Landfill & Resource Recovery Centre	M.D. of Foothills	-	-	-	-
Prentiss Landfill	Lacombe County	-	-	19,090	130
MacKenzie Regional Waste Landfill	Mackenzie No. 23	-	-	-	-
Mountain View County Ag Shop Twine Collection	Mountain View County	N/A	-	N/A	2,740
Municipal District of Bonnyville Public Works Shop	MD of Bonnyville	-	-	-	-
MD of Taber Operations and Maintenance Building	MD of Taber	-	-	-	-
County of Barrhead Public Works Shop	County of Barrhead	-	-	-	-
Westlock Regional Landfill	Westlock County	-	-	-	-
North Peace Regional Landfill	MD of Fairview	-	-	11,410	-
Coronation Transfer Station	County of Paintearth	-	-	-	-
Irricana Transfer Site	Rocky View County	-	-	-	-
West Dried Meat Lake Regional Landfill	Camrose County	-	-	-	-
Wheatland County Agriculture Service Board Shop	Wheatland County	-	-	37,620	115
Edson & District Recycling Society	Yellowhead County	-	-	13,510	-
Cleardale Transfer Station	Clear Hills County	-	-	-	-
Foremost Transfer Station - South Forty Waste	County of Forty Mile No. 8	-	-	-	160
Mannville Waste Transfer Station	County of Minburn	-	-	-	-
Hilda Transfer Station	Cypress County	-	-	-	-
Flagstaff Waste Regional Landfill	Flagstaff County	-	-	-	-
Provost Regional Landfill	MD of Provost	-	-	-	-
County of Warner Ag Service Board Shop	County of Warner	-	-	-	-
Vulcan Waste Transfer Station	Vulcan County	-	-	28,830	960
Beaver Lake Landfill	Lac La Biche County	N/A	-	N/A	-
Two Hills Regional Landfill	County of Two Hills	-	-	-	-
Wainwright Regional Landfill	MD of Wainwright	-	-	-	-
Stettler County Operations Shop	County of Stettler	-	-	-	-
Horn Hill Transfer Station	Red Deer County	N/A	-	N/A	1,245
St. Michael Regional Landfill	Lamont County	-	-	-	-
Three Hills Transfer Station	Kneehill County	N/A	-	N/A	-
New Sarepta/Sunnybrook Waste Transfer Station	Leduc County	N/A	-	N/A	-
New Fish Creek Transfer Station	MD of Greenview	N/A	-	N/A	2,550
Bluffton Landfill	Ponoka County	N/A	-	N/A	-
Blueberry/Bonanza Transfer Site	Saddle Hills County	-	-	-	-
Rumsey/Michichi Transfer Station	Starland County	-	-	-	-
Central Transfer Station	Clearwater County	N/A	-	N/A	-
Ashmont/Mallaig Transfer Station	County of St. Paul	N/A	-	N/A	-
Roseridge Landfill	Sturgeon County	N/A	-	N/A	1,680
Big Lakes County Regional Landfill	Big Lakes County	-	-	-	-
Brazeau County Shop	Brazeau County	N/A	-	N/A	-
Willow Creek Regional Landfill	MD of Willow Creek	-	-	-	-
Flatbush/Smith Transfer Station	MD of Lesser Slave River	N/A	-	N/A	-
Wanham/Tangent Transfer Stations	Birch Hills County	-	-	-	-
Mayerthorpe Transfer Station	Lac Ste. Anne County	-	-	-	-
Pincher Creek Landfill	MD of Pincher Creek	-	-	-	-
Fort Assiniboine County Office	Woodlands County	-	-	-	-
Athabasca Regional Landfill (often reported with Westlock)	Athabasca County	-	-	-	-
Strathcona County - Collection Days	Strathcona County	-	-	1,050	50
Grain Bag Recycler	AB Recyclers	N/A	N/A	N/A	-
Farm (non-pilot site)	AB Farms	-	-	-	-
Hay Processing Plants (non-pilot sites)	Southern Alberta	N/A	N/A	N/A	31,745
	Quarterly Totals	-	-	111,510	42,140

Total Grain Bags	111,510	**Total Twine**	42,140
		Total Grain Bags and Twine	153,650

Table 3 – Collection summary since program inception

Grain Bags and Twine Sent for Recycling | Oct 2019 - Present					
		Legacy Material (kg)		Pilot Collection (kg)	
Site Name	County	Grain Bags	Twine	Grain Bags	Twine
Ryley Landfill	Beaver County	-	-	26,440	1,475
Youngstown Regional Landfill	Special Areas 2, 3 & 4	-	-	19,840	7,790
Cardston County Composting Yard	Cardston County	-	-	19,605	-
Clairmont Landfill	County of Grande Prairie	22,020	-	31,490	475
Vermilion Waste Transfer Station	County of Vermilion River	9,780	-	124,766	2,902
Iron Springs Transfer Site	Lethbridge County	-	-	188,776	33,873
Drumheller & District Regional Landfill	Drumheller	-	6,320	164,398	6,835
Foothills Regional Landfill & Resource Recovery Centre	M.D. of Foothills	-	-	147,880	4,460
Prentiss Landfill	Lacombe County	-	7,110	179,565	14,785
MacKenzie Regional Waste Landfill	Mackenzie No. 23	-	-	-	-
Mountain View County Ag Shop Twine Collection	Mountain View County	N/A	-	N/A	15,171
Municipal District of Bonnyville Public Works Shop	MD of Bonnyville	10,670	-	44,680	7,506
MD of Taber Operations and Maintenance Building	MD of Taber	-	-	157,860	14,415
County of Barrhead Public Works Shop	County of Barrhead	-	-	36,770	299
Westlock Regional Landfill	Westlock County	-	2,000	21,098	24,316
North Peace Regional Landfill	MD of Fairview	57,870	-	125,730	1,550
Coronation Transfer Station	County of Paintearth	-	-	73,765	6,321
Irricana Transfer Site	Rocky View County	64,139	7,800	302,310	25,244
West Dried Meat Lake Regional Landfill	Camrose County	49,250	1,250	137,970	922
Wheatland County Agriculture Service Board Shop	Wheatland County	-	-	449,063	4,729
Edson & District Recycling Society	Yellowhead County	37,860	-	42,990	-
Cleardale Transfer Station	Clear Hills County	-	-	28,900	-
Foremost Transfer Station - South Forty Waste	County of Forty Mile No. 8	-	-	72,200	400
Mannville Waste Transfer Station	County of Minburn	33,060	12,970	167,150	9,513
Hilda Transfer Station	Cypress County	11,520	-	12,820	3,878
Flagstaff Waste Regional Landfill	Flagstaff County	-	-	167,580	8,510
Provost Regional Landfill	MD of Provost	33,060	-	11,970	1,513
County of Warner Ag Service Board Shop	County of Warner	-	-	46,250	5,980
Vulcan Waste Transfer Station	Vulcan County	-	-	188,370	3,660
Beaver Lake Landfill	Lac La Biche County	N/A	493	N/A	2,015
Two Hills Regional Landfill	County of Two Hills	-	-	46,015	-
Wainwright Regional Landfill	MD of Wainwright	62,405	-	56,399	391
Stettler County Operations Shop	County of Stettler	-	-	10,557	620
Horn Hill Transfer Station	Red Deer County	N/A	-	N/A	3,229
St. Michael Regional Landfill	Lamont County	-	-	53,700	3,500
Three Hills Transfer Station	Kneehill County	N/A	-	N/A	3,724
New Sarepta/Sunnybrook Waste Transfer Station	Leduc County	N/A	-	N/A	2,517
New Fish Creek Transfer Station	MD of Greenview	N/A	-	N/A	2,550
Bluffton Landfill	Ponoka County	N/A	-	N/A	950
Blueberry/Bonanza Transfer Site	Saddle Hills County	134,270	-	91,120	-
Rumsey/Michichi Transfer Station	Starland County	-	-	55,555	1,095
Central Transfer Station	Clearwater County	N/A	-	N/A	9,472
Ashmont/Mallaig Transfer Station	County of St. Paul	N/A	-	N/A	1,345
Roseridge Landfill	Sturgeon County	N/A	-	N/A	1,680
Big Lakes County Regional Landfill	Big Lakes County	-	-	-	585
Brazeau County Shop	Brazeau County	N/A	-	N/A	1,740
Willow Creek Regional Landfill	MD of Willow Creek	-	-	39,620	9,490
Flatbush/Smith Transfer Station	MD of Lesser Slave River	N/A	-	N/A	-
Wanham/Tangent Transfer Stations	Birch Hills County	18,270	-	52,710	-
Mayerthorpe Transfer Station	Lac Ste. Anne County	-	-	-	3,880
Pincher Creek Landfill	MD of Pincher Creek	-	-	-	8,230
Fort Assiniboine County Office	Woodlands County	-	-	-	-
Athabasca Regional Landfill (often reported with Westlock)	Athabasca County	-	-	-	210
Strathcona County - Collection Days	Strathcona County	-	-	1,050	50
Grain Bag Recycler	AB Recyclers	N/A	N/A	N/A	4,880
Farm (non-pilot site)	AB Farms	-	-	436,537	1,875
Hay Processing Plants (non-pilot sites)	Southern Alberta	N/A	N/A	N/A	409,557
	Totals	544,174	37,943	3,833,499	680,107
	Total Grain Bags	4,377,673		**Total Twine**	718,050
				Total Grain Bags and Twine	5,095,723
Disposal Waste Contained in 2019 Legacy Grain Bag Material					
PolyAg Recycling Ltd.		(109,760)	-	-	-
	Total Grain Bags Subtract Legacy Waste	4,267,913		**Total Twine**	718,050
				Total Grain Bags and Twine Subtract Legacy Waste	4,985,963

Note: County of Barrhead and Westlock County were previously reported as one collection location.

6. Cost Per Tonne Estimates

Cost-per-tonne calculations remain a key tool for understanding logistical expenses and informing future program design. These estimates provide a snapshot of direct costs associated with collection and recycling activities and help illustrate the financial dynamics of agricultural plastics recovery. It is important to note that these figures do not represent a future Environmental Handling Fee (EHF). An EHF would incorporate additional considerations such as administration, education, and compliance costs beyond the scope of these calculations. Tables 4 and 5 summarize the current direct costs for collecting and recycling grain bags and twine based on pilot operations from January 2020 through December 2025. Tables 6 and 7 provide year-over-year comparisons for twine collection in 2024 and 2025, while Table 8 presents the overall cost per tonne for all materials since program inception (April 2019 – December 2025).

As of this report, the direct costs are as follows:

- Grain bags (2020-2025): $61.61 per tonne
- Twine (2020-2025): $110.14 per tonne
- Overall program operations (2019-2025): $296.96 per tonne

These figures highlight the variability in costs across material streams and operational activities. Grain bags continue to benefit from relatively stable local markets and efficient collection systems, while twine remains more costly due to handling complexity and market volatility.

Current market conditions exert significant influence on these costs. Global oversupply of post-consumer recycled (PCR) plastics, low demand for PCR content, and competition from inexpensive virgin resin have created a challenging environment for recycling programs. Depressed resin prices and high transportation costs have further constrained revenue opportunities, making operational efficiency critical but insufficient to offset market pressures.

Twine recycling illustrates this dynamic clearly. While the cost to collect, bale, and prepare twine for recycling has remained relatively consistent at approximately $170 per tonne over the life of the pilot, total cost-per-tonne figures fluctuate significantly when factoring in revenue from end markets. For example, Tables 5, 6, and 7 show costs of $110.14, $183.49, and $274.07 per tonne, respectively, reflecting the impact of weak market conditions in recent years. These swings highlight the importance of stable demand and adaptive program management to mitigate financial risk.

Looking forward, the potential establishment of a new recycling facility in central Alberta for baler twine and flexible intermediate bulk containers (FIBCs) offers a promising opportunity to reduce transportation costs and improve market stability. However, the success of such facilities will depend on reliable feedstock supply and supportive policy frameworks that encourage recycled content use.

Table 4 – Grain Bag Direct Cost Per Tonne Estimate (January 2020 - December 2025)

AB Ag Plastics Recycling Pilot Program - Grain Bag Direct Cost/Tonne Estimate	
Revenue	**Jan '20 - Dec '25**
Recycling Revenue	
Revenue from Marketing Materials	281,010
Total Recycling Revenue	**$ 281,010**
Expenses	
Collection Costs	
Contractor Expenses	331,756
Incentive Payments	194,771
Total Collection Expenses	**$ 526,527**
Net Collection Cost	**$ 245,517**
Total Grain Bags Collected (kg)	3,984,968
Cost per Tonne	**$ 61.61**

Table 5 – Twine Direct Cost Per Tonne Estimate (January 2020 - December 2025)

AB Ag Plastics Recycling Pilot Program - Twine Direct Cost/Tonne Estimate from Collection Sites	
Revenue	**Jan '20 - Dec '25**
Recycling Revenue	
Average Revenue from Marketing Materials per Tonne	61
Recycling Revenue per Tonne	**$ 61**
Expenses	
Collection Costs	
Contractor Expenses to Transport to Baling Contractor	99,942
Incentive Payments	15,071
Total Collection Expenses	**$ 115,013**
Total Twine Collected (kg)	673,792
Cost per Tonne to Transport to Baling Contractor	**$ 170.69**
Cost per Tonne Including Average Revenue	**$ 110.14**

Table 6 – Twine Direct Cost Per Tonne Estimate (January 2024 - December 2024)

AB Ag Plastics Recycling Pilot Program - Twine Direct Cost/Tonne Estimate from Collection Sites	
Revenue	**Jan '24 - Dec '24**
Recycling Revenue	
Average Revenue from Marketing Materials per Tonne	- 14
Recycling Revenue per Tonne	**-$ 14**
Expenses	
Collection Costs	
Contractor Expenses to Transport to Baling Contractor	14,842
Incentive Payments	3,080
Total Collection Expenses	**$ 17,922**
Total Twine Collected (kg)	105,584
Cost per Tonne to Transport to Baling Contractor	**$ 169.74**
Cost per Tonne Including Average Revenue	**$ 183.49**

Table 7 – Twine Direct Cost Per Tonne Estimate (January 2025 - December 2025)

AB Ag Plastics Recycling Pilot Program - Twine Direct Cost/Tonne Estimate from Collection Sites	
Revenue	**Jan '25 - Dec '25**
Recycling Revenue	
Average Revenue from Marketing Materials per Tonne	- 101
Recycling Revenue per Tonne	**-$ 101**
Expenses	
Collection Costs	
Contractor Expenses to Transport to Baling Contractor	25,724
Incentive Payments	3,393
Total Collection Expenses	**$ 29,117**
Total Twine Collected (kg)	168,563
Cost per Tonne to Transport to Baling Contractor	**$ 172.74**
Cost per Tonne Including Average Revenue	**$ 274.07**

Table 8 - Total Program Cost Per Tonne Estimate (Program Inception-December 2025)

AB Ag Plastics Recycling Pilot Program Total Program Cost/Tonne Estimate	
Revenue[1]	**Program Total**
Recycling Revenue	
Revenue from Marketing Materials	472,111
Total Recycling Revenue	**$ 472,111**
Expenses[1]	
Studies	
Ag Waste Characterization Study	10,000
Stakeholder Groups Survey	83,290
Market Analysis	7,500
Communications	
Brand Development / Communications Plan	334,939
Printing Costs / Delivery Costs	40,836
Design Costs	10,375
Collection Costs	
Contractor Expenses	682,017
Collection Bags	67,507
Incentive Payments	215,865
Total Collection Costs	965,389
Program Admin (Cleanfarms)	427,255
Total Cleanfarms and Operational Expenses	**$ 1,879,585**
Committee	
Secretariat - APRA[2]	62,574
Technical Oversite - *RCA*[2]	6,068
ABP Accounting/Grant administrator[2]	4,500
Total Committee and Administrator Expenses	**$ 73,141**
Total Program Expenses	**$ 1,952,726**
Net Collection Cost	**$ 1,480,615**
Total Grain Bags and Twine Collected (kg)[3]	4,985,963
Cost per Tonne	**$ 296.96**

Notes:

1. Revenue and expenses include estimated outstanding line items from 2025-Q4 Financial Report.
2. Committee and Administrator Expenses only include costs which have been reported to Cleanfarms.
3. Includes all grain bags and twine collected for recycling since program inception.

7. Quarterly Financial Report

The income statement for 2019-Q2 through 2025-Q4 follows:

Alberta Ag-Plastic. *Recycle It!* Pilot Program - Cleanfarms Financial Report												
	April 2025 - March 2026					Years 1-5 & Program Total						
Revenue	**Apr - Jun**	**July - Sep**	**Oct - Dec**	**Jan - Mar**	**Total**	**Apr '19 - Mar '20**	**Apr '20 - Mar '21**	**Apr '21 - Mar '22**	**Apr '22 - Mar '23**	**Apr '23 - Mar '24**	**Apr '24 - Mar '25**	**Program Total**
Funds Transferred to Cleanfarms from Alberta Beef Producers												
Studies	-	-	-	-	-	45,590	-	-	-	55,200	-	100,790
Communications	19,574	37,174	47,914	-	104,662	23,496	10,200	8,191	67,499	35,358	136,744	386,150
Net Collection Costs	30,274	33,985	41,269	-	105,529	38,838	71,469	44,070	42,363	88,360	103,480	494,109
Program Admin (Cleanfarms)	17,500	17,500	17,500	-	52,500	65,000	50,000	50,000	69,289	70,466	70,000	427,255
Total Revenue from Alberta Beef Producers	**$ 67,348**	**$ 88,660**	**$ 106,683**	**$ -**	**$ 262,690**	**$ 172,924**	**$ 131,670**	**$ 102,261**	**$ 179,151**	**$ 249,384**	**$ 310,224**	**$ 1,408,304**
Recycling Revenue												
Revenue from Marketing Materials	23,601	19,279	9,062	-	51,942	6,260	68,427	105,181	108,038	75,698	55,066	470,611
Total Program Revenue	**$ 90,949**	**$ 107,939**	**$ 115,745**	**$ -**	**$ 314,633**	**$ 179,184**	**$ 200,097**	**$ 207,442**	**$ 287,188**	**$ 325,082**	**$ 365,290**	**$ 1,878,915**
Expenses												
Studies												
Ag Waste Characterization Study	-	-	-	-	-	10,000	-	-	-	-	-	10,000
Stakeholder Groups Survey	-	-	-	-	-	28,090	-	-	-	55,200	-	83,290
Market Analysis	-	-	-	-	-	7,500	-	-	-	-	-	7,500
Communications												
Brand Development / Communication Plan	19,574	36,963	47,869	-	104,407	10,000	55	7,936	59,209	22,987	130,345	334,939
Printing / Delivery Costs	-	211	45	-	255	3,496	10,145	255	7,915	12,371	6,399	40,836
Design Costs	-	-	-	-	-	10,000	-	-	375	-	-	10,375
Collection Costs												
Contractor Expenses	39,589	39,818	41,172	-	120,578	24,120	74,048	111,416	118,178	127,941	105,735	682,017
Collection Bags	225	-	-	-	225	17,884	23,776	278	11,453	1,160	12,731	67,507
Incentive Payments	14,061	13,446	9,160	-	36,668	3,093	42,072	37,556	20,770	34,956	40,080	215,195
Total Collection Costs	53,875	53,264	50,331	-	157,471	45,098	139,897	149,251	150,401	164,058	158,546	964,720
Program Admin (Cleanfarms)	17,500	17,500	17,500	-	52,500	65,000	50,000	50,000	69,289	70,466	70,000	427,255
Total Cleanfarms and Operational Expenses	**$ 90,949**	**$ 107,939**	**$ 115,745**	**$ -**	**$ 314,633**	**$ 179,184**	**$ 200,097**	**$ 207,442**	**$ 287,188**	**$ 325,082**	**$ 365,290**	**$ 1,878,916**
Committee												
Secretariat - APRA[1]	-	4,414	6,794	-	11,208	17,638	4,721	11,178	5,324	10,426	2,078	62,574
Technical Oversite - *RCA*[1]	-	-	-	-	-	3,054	687	2,327	-	-	-	6,068
ABP Accounting/Grant administrator[1]	-	-	-	-	-	900	1,200	1,200	1,200	-	-	4,500
Total Committee and Administrator Expenses	**$ -**	**$ 4,414**	**$ 6,794**	**$ -**	**$ 11,208**	**$ 21,592**	**$ 6,608**	**$ 14,704**	**$ 6,524**	**$ 10,426**	**$ 2,078**	**$ 73,141**
Total Program Expenses	**$ 90,949**	**$ 112,353**	**$ 122,539**	**$ -**	**$ 325,841**	**$ 200,775**	**$ 206,705**	**$ 222,146**	**$ 293,712**	**$ 335,509**	**$ 367,368**	**$ 1,952,057**

Notes: 1. As reported to Cleanfarms.

The following is a list of outstanding line items from 2025-Q4 which are not included in the above income statement; all pending invoices are within budget:

- Incentive payments (approximately $670 – waiting to receive and processing invoices/payments).
- Contractor expenses (estimated $0 – processing invoices).
- Revenue (estimated $1,500 – waiting to receive payment).

8. Other Activities and Key Dates

In-Person Events

- October 7: Visit/tour two potential recycling facilities in British Columbia.
- October 8-10: Coast Waste Management Association conference presentation and attendance.
- October 22-24: Attend Recycling Council of Alberta conference and tradeshow booth.
- November 5-8: Farm Fair International, Edmonton – booth and presentation at their 4-H day.
- November 17-19: Rural Municipalities of Alberta conference – APRG executive committee provided a presentation.

Remote Events / Webinars

- December 10: Alberta Plastics Recycling Association – Ag Plastics Webinar Presentation.

Appendix A – Signs



Grain Bag Site Sign



Twine Site Sign



Combined Grain Bag and Twine Site Sign

Appendix B – Communication Assets



Grain Bag Recycling

3 steps to ensure your used grain bags can be accepted and recycled:

Grain bags that are returned loosely rolled require more space, are time consuming and difficult to manage with equipment, and they weigh very little, which is inefficient for transportation to a recycling facility.

1 Remove Debris

Grain bags need to be free of as much foreign material (spoilage, dirt, rocks, etc.) as possible.

Using a proper grain bag roller will help achieve that objective.

2 Roll

Grain bags must be rolled tightly with a standalone mechanical grain bag roller* or old hay baler, and then secured tightly with twine.

3 Return

Bring grain bags that are rolled and tied securely to your local pilot collection site.

For your nearest collection site, visit AlbertaAgPlastics.ca

*Most grain bag extractors roll the bags too loosely. Collection sites cannot accept unrolled, extractor rolled, or hand-rolled grain bags. Any improperly rolled bags may be rejected, subject to a landfill tipping fee or to additional charges at drop off.

SCAN ME

Cleanfarms.ca
403.942.6012 | 877.622.4460
info@cleanfarms.ca @cleanfarms

cleanfarms

ALBERTA AG-PLASTIC RECYCLE IT!

Alberta

The pilot project is led by the multi-stakeholder Agricultural Plastics Recycling Group; funds were granted by the Government of Alberta and are administered by Alberta Beef Producers.

Grain Bag Preparation Brochure



Twine Recycling

3 steps to ensure your used twine can be accepted and recycled:

Pick up, free, twine collection bags from collection sites and select County/MD offices.

1 Shake

Remove as much debris, snow, or ice as possible.

Run the twine through a gloved hand to help remove debris.

2 Bag

Place loose twine* in a collection bag & secure tightly closed with twine or a zip tie.

3 Return

Bring full bags of twine to your local collection site.

For your nearest collection site, visit AlbertaAgPlastics.ca

*Plastic twine only. Bags of twine mixed with netting, sisal twine, or other materials may be rejected, subject to a landfill tipping fee or to additional charges at dropoff.

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ALBERTA AG-PLASTIC RECYCLE IT!

Alberta

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Twine Preparation Brochure





Recycle Used Baler Twine

Preparing twine for recycling

Pick up, free, twine collection bags from pilot collection sites and select County/MD offices.

1. Shake to remove debris, snow or ice.
2. Place loose twine in a collection bag.
   Plastic twine only. Bags of twine mixed with netting, sisal twine, or other materials will be rejected.
3. Return to an **Alberta Ag Plastic. *Recycle It!*** pilot collection site. Call ahead for unloading assistance.

Find recycling details and a collection site near you:

- For more about **Alberta Ag Plastic. *Recycle It!*** – go to **AlbertaAgPlastics.ca** or scan the QR code.
- To see what other ag materials Cleanfarms recycles, go to **Cleanfarms.ca**

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ALBERTA AG-PLASTIC RECYCLE IT!

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Twine Retailer/Municipal Poster

Appendix C – Communication Campaign



Artwork by Elora Kiddle

Alberta looks for ag plastic management input

Survey to help shape future policy for agriculture plastics management in the province

GREG PRICE
GLACIER FARMMEDIA

Agricultural producers in Alberta have been given an extension for input on plastics management in their operations.

Agricultural plastics producer, service boards, commodity groups, producers, municipalities and waste management and recycling organizations can complete an online survey, with its deadline extended to Oct. 3, to share input on using a regulatory approach for managing agricultural plastics waste.

Agricultural plastics, such as baler twine, grain bags, bale wrap and silage plastic, can cause waste challenges for producers and businesses while leaving lasting environmental impacts.

Currently, recycling options for agricultural plastics are limited to certain materials and rely on voluntary approaches or pilot programs.

It's hoped shifting to a regulatory approach will provide long-term certainty for material management, a level playing field for agricultural plastics producers and economies of scale to better support processing facilities. It would also encourage agricultural plastic producers to develop innovative waste management solutions.

In Alberta, there are currenrly two regulatory approaches for the end-of-life management of waste marerials that can be recycled. The approaches are referred to as extended producer responsibility (EPR) and stewardship. Either of these approaches could be considered to manage agricultural plastics waste, or another regulatory approach could be developed.

Under EPR, material producers are responsible for operating and funding a system to collect, process and recycle the materials they supply into Alberta. The Extended Producer Responsibiliry Regulation, which came into force in November 2022, provides the framework for EPR systems.

Single-use products, packaging and paper, as well as hazardous and special products, are included in the regulation.

Alberta also regulates end-of-life management of waste materials through regulated stewardship programs.

There are four regulated stewardship programs managed by the Alberta Recycling Management Authority for electronics, paint and paint containers, tires and used oil materials, and one managed by the Beverage Container Management Board for beverage containers.

Under a stewardship program, material producers are responsible for funding, but not managing, a system to collect, process and recycle the materials they supply.

The survey will provide input into:

- Types of agricultural plastics to include.
- Clarifying the description of the obligated plastic producer.
- Material recovery rate targets, service standards for material collection and cost implications.

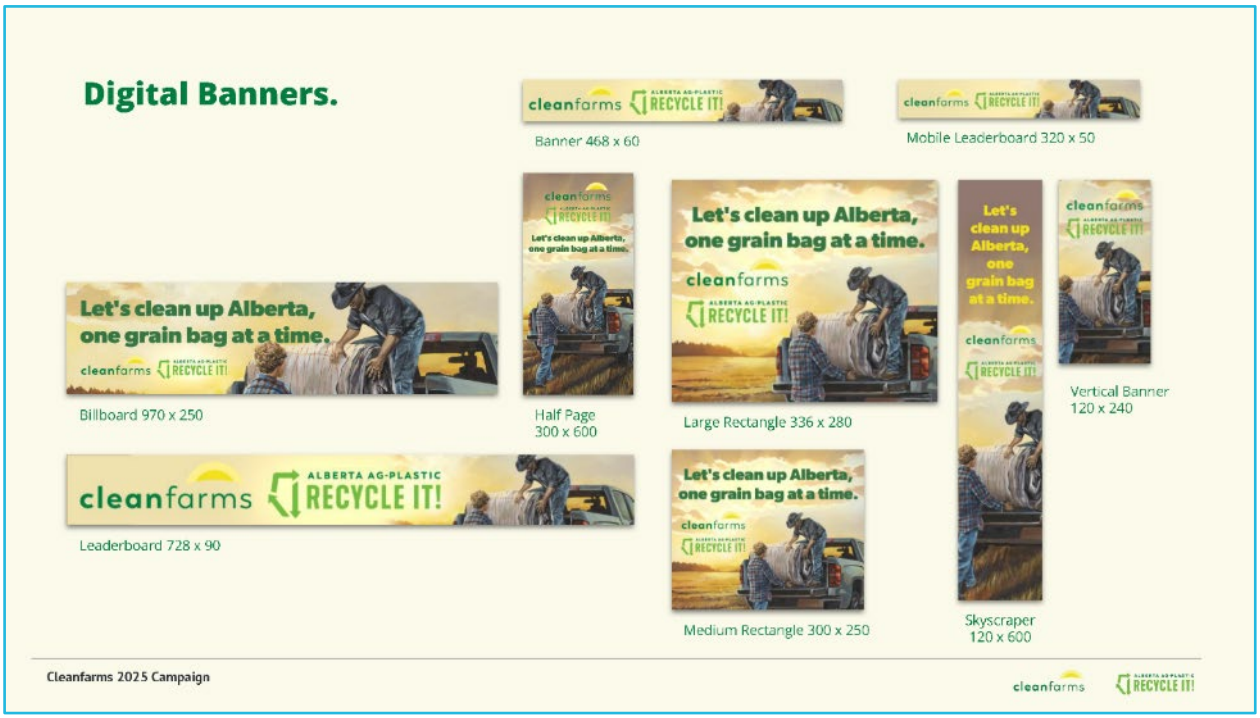
Input will be considered as part of policy and decision-making on managing agricultural plastics waste through a regulatory approach to provide a long-term solution for agricultural plastics waste.

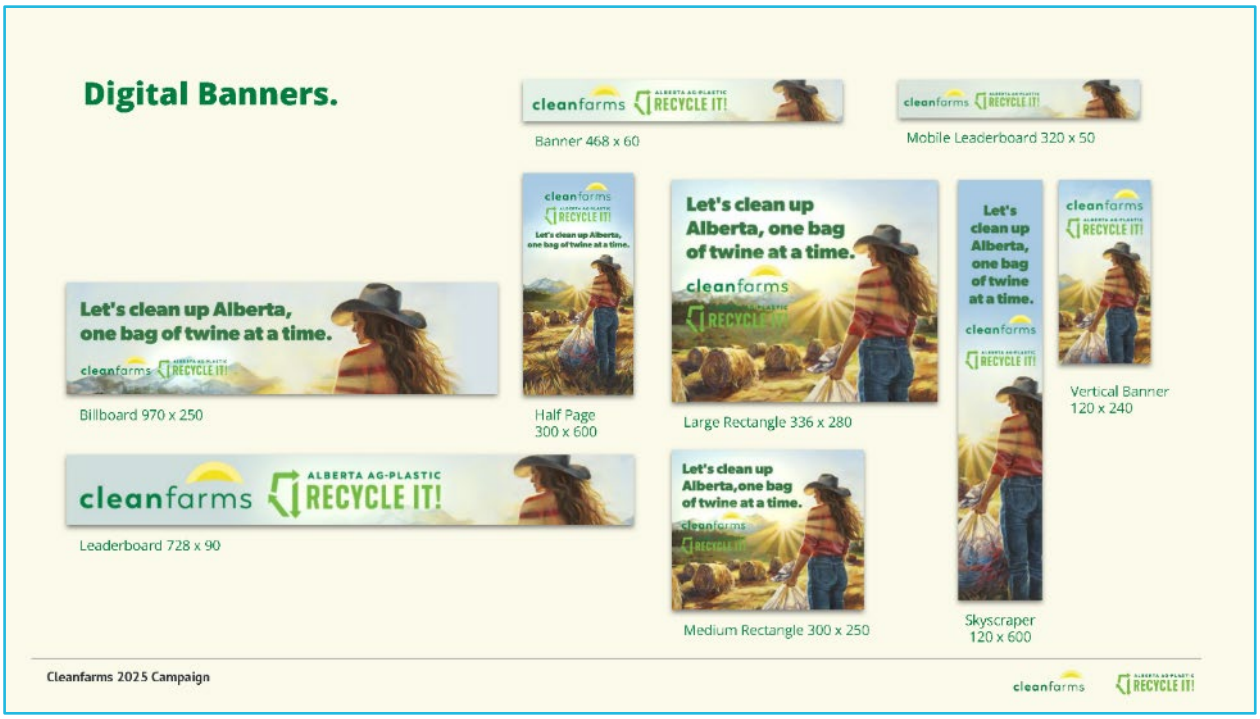
The survey can be found at https://www.alberta.ca/agricultural-plastics-management-engagement.

For more information, e-mail agi.agplasticsengagement@gov.ab.ca.



Example twine advertisement in Alberta Farmer Express





Digital banner options for collection partners





Social media advertisement examples

Appendix D – Program Branded Outreach



T-shirts for events



Vinyl stickers for event handouts

Appendix E – The Great Twine Round-Up





Examples of updated marketing assets using imagery from 2025 contest

Appendix B – 'Alberta Ag-Plastic. *Recycle It!*' Quarterly Report, 2026-Q1

‘Alberta Ag-Plastic. *Recycle-It!*’ Quarterly Report

2026-Q1 | April 15, 2026 | Final



The pilot project is led by the multi-stakeholder Agricultural Plastics Recycling Group; funds were granted by the Government of Alberta and are administered by Alberta Beef Producers.

Quarterly Report – April 15, 2026

The 'Alberta Ag-Plastic. *Recycle It!*' pilot continued through Q1 2026 with ongoing collection of grain bags and baler twine across Alberta. The pilot remains funded through December 31, 2027, providing continued stability for producers and collection partners while planning advances for the next phase of the program.

The collection network remained stable this quarter, with one new collection partners added and most existing partners renewing agreements through 2026–2027. One-day collection events continue to be explored as a complementary approach to improve access, building on the success of the 2025 Strathcona County event and informing planning for future events in Strathcona and Newell counties.

Communications and outreach efforts focused on maintaining awareness of existing recycling programs and supporting participation in the 2026 Great Twine Round-Up contest, which launched in January. Paid social media advertising across Instagram, TikTok, and YouTube Shorts generated strong early reach and engagement, and the early-bird draw was completed during the quarter, with the prize awarded to a participating 4-H club.

Work also continued to support expansion of the pilot to include silage plastic and bale wrap. Producer focus groups scheduled for June 2026 will inform future communications and collection design, with the goal of launching pilot collections for both materials in fall 2026.

During Q1 2026, a total of 352,405 kg of agricultural plastics were collected, consisting of 310,210 kg of grain bags and 42,195 kg of baler twine. While collection volumes remain strong, large amounts of material continue to be staged at collection sites and on farms due to constrained recycling markets. To support improved material movement, Cleanfarms continues to pursue additional end-markets and shipped sample bales of baler twine to a test recycling market in the United States, with further sample shipments planned for Q2 2026.

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ALBERTA AG-PLASTIC RECYCLE IT!

1. Introduction

The Alberta Ag-Plastic. Recycle It! pilot continued through Q1 2026 with ongoing collection of grain bags and baler twine across Alberta. The pilot remains funded through December 31, 2027, providing continuity for collection partners and producers while Cleanfarms advances planning for the next phase of the program.

Q1 included several key engagement and outreach activities. The 2026 Great Twine Round-Up contest launched on January 19, supported by earned media and paid advertising. During the quarter, the early-bird draw was conducted, with the prize awarded to a participating 4-H club, helping reinforce youth and community involvement in the program.

Work also continued to support the expansion of the pilot to silage plastic and bale wrap. Producer focus groups are scheduled for June 2026 to inform collection design and communications, with the goal of launching pilot collections for both materials in fall 2026. In parallel, a market analysis completed in January confirms that recycling markets remain constrained, reinforcing the need for continued program flexibility and longer-term policy tools to support stable recycling outcomes.

2. Collection Sites

One new permanent collection site in Athabasca County was added during Q1 2026. This site was previously collecting twine and transporting it to Westlock but will now receive direct pickups. The existing collection network remains stable, supported primarily by municipal transfer stations, landfills, and select private operators across the province. Coordination with partners continued throughout the quarter to support ongoing operations and prepare sites for upcoming changes to the program.

Most existing collection partners have now signed updated 2026–2027 collection site agreements, with four agreements still pending as of the end of the quarter. Two potential new collection partners have been identified and are expected to join the program later in 2026, which will help improve coverage in specific regions. As with previous years, efforts remain focused on maintaining reliable service at existing sites while incrementally addressing geographic gaps.

In addition to permanent sites, one-day collection events continue to be explored as a complementary collection model. Building on the success of a one-day event hosted by Strathcona County in October 2025, Cleanfarms is working with the County to deliver another event in October 2026. The planned event will expand the materials accepted to include silage plastic and bale wrap, alongside grain bags and baler twine. A similar one-day event is also being explored with Newell County to improve access in southern Alberta.

As the program expands to additional materials, short-term collection events will continue to be evaluated as a flexible tool to test new collection approaches, support producer access in underserved areas, and supplement the permanent site network.

As of Q1 2026, the program is supported by 54 collection partners (Figure 1 & Table 1) operating a total of 171 individual sites (Figure 2). Among these:

- 119 sites accept baler twine only
- 50 sites accept both grain bags and twine
- 2 sites accept grain bags only

An interactive map of all current collection locations, excluding high-volume twine users and two retailer sites, is available online to help farmers easily locate nearby drop-off points.

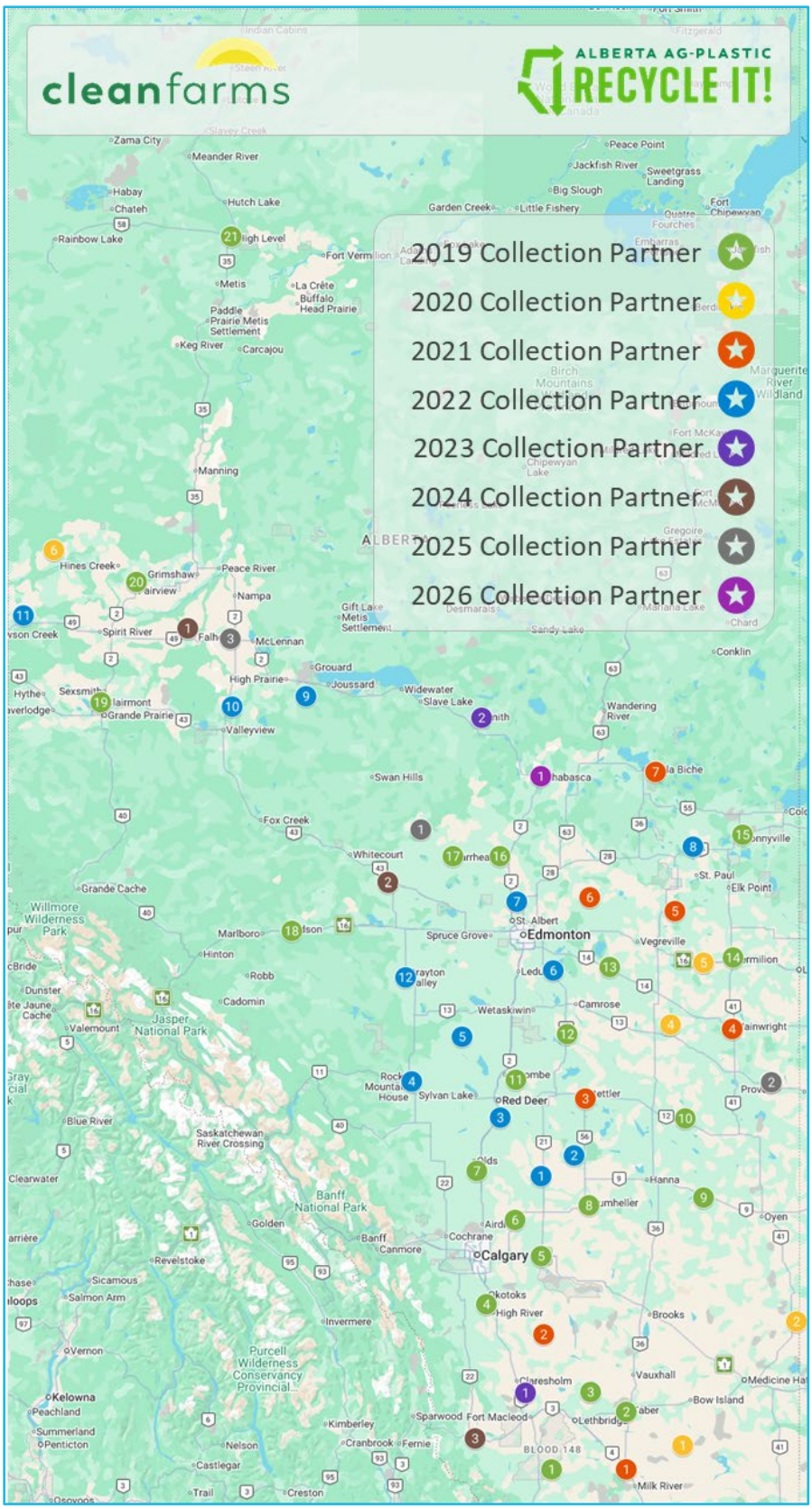

Figure 1. Geographic distribution of collection partners.

Table 1 – List of collection partners.

Collection Partner	Site Number	Year Joined Program
Cardston County	1	2019
MD of Taber	2	2019
Lethbridge County/DBS Environmental	3	2019
MD of Foothills/Foothills Regional Services Comm.	4	2019
Wheatland County	5	2019
Rocky View County	6	2019
Mountain View County *(twine only)*	7	2019
Drumheller & District Solid Waste Mgmt. Assoc.	8	2019
Special Areas 2,3,4/Big Country Waste Mgmt. Comm.	9	2019
County of Paintearth/Paintearth Regional Waste Mgmt.	10	2019
Lacombe County	11	2019
Camrose County	12	2019
Claystone Waste/Ryley Landfill	13	2019
County of Vermilion River	14	2019
MD of Bonnyville	15	2019
Westlock County/Westlock Regional Waste Mgmt. Comm.	16	2019
County of Barrhead	17	2019
Yellowhead County/Edson & District Recycling Society	18	2019
County of Grande Prairie	19	2019
MD of Fairview/North Peace Regional Landfill	20	2019
Mackenzie County/Mackenzie Regional Waste Mgmt. Comm.	21	2019
County of Forty Mile/South Forty Waste	1	2020
Cypress County	2	2020
~~MD of Provost~~	~~3~~	~~2020~~
Flagstaff County/Flagstaff Regional Solid Waste Mgmt.	4	2020
County of Minburn	5	2020
Clear Hills County	6	2020
County of Warner	1	2021
Vulcan County	2	2021
County of Stettler	3	2021
MD of Wainwright/Wainwright Regional Waste to Energy Authority	4	2021
County of Two Hills	5	2021
Lamont County/St. Michael Regional Solid Waste Commission	6	2021
Lac La Biche County *(twine only)*	7	2021
Kneehill County *(twine only)*	1	2022
Starland County	2	2022
Red Deer County	3	2022
Clearwater County *(twine only)*	4	2022
Ponoka County	5	2022
Leduc County *(twine only)*	6	2022
Sturgeon County *(twine only)*	7	2022
County of St. Paul *(twine only)*	8	2022
Big Lakes County	9	2022
MD of Greenview *(twine only)*	10	2022
Saddle Hills County	11	2022
Brazeau County *(twine only)*	12	2022
MD of Willow Creek	1	2023
MD of Lesser Slave River *(twine only)*	2	2023
Birch Hills County	1	2024
Lac Ste. Anne County (*twine only*)	2	2024
Crowsnest/Pincher Creek Regional Landfill	3	2024
Woodlands County	1	2025
MD #52 Waste Management Authority – Provost Landfill	2	2025
MD of Smoky River *(grain bags only)*	3	2025
Athabasca Transfer Site and Recycle Facility (*twine only*)	1	2026

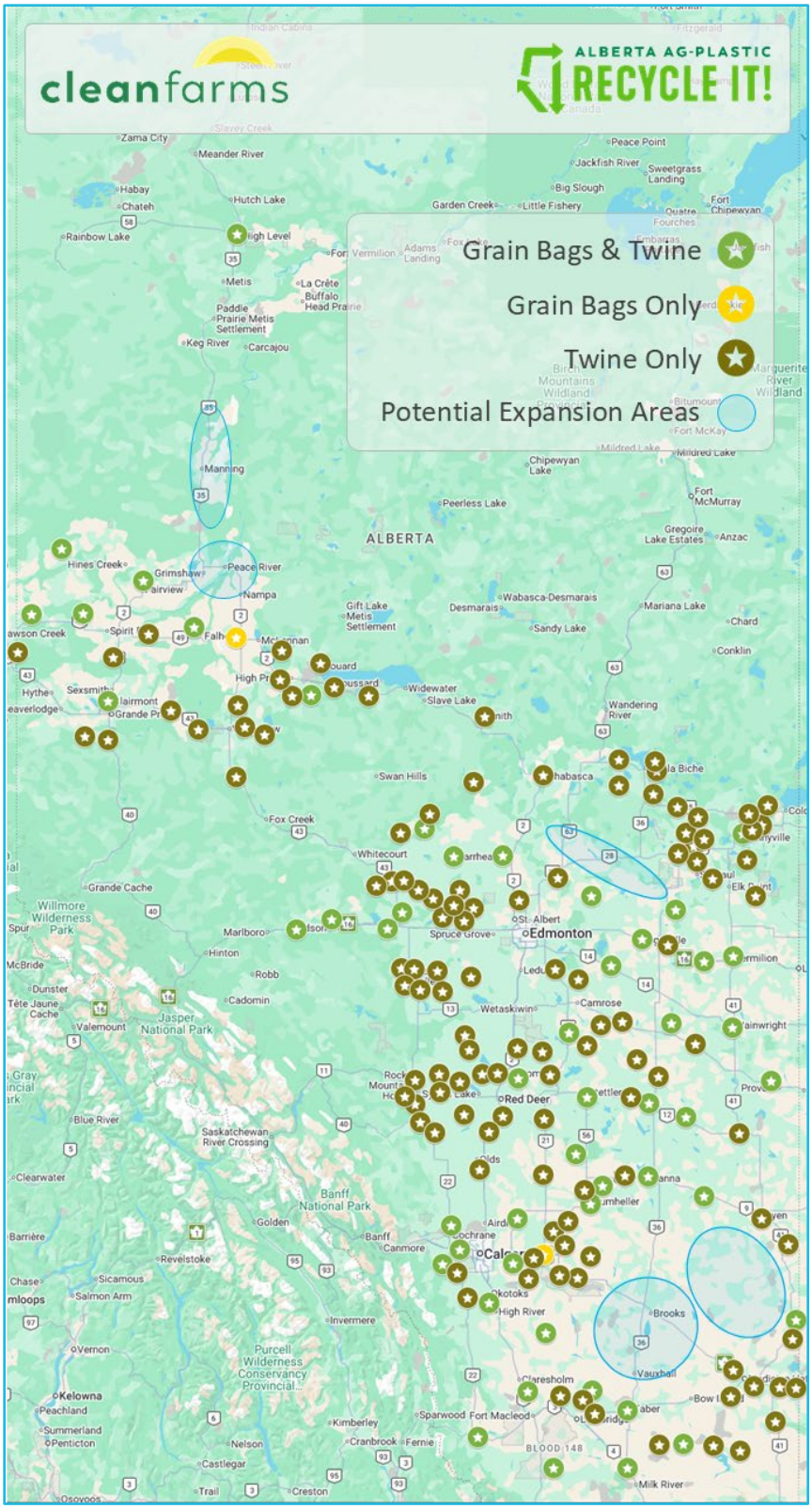

Figure 2. Geographic distribution of collection sites and potential expansion areas.

3. Site Signage

No new signage was developed during Q1 2026. However, the program recognizes the importance of clear and effective signage for supporting proper use of collection sites. Current site signage and printed communication assets (Appendices A and B) continue to be replaced as necessary.

4. Communications & Program Awareness

4.1 Communication & Awareness

Communications activities in Q1 2026 focused on maintaining awareness of existing grain bag and baler twine recycling programs while supporting upcoming program expansion. Updates were made to the 'Alberta Ag-Plastic. *Recycle It!*' webpage, and ongoing organic social media was used to reinforce program messaging and direct producers to available collection sites.

Paid and earned media (Appendix C) efforts during the quarter emphasized baler twine recycling, timed to align with the launch of the 2026 Great Twine Round-Up contest. Advertising placements ran across multiple agricultural publications and digital platforms, and social media advertising generated strong engagement early in the year. Outreach efforts continued to prioritize clear messaging around material preparation and participation requirements.

4.2 The Great Twine Round-Up Contest

The 2026 Great Twine Round-Up contest launched on January 19, supported by press releases, paid advertising, digital outreach, and updates to the contest website. Early-season promotion resulted in strong earned media coverage across Alberta and reinforced program visibility during the winter months.

Paid social media advertising (Appendix D) for the contest launched in mid-January and will continue through May, with ads running across Instagram, TikTok, and YouTube Shorts. A total of seven creative assets were deployed on each platform. As of this quarter, the campaign has demonstrated strong early engagement and reach among target audiences with over:

- 2.5 million impressions;
- 27 thousand link clicks; and,
- 1.45 million video views.

The early-bird draw was completed in Q1, with the prize awarded to the T&M 4-H club. As in the first edition of the contest, it continues to encourage baler twine recycling while providing direct benefits to youth and agricultural communities. Ongoing promotion of the contest will continue into Q2, with the final draws scheduled for June 2026.

4.3 Focus Groups and Program Development

Communications planning also advanced in support of the program's expansion to silage plastic and bale wrap. Producer focus groups scheduled for June 2026 will inform future communications materials, messaging, and outreach strategies related to these materials. Findings will be used to ensure that education and awareness efforts align with producer practices, expectations, and operational realities ahead of planned pilot collections in fall 2026.

5. Tonnage Collected

During Q1 2026 (January–March), the 'Alberta Ag-Plastic. *Recycle It!*' pilot collected a total of 352,405 kg of agricultural plastic through municipal, on-farm, and hay processor pickups. This consisted of:

- 310,210 kg of grain bags
- 42,195 kg of baler twine

Grain bag volumes split approximately 2/3 to 1/3 between established municipal sites and on-farm pickups, respectively. Baler twine volumes continued to be supported by both municipal collection sites and hay processors, with approximately 70% of twine coming from hay processors in this quarter.

As of March 31, 2026, cumulative collections since program inception totaled approximately 5.45 million kg, including grain bags, baler twine and other mixed materials collected through both legacy and pilot operations. While significant volumes continue to be collected, material remains staged at multiple collection sites and on-farm awaiting pickups for recycling, as movement downstream has slowed due to limited recycling market demand and inconsistent availability of end markets.

Cleanfarms continues to seek and evaluate additional recycling markets to support improved material movement. During Q1, approximately 2,000 kg of baler twine was shipped as sample bales to a test recycling market in the United States. Additional sample shipments are planned for Q2 2026 as part of ongoing efforts to identify viable end-market options.

Recycling markets for agricultural plastics remain constrained, as highlighted in a market analysis completed in January 2026. Depressed demand for post-consumer recycled plastics, competition from low-cost virgin resin, and restricted access to consistent end markets continue to delay material movement. These conditions reinforce the need for policy mechanisms such as recycled content mandates and Extended Producer Responsibility frameworks to improve long-term market stability and support reliable recycling outcomes for agricultural plastics in Alberta.

Tables 2 and 3 provide detailed breakdowns of materials collected this quarter and cumulatively since the program's inception, respectively

Table 2 – Collection summary for Q1 2026

Grain Bags and Twine Sent for Recycling | Jan - Mar 2026					
		Legacy Material (kg)		Pilot Collection (kg)	
Site Name	County	Grain Bags	Twine	Grain Bags	Twine
Ryley Landfill	Beaver County	-	-	-	-
Youngstown Regional Landfill	Special Areas 2, 3 & 4	-	-	-	-
Cardston County Composting Yard	Cardston County	-	-	-	-
Clairmont Landfill	County of Grande Prairie	-	-	-	-
Vermilion Waste Transfer Station	County of Vermilion River	-	-	32,145	-
Iron Springs Transfer Site	Lethbridge County	-	-	-	3,930
Drumheller & District Regional Landfill	Drumheller	-	-	-	-
Foothills Regional Landfill & Resource Recovery Centre	M.D. of Foothills	-	-	2,490	-
Prentiss Landfill	Lacombe County	-	-	23,950	1,010
MacKenzie Regional Waste Landfill	Mackenzie No. 23	-	-	-	-
Mountain View County Ag Shop Twine Collection	Mountain View County	N/A	-	N/A	2,740
Municipal District of Bonnyville Public Works Shop	MD of Bonnyville	-	-	-	-
MD of Taber Operations and Maintenance Building	MD of Taber	-	-	-	-
County of Barrhead Public Works Shop	County of Barrhead	-	-	-	-
Westlock Regional Landfill	Westlock County	-	-	-	-
North Peace Regional Landfill	MD of Fairview	-	-	-	-
Coronation Transfer Station	County of Paintearth	-	-	-	-
Irricana Transfer Site	Rocky View County	-	-	35,020	3,160
West Dried Meat Lake Regional Landfill	Camrose County	-	-	-	-
Wheatland County Agriculture Service Board Shop	Wheatland County	-	-	31,600	90
Edson & District Recycling Society	Yellowhead County	-	-	-	-
Cleardale Transfer Station	Clear Hills County	-	-	-	-
Foremost Transfer Station - South Forty Waste	County of Forty Mile No. 8	-	-	-	-
Mannville Waste Transfer Station	County of Minburn	-	-	17,765	-
Hilda Transfer Station	Cypress County	-	-	-	-
Flagstaff Waste Regional Landfill	Flagstaff County	-	-	-	-
Provost Regional Landfill	MD of Provost	-	-	-	-
County of Warner Ag Service Board Shop	County of Warner	-	-	-	-
Vulcan Waste Transfer Station	Vulcan County	-	-	21,390	-
Beaver Lake Landfill	Lac La Biche County	N/A	-	N/A	-
Two Hills Regional Landfill	County of Two Hills	-	-	-	-
Wainwright Regional Landfill	MD of Wainwright	-	-	-	-
Stettler County Operations Shop	County of Stettler	-	-	21,140	-
Horn Hill Transfer Station	Red Deer County	N/A	-	N/A	145
St. Michael Regional Landfill	Lamont County	-	-	-	-
Three Hills Transfer Station	Kneehill County	N/A	-	N/A	-
New Sarepta/Sunnybrook Waste Transfer Station	Leduc County	N/A	-	N/A	255
New Fish Creek Transfer Station	MD of Greenview	N/A	-	N/A	-
Bluffton Landfill	Ponoka County	N/A	-	N/A	-
Blueberry/Bonanza Transfer Site	Saddle Hills County	-	-	-	-
Rumsey/Michichi Transfer Station	Starland County	-	-	14,050	-
Central Transfer Station	Clearwater County	N/A	-	N/A	-
Ashmont/Mallaig Transfer Station	County of St. Paul	N/A	-	N/A	-
Roseridge Landfill	Sturgeon County	N/A	-	N/A	-
Big Lakes County Regional Landfill	Big Lakes County	-	-	-	-
Brazeau County Shop	Brazeau County	N/A	-	N/A	-
Willow Creek Regional Landfill	MD of Willow Creek	-	-	9,890	-
Flatbush/Smith Transfer Station	MD of Lesser Slave River	N/A	-	N/A	-
Wanham/Tangent Transfer Stations	Birch Hills County	-	-	-	-
Mayerthorpe Transfer Station	Lac Ste. Anne County	-	-	-	-
Pincher Creek Landfill	MD of Pincher Creek	-	-	-	-
Fort Assiniboine County Office	Woodlands County	-	-	-	-
Athabasca Regional Landfill (often reported with Westlock)	Athabasca County	-	-	-	-
Strathcona County - Collection Days	Strathcona County	-	-	-	-
Grain Bag Recycler	AB Recyclers	N/A	N/A	N/A	-
Farm (non-pilot site)	AB Farms	-	-	100,770	1,000
Hay Processing Plants (non-pilot sites)	Southern Alberta	N/A	N/A	N/A	29,865
	Quarterly Totals	-	-	310,210	42,195
	Total Grain Bags	310,210		**Total Twine**	42,195
				Total Grain Bags and Twine	352,405

Note: County of Barrhead and Westlock County were previously reported as one collection location.

Table 3 – Collection summary since program inception

Grain Bags and Twine Sent for Recycling | Oct 2019 - Present					
		Legacy Material (kg)		Pilot Collection (kg)	
Site Name	County	Grain Bags	Twine	Grain Bags	Twine
Ryley Landfill	Beaver County	-	-	26,440	1,475
Youngstown Regional Landfill	Special Areas 2, 3 & 4	-	-	19,840	7,790
Cardston County Composting Yard	Cardston County	-	-	19,605	-
Clairmont Landfill	County of Grande Prairie	22,020	-	31,490	475
Vermilion Waste Transfer Station	County of Vermilion River	9,780	-	156,911	2,902
Iron Springs Transfer Site	Lethbridge County	-	-	188,776	37,803
Drumheller & District Regional Landfill	Drumheller	-	6,320	164,398	6,835
Foothills Regional Landfill & Resource Recovery Centre	M.D. of Foothills	-	-	150,370	4,460
Prentiss Landfill	Lacombe County	-	7,110	203,515	15,795
MacKenzie Regional Waste Landfill	Mackenzie No. 23	-	-	-	-
Mountain View County Ag Shop Twine Collection	Mountain View County	N/A	-	N/A	17,911
Municipal District of Bonnyville Public Works Shop	MD of Bonnyville	10,670	-	44,680	7,506
MD of Taber Operations and Maintenance Building	MD of Taber	-	-	157,860	14,415
County of Barrhead Public Works Shop	County of Barrhead	-	-	36,770	299
Westlock Regional Landfill	Westlock County	-	2,000	21,098	24,316
North Peace Regional Landfill	MD of Fairview	57,870	-	125,730	1,550
Coronation Transfer Station	County of Paintearth	-	-	73,765	6,321
Irricana Transfer Site	Rocky View County	64,139	7,800	337,330	28,404
West Dried Meat Lake Regional Landfill	Camrose County	49,250	1,250	137,970	922
Wheatland County Agriculture Service Board Shop	Wheatland County	-	-	480,663	4,819
Edson & District Recycling Society	Yellowhead County	37,860	-	42,990	-
Cleardale Transfer Station	Clear Hills County	-	-	28,900	-
Foremost Transfer Station - South Forty Waste	County of Forty Mile No. 8	-	-	72,200	400
Mannville Waste Transfer Station	County of Minburn	33,060	12,970	184,915	9,513
Hilda Transfer Station	Cypress County	11,520	-	12,820	3,878
Flagstaff Waste Regional Landfill	Flagstaff County	-	-	167,580	8,510
Provost Regional Landfill	MD of Provost	33,060	-	11,970	1,513
County of Warner Ag Service Board Shop	County of Warner	-	-	46,250	5,980
Vulcan Waste Transfer Station	Vulcan County	-	-	209,760	3,660
Beaver Lake Landfill	Lac La Biche County	N/A	493	N/A	2,015
Two Hills Regional Landfill	County of Two Hills	-	-	46,015	-
Wainwright Regional Landfill	MD of Wainwright	62,405	-	56,399	391
Stettler County Operations Shop	County of Stettler	-	-	31,697	620
Horn Hill Transfer Station	Red Deer County	N/A	-	N/A	3,374
St. Michael Regional Landfill	Lamont County	-	-	53,700	3,500
Three Hills Transfer Station	Kneehill County	N/A	-	N/A	3,724
New Sarepta/Sunnybrook Waste Transfer Station	Leduc County	N/A	-	N/A	2,772
New Fish Creek Transfer Station	MD of Greenview	N/A	-	N/A	2,550
Bluffton Landfill	Ponoka County	N/A	-	N/A	950
Blueberry/Bonanza Transfer Site	Saddle Hills County	134,270	-	91,120	-
Rumsey/Michichi Transfer Station	Starland County	-	-	69,605	1,095
Central Transfer Station	Clearwater County	N/A	-	N/A	9,472
Ashmont/Mallaig Transfer Station	County of St. Paul	N/A	-	N/A	1,345
Roseridge Landfill	Sturgeon County	N/A	-	N/A	1,680
Big Lakes County Regional Landfill	Big Lakes County	-	-	-	585
Brazeau County Shop	Brazeau County	N/A	-	N/A	1,740
Willow Creek Regional Landfill	MD of Willow Creek	-	-	49,510	9,490
Flatbush/Smith Transfer Station	MD of Lesser Slave River	N/A	-	N/A	-
Wanham/Tangent Transfer Stations	Birch Hills County	18,270	-	52,710	-
Mayerthorpe Transfer Station	Lac Ste. Anne County	-	-	-	3,880
Pincher Creek Landfill	MD of Pincher Creek	-	-	-	8,230
Fort Assiniboine County Office	Woodlands County	-	-	-	-
Athabasca Regional Landfill (often reported with Westlock)	Athabasca County	-	-	-	210
Strathcona County - Collection Days	Strathcona County	-	-	1,050	50
Grain Bag Recycler	AB Recyclers	N/A	N/A	N/A	4,880
Farm (non-pilot site)	AB Farms	-	-	537,307	2,875
Hay Processing Plants (non-pilot sites)	Southern Alberta	N/A	N/A	N/A	439,422
	Totals	544,174	37,943	4,143,709	722,302
	Total Grain Bags	4,687,883		**Total Twine**	760,245
				Total Grain Bags and Twine	5,448,128
Disposal Waste Contained in 2019 Legacy Grain Bag Material					
PolyAg Recycling Ltd.		(109,760)	-	-	-
	Total Grain Bags Subtract Legacy Waste	4,578,123		**Total Twine**	760,245
				Total Grain Bags and Twine Subtract Legacy Waste	5,338,368

Note: County of Barrhead and Westlock County were previously reported as one collection location.

6. Quarterly Financial Report

The income statement for 2019-Q2 through 2026-Q1 follows:

Alberta Ag-Plastic. *Recycle It!* Pilot Program - Cleanfarms Financial Report												
	April 2025 - March 2026					Years 1-5 & Program Total						
Revenue	**Apr - Jun**	**July - Sep**	**Oct - Dec**	**Jan - Mar**	**Total**	**Apr '19 - Mar '20**	**Apr '20 - Mar '21**	**Apr '21 - Mar '22**	**Apr '22 - Mar '23**	**Apr '23 - Mar '24**	**Apr '24 - Mar '25**	**Program Total**
Funds Transferred to Cleanfarms from Alberta Beef Producers												
Studies	-	-	-	2,500	2,500	45,590	-	-	-	55,200	-	103,290
Communications	19,574	37,174	47,914	16,567	121,229	23,496	10,200	8,191	67,499	35,358	136,744	402,717
Net Collection Costs	30,274	33,985	41,269	32,363	137,892	38,838	71,469	44,070	42,363	88,360	103,480	526,472
Program Admin (Cleanfarms)	17,500	17,500	17,500	22,490	74,990	65,000	50,000	50,000	69,289	70,466	70,000	449,744
Total Revenue from Alberta Beef Producers	**$ 67,348**	**$ 88,660**	**$ 106,683**	**$ 73,920**	**$ 336,610**	**$ 172,924**	**$ 131,670**	**$ 102,261**	**$ 179,151**	**$ 249,384**	**$ 310,224**	**$ 1,482,224**
Recycling Revenue												
Revenue from Marketing Materials	23,601	19,279	9,062	10,224	62,167	6,260	68,427	105,181	108,038	75,698	55,066	480,836
Total Program Revenue	**$ 90,949**	**$ 107,939**	**$ 115,745**	**$ 84,144**	**$ 398,777**	**$ 179,184**	**$ 200,097**	**$ 207,442**	**$ 287,188**	**$ 325,082**	**$ 365,290**	**$ 1,963,059**
Expenses												
Studies												
Ag Waste Characterization Study	-	-	-	-	-	10,000	-	-	-	-	-	10,000
Stakeholder Groups Survey	-	-	-	-	-	28,090	-	-	-	55,200	-	83,290
Market Analysis	-	-	-	2,500	2,500	7,500	-	-	-	-	-	10,000
Communications												
Brand Development / Communication Plan	19,574	36,963	47,869	16,567	120,973	10,000	55	7,936	59,209	22,987	130,345	351,506
Printing / Delivery Costs	-	211	45	-	255	3,496	10,145	255	7,915	12,371	6,399	40,836
Design Costs	-	-	-	-	-	10,000	-	-	375	-	-	10,375
Collection Costs												
Contractor Expenses	39,589	39,818	41,172	26,966	147,544	24,120	74,048	111,416	118,178	127,941	105,735	708,983
Collection Bags	225	-	-	9,229	9,454	17,884	23,776	278	11,453	1,160	12,731	76,736
Incentive Payments	14,061	13,446	9,160	6,392	43,060	3,093	42,072	37,556	20,770	34,956	40,080	221,588
Total Collection Costs	53,875	53,264	50,331	42,588	200,059	45,098	139,897	149,251	150,401	164,058	158,546	1,007,308
Program Admin (Cleanfarms)	17,500	17,500	17,500	22,490	74,990	65,000	50,000	50,000	69,289	70,466	70,000	449,745
Total Cleanfarms and Operational Expenses	**$ 90,949**	**$ 107,939**	**$ 115,745**	**$ 84,144**	**$ 398,777**	**$ 179,184**	**$ 200,097**	**$ 207,442**	**$ 287,188**	**$ 325,082**	**$ 365,290**	**$ 1,963,060**
Committee												
Secretariat - APRA[1]	-	4,414	6,794	-	11,208	17,638	4,721	11,178	5,324	10,426	2,078	62,574
Technical Oversite - *RCA*[1]	-	-	-	-	-	3,054	687	2,327	-	-	-	6,068
ABP Accounting/Grant administrator[1]	-	-	-	-	-	900	1,200	1,200	1,200	-	-	4,500
Total Committee and Administrator Expenses	**$ -**	**$ 4,414**	**$ 6,794**	**$ -**	**$ 11,208**	**$ 21,592**	**$ 6,608**	**$ 14,704**	**$ 6,524**	**$ 10,426**	**$ 2,078**	**$ 73,141**
Total Program Expenses	**$ 90,949**	**$ 112,353**	**$ 122,539**	**$ 84,144**	**$ 409,985**	**$ 200,775**	**$ 206,705**	**$ 222,146**	**$ 293,712**	**$ 335,509**	**$ 367,368**	**$ 2,036,201**

Notes: 1. As reported to Cleanfarms.

The following is a list of outstanding line items from 2026-Q1 which are not included in the above income statement; all pending invoices are within budget:

- Contractor expenses (estimated $17,460 – processing invoices).
- Revenue (estimated $6,990 – waiting to receive payment).

7. Other Activities and Key Dates

In-Person Events

- January 20-22: Alberta Agricultural Service Board Conference – Edmonton booth.
- February 25-27: 2026 Lethbridge Ag Expo – booth.
- March 11: Alberta Circular Plastics Day – Calgary booth.
- March 13: Cardston County Ag Service Board Presentation.
- March 18-20: Alberta CARE Conference – Brooks booth & presentation.

Remote Events / Webinars

- January 14: Recorded radio Interview to be aired on several outlets across southern Alberta.

Appendix A – Signs



Grain Bag Site Sign



Twine Site Sign



Combined Grain Bag and Twine Site Sign

Appendix B – Communication Assets



Grain Bag Recycling

3 steps to ensure your used grain bags can be accepted and recycled:

Grain bags that are returned loosely rolled require more space, are time consuming and difficult to manage with equipment, and they weigh very little, which is inefficient for transportation to a recycling facility.

1 Remove Debris

Grain bags need to be free of as much foreign material (spoilage, dirt, rocks, etc.) as possible.

Using a proper grain bag roller will help achieve that objective.

2 Roll

Grain bags must be rolled tightly with a standalone mechanical grain bag roller* or old hay baler, and then secured tightly with twine.

3 Return

Bring grain bags that are rolled and tied securely to your local pilot collection site.

For your nearest collection site, visit AlbertaAgPlastics.ca

*Most grain bag extractors roll the bags too loosely. Collection sites cannot accept unrolled, extractor rolled, or hand-rolled grain bags. Any improperly rolled bags may be rejected, subject to a landfill tipping fee or to additional charges at drop off.

SCAN ME

Cleanfarms.ca
403.942.6012 | 877.622.4460
info@cleanfarms.ca @cleanfarms

cleanfarms

ALBERTA AG-PLASTIC RECYCLE IT!

Alberta

The pilot project is led by the multi-stakeholder Agricultural Plastics Recycling Group; funds were granted by the Government of Alberta and are administered by Alberta Beef Producers.

Grain Bag Preparation Brochure



Twine Recycling

3 steps to ensure your used twine can be accepted and recycled:

Pick up, free, twine collection bags from collection sites and select County/MD offices.

1 Shake

Remove as much debris, snow, or ice as possible.

Run the twine through a gloved hand to help remove debris.

2 Bag

Place loose twine* in a collection bag & secure tightly closed with twine or a zip tie.

3 Return

Bring full bags of twine to your local collection site.

For your nearest collection site, visit AlbertaAgPlastics.ca

*Plastic twine only. Bags of twine mixed with netting, sisal twine, or other materials may be rejected, subject to a landfill tipping fee or to additional charges at dropoff.

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Twine Preparation Brochure





Recycle Used Baler Twine

Preparing twine for recycling

Pick up, free, twine collection bags from pilot collection sites and select County/MD offices.

1. Shake to remove debris, snow or ice.
2. Place loose twine in a collection bag.
   Plastic twine only. Bags of twine mixed with netting, sisal twine, or other materials will be rejected.
3. Return to an **Alberta Ag Plastic. *Recycle It!*** pilot collection site. Call ahead for unloading assistance.

Find recycling details and a collection site near you:

- For more about **Alberta Ag Plastic. *Recycle It!*** – go to **AlbertaAgPlastics.ca** or scan the QR code.
- To see what other ag materials Cleanfarms recycles, go to **Cleanfarms.ca**

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ALBERTA AG-PLASTIC RECYCLE IT!

Alberta

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Twine Retailer/Municipal Poster

Appendix C – Communication Campaign



Artwork by Elora Kiddle

Alberta looks for ag plastic management input

Survey to help shape future policy for agriculture plastics management in the province

GREG PRICE
GLACIER FARMMEDIA

Agricultural producers in Alberta have been given an extension for input on plastics management in their operations.

Agricultural plastics producer, service boards, commodity groups, producers, municipalities and waste management and recycling organizations can complete an online survey, with its deadline extended to Oct. 3, to share input on using a regulatory approach for managing agricultural plastics waste.

Agricultural plastics, such as baler twine, grain bags, bale wrap and silage plastic, can cause waste challenges for producers and businesses while leaving lasting environmental impacts.

Currently, recycling options for agricultural plastics are limited to certain materials and rely on voluntary approaches or pilot programs.

It's hoped shifting to a regulatory approach will provide long-term certainty for material management, a level playing field for agricultural plastics producers and economies of scale to better support processing facilities. It would also encourage agricultural plastic producers to develop innovative waste management solutions.

In Alberta, there are currenrly two regulatory approaches for the end-of-life management of waste marerials that can be recycled. The approaches are referred to as extended producer responsibility (EPR) and stewardship. Either of these approaches could be considered to manage agricultural plastics waste, or another regulatory approach could be developed.

Under EPR, material producers are responsible for operating and funding a system to collect, process and recycle the materials they supply into Alberta. The Extended Producer Responsibiliry Regulation, which came into force in November 2022, provides the framework for EPR systems.

Single-use products, packaging and paper, as well as hazardous and special products, are included in the regulation.

Alberta also regulates end-of-life management of waste materials through regulated stewardship programs.

There are four regulated stewardship programs managed by the Alberta Recycling Management Authority for electronics, paint and paint containers, tires and used oil materials, and one managed by the Beverage Container Management Board for beverage containers.

Under a stewardship program, material producers are responsible for funding, but not managing, a system to collect, process and recycle the materials they supply.

The survey will provide input into:

- Types of agricultural plastics to include.
- Clarifying the description of the obligated plastic producer.
- Material recovery rate targets, service standards for material collection and cost implications.

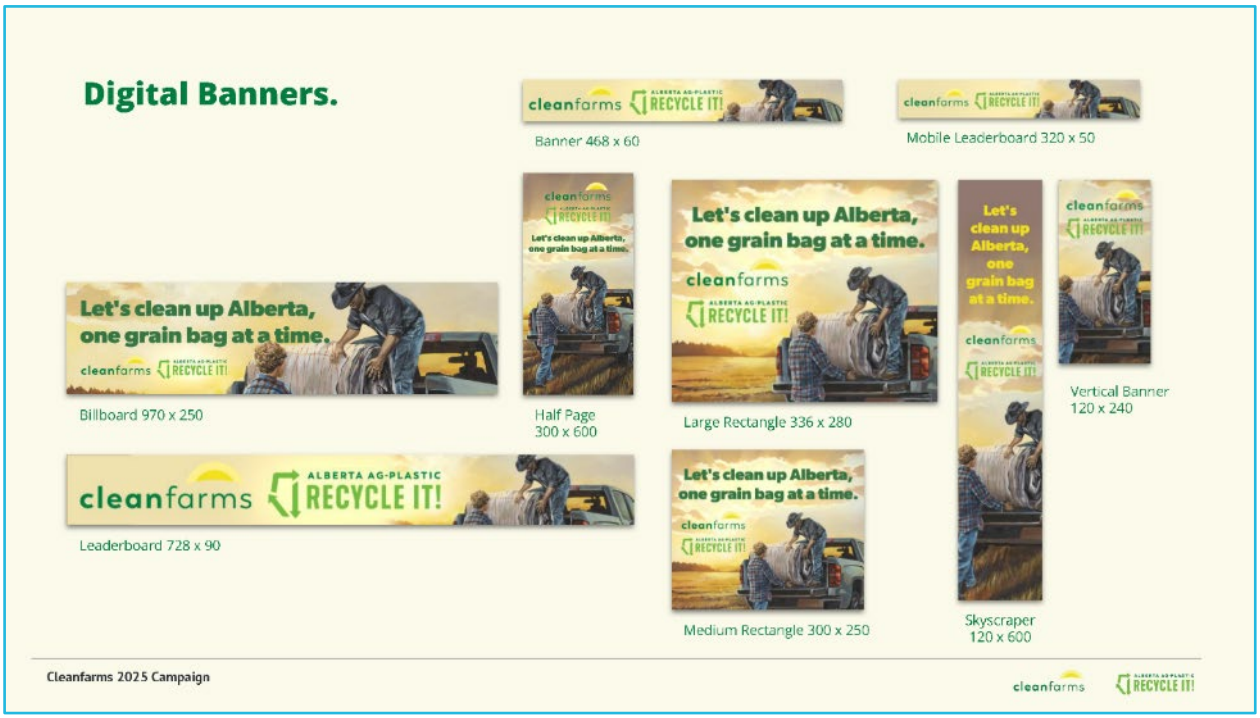
Input will be considered as part of policy and decision-making on managing agricultural plastics waste through a regulatory approach to provide a long-term solution for agricultural plastics waste.

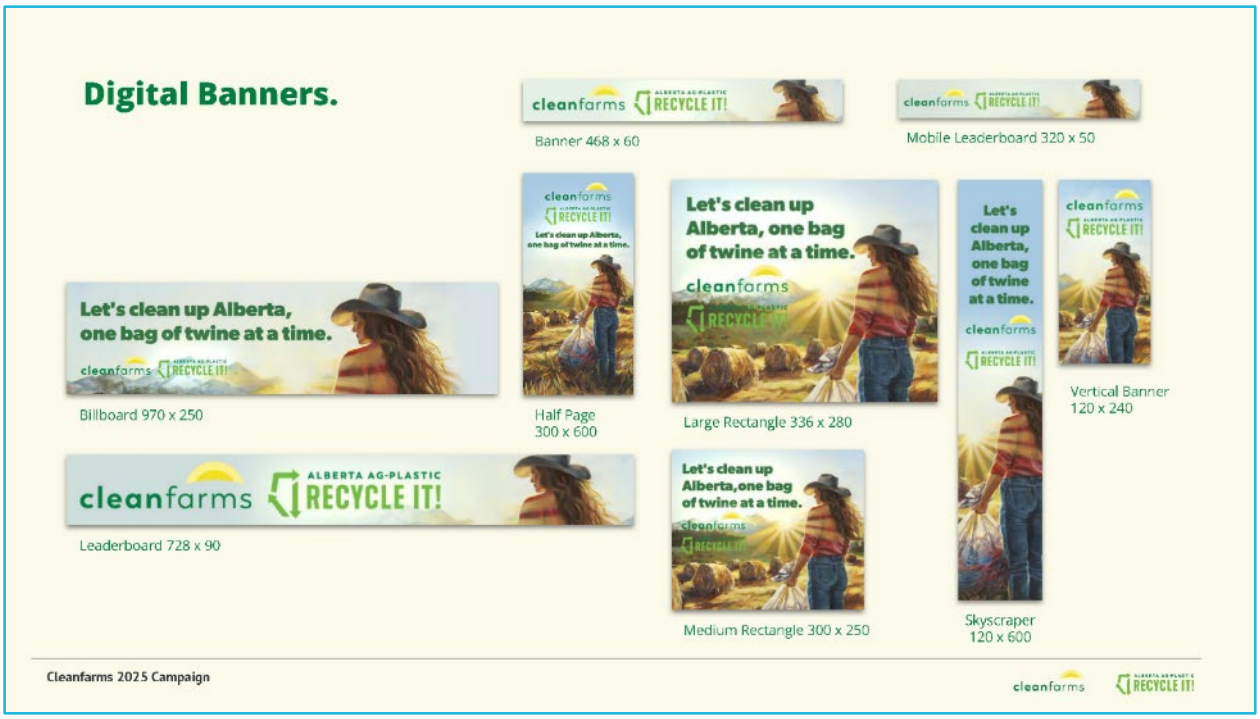
The survey can be found at https://www.alberta.ca/agricultural-plastics-management-engagement.

For more information, e-mail agi.agplasticsengagement@gov.ab.ca.



Example twine advertisement in Alberta Farmer Express





Digital banner options for collection partners





Social media advertisement examples

Appendix D – The Great Twine Round-Up







Examples of updated marketing assets using imagery from 2025 contest

Appendix C – 'Alberta Ag-Plastic. *Recycle It!* Quarterly Report, 2026-Q2

‘Alberta Ag-Plastic. *Recycle It!*’ Quarterly Report

2026-Q2 | October 19, 2026 | Final - Revision 2



The pilot project is led by the multi-stakeholder Agricultural Plastics Recycling Group; funds were granted by the Government of Alberta and are administered by Alberta Beef Producers.

Quarterly Report – July 15, 2026

The 'Alberta Ag-Plastic. *Recycle It!*' pilot continued to advance agricultural plastics recycling across Alberta during Q2 2026. The quarter marked several significant milestones, including the first substantial collections of bale wrap and silage plastic under the expanded pilot, continued growth of the collection network, and progress in identifying additional recycling markets for agricultural plastics.

Collection infrastructure expanded during the quarter with the addition of Strathcona County as a new collection partner. Discussions also continued with the County of Smoky Lake and the MD of Acadia regarding potential future collection site agreements. Looking ahead, one-day collection events are being planned in Strathcona County and Mountain View County, while opportunities continue to be explored in Newell County. Collection and education initiatives are also planned in partnership with the Calgary Stampede and Farmfair International.

Communications and outreach activities focused on increasing awareness of agricultural plastics recycling and supporting future program expansion. The program was recognized as a finalist for the 35th Annual Emerald Awards for Environmental Excellence, while targeted communications materials were developed to support upcoming collection events and engage new audiences, including Alberta's equine community. The 2026 Great Twine Round-Up contest concluded during the quarter and generated significant digital engagement and outreach. While direct participation was lower than the inaugural contest, the campaign continued to support producer awareness, build recycling habits, and promote twine recycling opportunities across Alberta. Collection data indicate that municipal twine collections increased by 84% in 2025 compared to 2024, suggesting the contest and related outreach activities may be contributing to broader participation in the program.

Research and program development activities also advanced significantly during Q2. Three producer focus groups representing dairy, beef, and cattle feeder operations were completed to support the expansion of the pilot to include silage plastic and bale wrap. A complementary behavioural insights study identified similar themes, emphasizing the importance of convenient collection systems, confidence that materials are being recycled, and clear communication regarding program outcomes. Detailed findings from both initiatives will be presented separately.

During Q2 2026, the program collected 497,175 kg of agricultural plastics, consisting of 439,105 kg of grain bags, 45,885 kg of baler twine, 4,600 kg of bale wrap, and 7,585 kg of silage plastic. Continued progress was also made in moving material to recycling markets, including shipments of baled twine, silage plastic, and test loads to prospective recyclers in Alberta, Ontario, and the United States. As of June 30, 2026, cumulative collections since program inception exceeded 6 million kg of agricultural plastics.

Revision Note: Section 5, Quarterly Financial Report, was revised to correct a formula error in the revenue reported for the quarter. Quarterly revenue was previously reported as $22,490 and has been corrected to $17,756. The revised amount is highlighted in yellow in the income statement table.

cleanfarms

ALBERTA AG-PLASTIC RECYCLE IT!

Introduction

The 'Alberta Ag-Plastic. *Recycle It!*' pilot continued through Q2 2026 with ongoing collection of grain bags and baler twine across Alberta while advancing pilot activities for silage plastic and bale wrap. The program remains funded through December 31, 2027 and continues to support the development of practical recycling solutions for agricultural plastics through collection, recycling market development, producer engagement, and program expansion activities.

1. Collection Sites

One new collection partner joined the program during Q2 2026. Strathcona County signed a collection site agreement and began accepting baler twine for recycling at one of its transfer stations. The existing collection network remained stable throughout the quarter, with municipal collection sites, transfer stations, landfills, and private operators continuing to support grain bag and twine recycling across Alberta.

The County of Wetaskiwin, while not having signed a collection site agreement, continues to accept grain bags and baler twine at several transfer station locations (not listed below or mapped). However, due to internal resource constraints, collection standards are not being enforced and all material collected is currently being disposed of at landfill rather than being prepared for collection and recycling. Cleanfarms is working with the county to come to a solution to begin diverting these plastics from landfill.

Discussions also continued with the MD of Acadia Valley and the County of Smoky Lake following the successful collection and transportation of grain bags for recycling, with both parties exploring the potential for a long-term collection site agreement. The County of Smoky Lake continues to offer the collection of grain bags and twine for recycling at the Smoky Lake Transfer site in the interim.

In addition to the permanent collection network, several one-day collection events are planned for fall 2026. Strathcona County and Mountain View County are scheduled to host collection events in October and November, respectively, accepting grain bags, baler twine, bale wrap, and silage plastic. Cleanfarms is also working with Newell County to explore a similar event, although plans have not yet been finalized. These events will provide additional recycling opportunities for producers while helping evaluate approaches for collecting newly added materials.

Cleanfarms is also partnering with the Calgary Stampede (July) and Farmfair International (November) to collect used baler twine generated during these events, providing an opportunity to divert additional material from disposal while demonstrating agricultural plastics recycling in non-traditional collection settings.

As of Q2 2026, the program is supported by 56 collection partners (Table 1) operating a total of 173 individual sites (Figure 2). Among these:

- 119 sites accept baler twine only
- 51 sites accept both grain bags and twine
- 3 sites accept grain bags only

An interactive map of all current collection locations, excluding high-volume twine users and two retail locations, is available online to help farmers easily locate nearby drop-off points.

Table 1 – List of collection partners.

Collection Partner	Year Joined as Permanent Partner
Camrose County	2019
Cardston County	2019
Claystone Waste – Ryley Landfill	2019
County of Grande Prairie	2019
County of Paintearth - Paintearth Regional Waste Mgmt. Ltd.	2019
County of Vermilion River	2019
Drumheller & District Solid Waste Mgmt. Assoc.	2019
Lacombe County	2019
Lethbridge County	2019
Mackenzie County - Mackenzie Regional Waste Mgmt.	2019
MD of Bonnyville	2019
MD of Fairview - North Peace Regional Landfill Commission	2019
MD of Foothills - Foothills Regional Services Commission	2019
MD of Taber	2019
Mountain View County	2019
Rocky View County	2019
Special Areas – Big Country Waste Management Comm.	2019
Wheatland County	2019
Clear Hills County	2020
County of Forty Mile - South Forty Waste	2020
County of Minburn	2020
Cypress County	2020
Flagstaff County - Flagstaff Regional Services Waste Mgmt. Assoc.	2020
Yellowhead County - Edson & District Recycling Society	2020
County of Stettler	2021
County of Two Hills	2021
County of Warner	2021
Lac La Biche County	2021
Lamont County - St. Michael Regional Solid Waste Comm.	2021
MD of Wainwright - Wainwright Regional Waste to Energy Authority	2021
Vulcan County - Vulcan & District Waste Comm.	2021
Big Lakes County	2022
Brazeau County	2022
Clearwater County	2022
County of Barrhead	2022
County of St. Paul	2022
Kneehill County	2022
Leduc County	2022
MD of Greenview	2022
Ponoka County	2022
Red Deer County	2022
Saddle Hills County	2022
Starland County	2022
Sturgeon County - Roseridge Waste Mgmt. Services Comm.	2022
Westlock County - Westlock Regional Waste Mgmt. Comm.	2022
MD of Lesser Slave River	2023
MD of Willow Creek	2023
Birch Hills County	2024
Cornerstone Co-op	2024
Lac Ste. Anne County	2024
MD of Pincher Creek - Crowsnest Pincher Creek Landfill Assoc.	2024
MD of Provost - MD #52 Waste Mgmt. Authority	2025
MD of Smoky River	2025
Woodlands County	2025
Athabasca County	2026
Strathcona County	2026

2. Site Signage

No new signage was developed during Q2 2026. However, the program recognizes the importance of clear and effective signage for supporting proper use of collection sites. Current site signage and printed communication assets (Appendices A and B) continue to be replaced as necessary.

3. Communications & Program Awareness

3.1 Communication & Awareness

Communications activities during Q2 2026 focused on maintaining awareness of grain bag and baler twine recycling programs while supporting the expansion of the pilot to include silage plastic and bale wrap. Outreach activities included organic social media, website updates, stakeholder communications, earned media, and paid advertising.

New promotional materials were developed to support planned one-day collection events for grain bags, baler twine, bale wrap, and silage plastic in Strathcona County, Mountain View County, and a potential future event in Newell County (Appendix C). Additional promotional materials were also created to encourage baler twine recycling within Alberta's equine community (Appendix D), helping expand awareness of available recycling opportunities beyond traditional agricultural audiences.

The pilot received provincial recognition during the quarter as a finalist for the 35th Annual Emerald Awards for Environmental Excellence. The recognition generated additional media coverage through a provincial news release and helped increase awareness of both the program and Alberta farmers' ongoing commitment to environmental stewardship.

Communications planning also supported upcoming outreach and education activities at major agricultural events. In partnership with the Calgary Stampede and Farmfair International, Cleanfarms will collect used baler twine generated during each event while providing educational opportunities to increase awareness of agricultural plastics recycling among producers, livestock operators, and the general public.

3.2 The Great Twine Round-Up Contest

The 2026 Great Twine Round-Up contest concluded on May 31, 2026. Promotion throughout the quarter included social media advertising, earned media, website updates, organic social media, and print advertising, including an inside front cover advertisement in the April edition of *Alberta Beef Magazine*. Contest winners were selected during the quarter and formally announced through a news release issued on July 6, 2026.

The social media advertising campaign ran from mid-January through the end of May across Instagram, TikTok, and YouTube Shorts, utilizing seven creative assets on each platform. Advertising was enhanced during May through revised messaging and increased ad placement to encourage participation before the contest deadline. By the end of the campaign, advertising efforts had generated:

- more than 4.6 million impressions;
- 263,979 link clicks; and
- 2.8 million video views.

The 2026 Great Twine Round-Up contest received 76 entries from 17 participants, representing approximately 1,900 kg of used baler twine collected for recycling. In comparison, the inaugural 2025 contest generated approximately 16,500 kg of twine from 660 entries. Several factors likely

contributed to the difference, including a shorter contest period, with the 2026 campaign launching in January following funding approval rather than beginning in the fall as originally planned. While direct participation was lower than in the inaugural contest, the campaign continued to play an important role in promoting twine recycling, increasing program awareness, and building recycling habits among Alberta producers, rural communities, and youth organizations. The second edition of the contest also generated significantly higher digital reach and engagement than the inaugural campaign, further reinforcing awareness of twine recycling opportunities and supporting long-term participation in Alberta's agricultural plastics recycling programs.

Collection data suggest that the benefits of the campaign extend beyond contest participation alone. Following several years of declining municipal twine collection volumes, twine collected through Alberta's municipal collection network increased from approximately 171,000 kg in 2024 to more than 316,000 kg in 2025, representing an 84% year-over-year increase. Similarly, collection volumes during the second half of 2025 were approximately 78% higher than during the same period in 2024. While multiple factors likely contributed to this growth, including expanded collection infrastructure, ongoing communications activities, and increased producer awareness, the contest is believed to have been an important contributor.

3.3 Focus Groups and Program Development

Three producer focus groups (dairy producer, beef producer, and cattle feeder operations) were completed between June 23 and 25, 2026 to support the expansion of the pilot to include silage plastic and bale wrap. The sessions explored producer attitudes, barriers, and preferences related to agricultural plastics recycling and will help inform future collection models and communications materials. Preliminary findings indicate that producers are generally willing to participate in recycling programs when collection systems are convenient, transparent, and demonstrate that materials are being successfully recycled. Participants also expressed interest in hearing success stories from other producers, suggesting that peer-to-peer examples may be an important tool for increasing future participation.

In addition to the producer focus groups, a behavioural insights study was completed to better understand producer attitudes, perceptions, motivations, and barriers related to agricultural plastics recycling. The study analyzed publicly available online discussions and identified several themes that aligned closely with the focus group findings, including the importance of convenient collection systems, confidence that collected materials are being recycled, and clear communication regarding program outcomes. The research also highlighted opportunities to increase participation through peer-to-peer storytelling, practical demonstrations of program value, and improved visibility of recycling success stories within the agricultural community. Detailed findings from both the behavioural insights study and producer focus groups will be presented separately.

4. Tonnage Collected

During Q2 2026 (April–June), the 'Alberta Ag-Plastic. *Recycle It!*' pilot collected a total of 497,175 kg of agricultural plastics, consisting of:

- 439,105 kg of grain bags
- 45,885 kg of baler twine
- 4,600 kg of bale wrap
- 7,585 kg of silage plastic

The quarter marked the first significant collections of bale wrap and silage plastic under the expanded pilot. Twine was collected from municipal transfer sites, farms, grain bags recyclers, and a central Alberta business. Silage plastic was collected from collection sites within

Lethbridge County and from two farms. Some silage plastic was transported directly to a recycler, while the remainder was shipped to Lethbridge for consolidation and baling. Bale wrap was also collected from collection sites and farms and transported to Lethbridge for consolidation and baling prior to recycling.

Grain bag collections remained strong throughout the quarter. In addition to regular collection activities, Cleanfarms coordinated the removal and transportation of accumulated grain bags from the County of Smoky Lake for recycling and continued discussions regarding a potential long-term collection site agreement.

Material movement to recycling markets also improved during the quarter. A load of previously consolidated and baled twine weighing 19,620 kg was shipped to a recycler in Ontario. To support the development of additional recycling markets, two twine sample shipments were sent to potential recyclers in Alberta (480 kg) and the United States (1,040 kg). In addition, a bale of polypropylene tote bags (530 kg) used by farmers to collect and transport baler twine to collection sites was shipped to a recycler in Ontario to evaluate recycling opportunities for this material stream.

The program also shipped 11,080 kg of consolidated and baled silage plastic from Lethbridge to a recycler in Alberta. Ongoing market development efforts remain focused on increasing recycling capacity and identifying additional end markets capable of accepting agricultural plastics generated through the pilot.

As of June 30, 2026, cumulative collections since program inception totaled 5,945,303 kg of material, consisting of 5,017,228 kg of grain bags, 806,130 kg of baler twine, 4,600 kg of bale wrap, 7,585 kg of silage plastic, and 109,760 kg of legacy or other materials.

Tables 2 and 3 provide detailed breakdowns of materials collected this quarter and cumulatively since the program’s inception, respectively.

Table 2 – Collection summary for Q2 2026

Grain Bags and Twine Sent for Recycling | Apr - Jun 2026					
		Pilot Collection (kg)			
Site Name	County	Grain Bags	Twine	Bale Wrap	Silage Plastic
Ryley Landfill	Beaver County	16,610	-	-	-
Youngstown Regional Landfill	Special Areas 2, 3 & 4	-	-	-	-
Cardston County Composting Yard	Cardston County	-	-	-	-
Clairmont Landfill	County of Grande Prairie	-	-	-	-
Vermilion Waste Transfer Station	County of Vermilion River	-	-	-	-
Iron Springs Transfer Site	Lethbridge County	13,830	780	4,600	1,720
Drumheller & District Regional Landfill	Drumheller	34,150	-	-	-
Foothills Regional Landfill & Resource Recovery Centre	M.D. of Foothills	26,160	-	-	-
Prentiss Landfill	Lacombe County	29,320	605	-	-
MacKenzie Regional Waste Landfill	Mackenzie No. 23	-	-	-	-
Mountain View County Ag Shop Twine Collection	Mountain View County	N/A	-	-	-
Municipal District of Bonnyville Public Works Shop	MD of Bonnyville	-	-	-	-
MD of Taber Operations and Maintenance Building	MD of Taber	15,340	3,815	-	-
County of Barrhead Public Works Shop	County of Barrhead	-	-	-	-
Westlock Regional Landfill	Westlock County	-	-	-	-
North Peace Regional Landfill	MD of Fairview	-	-	-	-
Coronation Transfer Station	County of Paintearth	14,280	-	-	-
Irricana Transfer Site	Rocky View County	28,400	-	-	-
West Dried Meat Lake Regional Landfill	Camrose County	9,160	-	-	-
Wheatland County Agriculture Service Board Shop	Wheatland County	84,620	475	-	-
Edson & District Recycling Society	Yellowhead County	-	-	-	-
Cleardale Transfer Station	Clear Hills County	31,380	-	-	-
Foremost Transfer Station - South Forty Waste	County of Forty Mile No. 8	-	-	-	-
Mannville Waste Transfer Station	County of Minburn	15,650	-	-	-
Hilda Transfer Station	Cypress County	-	-	-	-
Flagstaff Waste Regional Landfill	Flagstaff County	19,045	-	-	-
Provost Regional Landfill	MD of Provost	8,980	-	-	-
County of Warner Ag Service Board Shop	County of Warner	13,200	1,090	-	-
Vulcan Waste Transfer Station	Vulcan County	29,180	-	-	-
Beaver Lake Landfill	Lac La Biche County	N/A	-	-	-
Two Hills Regional Landfill	County of Two Hills	-	-	-	-
Wainwright Regional Landfill	MD of Wainwright	-	-	-	-
Stettler County Operations Shop	County of Stettler	-	-	-	-
Horn Hill Transfer Station	Red Deer County	N/A	230	-	-
St. Michael Regional Landfill	Lamont County	-	-	-	-
Three Hills Transfer Station	Kneehill County	N/A	-	-	-
New Sarepta/Sunnybrook Waste Transfer Station	Leduc County	N/A	610	-	-
New Fish Creek Transfer Station	MD of Greenview	N/A	-	-	-
Bluffton Landfill	Ponoka County	N/A	-	-	-
Blueberry/Bonanza Transfer Site	Saddle Hills County	-	-	-	-
Rumsey/Michichi Transfer Station	Starland County	-	160	-	-
Central Transfer Station	Clearwater County	N/A	-	-	-
Ashmont/Mallaig Transfer Station	County of St. Paul	N/A	280	-	-
Roseridge Landfill	Sturgeon County	N/A	-	-	-
Big Lakes County Regional Landfill	Big Lakes County	-	-	-	-
Brazeau County Shop	Brazeau County	N/A	715	-	-
Willow Creek Regional Landfill	MD of Willow Creek	12,270	-	-	-
Flatbush/Smith Transfer Station	MD of Lesser Slave River	N/A	-	-	-
Wanham/Tangent Transfer Stations	Birch Hills County	-	-	-	-
Mayerthorpe Transfer Station	Lac Ste. Anne County	-	-	-	-
Pincher Creek Landfill	MD of Pincher Creek	-	-	-	-
Fort Assiniboine County Office	Woodlands County	-	-	-	-
Smoky Lake Transfer Station	County of Smoky Lake	13,930	-	-	-
Athabasca Regional Landfill (often reported with Westlock)	Athabasca County	-	-	-	-
Strathcona County - Collection Days	Strathcona County	-	-	-	-
Grain Bag Recycler	AB Recyclers	N/A	1,680	N/A	N/A
Farm & Business Pickups	AB Farms & Businesses	23,600	3,830	-	5,865
Hay Processing Plants	Southern Alberta	N/A	31,615	N/A	N/A
	Quarterly Totals	439,105	45,885	4,600	7,585
				Total Material Collected	497,175

Note: County of Barrhead and Westlock County were previously reported as one collection location.

Table 3 – Collection summary since program inception

Grain Bags and Twine Sent for Recycling | Oct 2019 - Present							
		Legacy Material (kg)		Pilot Collection (kg)			
Site Name	County	Grain Bags	Twine	Grain Bags	Twine	Bale Wrap	Silage Plastic
Ryley Landfill	Beaver County	-	-	43,050	1,475	-	-
Youngstown Regional Landfill	Special Areas 2, 3 & 4	-	-	19,840	7,790	-	-
Cardston County Composting Yard	Cardston County	-	-	19,605	-	-	-
Clairmont Landfill	County of Grande Prairie	22,020	-	31,490	475	-	-
Vermilion Waste Transfer Station	County of Vermilion River	9,780	-	156,911	2,902	-	-
Iron Springs Transfer Site	Lethbridge County	-	-	202,606	38,583	4,600	1,720
Drumheller & District Regional Landfill	Drumheller	-	6,320	198,548	6,835	-	-
Foothills Regional Landfill & Resource Recovery Centre	M.D. of Foothills	-	-	176,530	4,460	-	-
Prentiss Landfill	Lacombe County	-	7,110	232,835	16,400	-	-
MacKenzie Regional Waste Landfill	Mackenzie No. 23	-	-	-	-	-	-
Mountain View County Ag Shop Twine Collection	Mountain View County	N/A	-	N/A	17,911	-	-
Municipal District of Bonnyville Public Works Shop	MD of Bonnyville	10,670	-	44,680	7,506	-	-
MD of Taber Operations and Maintenance Building	MD of Taber	-	-	173,200	18,230	-	-
County of Barrhead Public Works Shop	County of Barrhead	-	-	36,770	299	-	-
Westlock Regional Landfill	Westlock County	-	2,000	21,098	24,316	-	-
North Peace Regional Landfill	MD of Fairview	57,870	-	125,730	1,550	-	-
Coronation Transfer Station	County of Paintearth	-	-	88,045	6,321	-	-
Irricana Transfer Site	Rocky View County	64,139	7,800	365,730	28,404	-	-
West Dried Meat Lake Regional Landfill	Camrose County	49,250	1,250	147,130	922	-	-
Wheatland County Agriculture Service Board Shop	Wheatland County	-	-	565,283	5,294	-	-
Edson & District Recycling Society	Yellowhead County	37,860	-	42,990	-	-	-
Cleardale Transfer Station	Clear Hills County	-	-	60,280	-	-	-
Foremost Transfer Station - South Forty Waste	County of Forty Mile No. 8	-	-	72,200	400	-	-
Mannville Waste Transfer Station	County of Minburn	33,060	12,970	200,565	9,513	-	-
Hilda Transfer Station	Cypress County	11,520	-	12,820	3,878	-	-
Flagstaff Waste Regional Landfill	Flagstaff County	-	-	186,625	8,510	-	-
Provost Regional Landfill	MD of Provost	33,060	-	20,950	1,513	-	-
County of Warner Ag Service Board Shop	County of Warner	-	-	59,450	7,070	-	-
Vulcan Waste Transfer Station	Vulcan County	-	-	238,940	3,660	-	-
Beaver Lake Landfill	Lac La Biche County	N/A	493	N/A	2,015	-	-
Two Hills Regional Landfill	County of Two Hills	-	-	46,015	-	-	-
Wainwright Regional Landfill	MD of Wainwright	62,405	-	56,399	391	-	-
Stettler County Operations Shop	County of Stettler	-	-	31,697	620	-	-
Horn Hill Transfer Station	Red Deer County	N/A	-	N/A	3,604	-	-
St. Michael Regional Landfill	Lamont County	-	-	53,700	3,500	-	-
Three Hills Transfer Station	Kneehill County	N/A	-	N/A	3,724	-	-
New Sarepta/Sunnybrook Waste Transfer Station	Leduc County	N/A	-	N/A	3,382	-	-
New Fish Creek Transfer Station	MD of Greenview	N/A	-	N/A	2,550	-	-
Bluffton Landfill	Ponoka County	N/A	-	N/A	950	-	-
Blueberry/Bonanza Transfer Site	Saddle Hills County	134,270	-	91,120	-	-	-
Rumsey/Michichi Transfer Station	Starland County	-	-	69,605	1,255	-	-
Central Transfer Station	Clearwater County	N/A	-	N/A	9,472	-	-
Ashmont/Mallaig Transfer Station	County of St. Paul	N/A	-	N/A	1,625	-	-
Roseridge Landfill	Sturgeon County	N/A	-	N/A	1,680	-	-
Big Lakes County Regional Landfill	Big Lakes County	-	-	-	585	-	-
Brazeau County Shop	Brazeau County	N/A	-	N/A	2,455	-	-
Willow Creek Regional Landfill	MD of Willow Creek	-	-	61,780	9,490	-	-
Flatbush/Smith Transfer Station	MD of Lesser Slave River	N/A	-	N/A	-	-	-
Wanham/Tangent Transfer Stations	Birch Hills County	18,270	-	52,710	-	-	-
Mayerthorpe Transfer Station	Lac Ste. Anne County	-	-	-	3,880	-	-
Pincher Creek Landfill	MD of Pincher Creek	-	-	-	8,230	-	-
Fort Assiniboine County Office	Woodlands County	-	-	-	-	-	-
Smoky Lake Transfer Station	County of Smoky Lake	-	-	13,930	-	-	-
Athabasca Regional Landfill (often reported with Westlock)	Athabasca County	-	-	-	210	-	-
Strathcona County - Collection Days	Strathcona County	-	-	1,050	50	-	-
Grain Bag Recycler	AB Recyclers	N/A	N/A	N/A	6,560	N/A	N/A
Farm & Business Pickups	AB Farms & Businesses	N/A	N/A	560,907	6,705	-	5,865
Hay Processing Plants	Southern Alberta	N/A	N/A	N/A	471,037	N/A	N/A
	Totals	544,174	37,943	4,582,814	768,187	4,600	7,585
	Total Grain Bags, Twine, Bale Wrap, Silage Plastic			5,126,988	806,130	4,600	7,585
						Total Material	5,945,303
Disposal Waste Contained in 2019 Legacy Grain Bag Material							
PolyAg Recycling Ltd.		(109,760)	-	-	-	-	-
	Total Grain Bags Subtract Legacy Waste	5,017,228					
						Total Grain Bags, Twine, Bale Wrap, & Silage Plastic Subtract Legacy Waste	5,835,543

Note: County of Barrhead and Westlock County were previously reported as one collection location.

5. Quarterly Financial Report

The income statement for 2019-Q2 through 2026-Q2 follows:

Alberta Ag-Plastic. *Recycle It!* Pilot Program - Cleanfarms Financial Report													
April 2026 - March 2027						Years 1-7 & Program Total							
Revenue	**Apr - Jun**	**July - Sep**	**Oct - Dec**	**Jan - Mar**	**Total**	**Apr '19 - Mar '20**	**Apr '20 - Mar '21**	**Apr '21 - Mar '22**	**Apr '22 - Mar '23**	**Apr '23 - Mar '24**	**Apr '24 - Mar '25**	**Apr '25 - Mar '26**	**Program Total**
Funds Transferred to Cleanfarms from Alberta Beef Producers													
Studies	-	-	-	-	-	45,590	-	-	-	55,200	-	2,500	103,290
Communications	36,203	-	-	-	36,203	23,496	10,200	8,191	67,499	35,358	136,744	121,228	438,920
Net Collection Costs	79,849	-	-	-	79,849	38,838	71,469	44,070	42,363	88,360	103,480	137,892	606,322
Program Admin (Cleanfarms)	22,490	-	-	-	22,490	65,000	50,000	50,000	69,289	70,466	70,000	74,990	472,234
Total Revenue from Alberta Beef Producers	**$ 138,542**	**$ -**	**$ -**	**$ -**	**$ 138,542**	**$ 172,924**	**$ 131,670**	**$ 102,261**	**$ 179,151**	**$ 249,384**	**$ 310,224**	**$ 336,610**	**$ 1,620,766**
Recycling Revenue													
Revenue from Marketing Materials	17,756	-	-	-	17,756	6,260	68,427	105,181	108,038	75,698	55,066	62,167	498,592
Total Program Revenue	**$ 156,298**	**$ -**	**$ -**	**$ -**	**$ 156,298**	**$ 179,184**	**$ 200,097**	**$ 207,442**	**$ 287,188**	**$ 325,082**	**$ 365,290**	**$ 398,777**	**$ 2,119,358**
Expenses													
Studies													
Ag Waste Characterization Study	-	-	-	-	-	10,000	-	-	-	-	-	-	10,000
Stakeholder Groups Survey	-	-	-	-	-	28,090	-	-	-	55,200	-	-	83,290
Market Analysis	-	-	-	-	-	7,500	-	-	-	-	-	2,500	10,000
Communications													
Brand Development / Communication Plan	25,129	-	-	-	25,129	10,000	55	7,936	59,209	22,987	130,345	120,973	376,634
Printing / Delivery Costs	11,075	-	-	-	11,075	3,496	10,145	255	7,915	12,371	6,399	255	51,911
Design Costs	-	-	-	-	-	10,000	-	-	375	-	-	-	10,375
Collection Costs													
Contractor Expenses	68,327	-	-	-	68,327	24,120	74,048	111,416	118,178	127,941	105,735	147,544	777,310
Collection Bags	90	-	-	-	90	17,884	23,776	278	11,453	1,160	12,731	9,454	76,826
Incentive Payments	29,188	-	-	-	29,188	3,093	42,072	37,556	20,770	34,956	40,080	43,060	250,776
Total Collection Costs	97,605	-	-	-	97,605	45,098	139,897	149,251	150,401	164,058	158,546	200,059	1,104,914
Program Admin (Cleanfarms)	22,490	-	-	-	22,490	65,000	50,000	50,000	69,289	70,466	70,000	74,990	472,235
Total Cleanfarms and Operational Expenses	**$ 156,298**	**$ -**	**$ -**	**$ -**	**$ 156,298**	**$ 179,184**	**$ 200,097**	**$ 207,442**	**$ 287,188**	**$ 325,082**	**$ 365,290**	**$ 398,777**	**$ 2,119,358**
Committee													
Secretariat - APRA[1]	1,052	-	-	-	1,052	17,638	4,721	11,178	5,324	10,426	2,078	8,135	60,553
Technical Oversite - *RCA*[1]	-	-	-	-	-	3,054	687	2,327	-	-	-	-	6,068
ABP Accounting/Grant administrator[1]	-	-	-	-	-	900	1,200	1,200	1,200	-	-	-	4,500
Total Committee and Administrator Expenses	**$ 1,052**	**$ -**	**$ -**	**$ -**	**$ 1,052**	**$ 21,592**	**$ 6,608**	**$ 14,704**	**$ 6,524**	**$ 10,426**	**$ 2,078**	**$ 8,135**	**$ 71,121**
Total Program Expenses	**$ 157,350**	**$ -**	**$ -**	**$ -**	**$ 157,350**	**$ 200,775**	**$ 206,705**	**$ 222,146**	**$ 293,712**	**$ 335,509**	**$ 367,368**	**$ 406,912**	**$ 2,190,479**

Notes: 1. As reported to Cleanfarms.

6. Other Activities and Key Dates

In-Person Events

- April 20: Mountain View County ASB presentation
- May 1: Collection site visits: MD of Willow Creek, MD of Foothills, Vulcan County
- May 12: Collection site & farm visits: MD of Taber and cattle feeder in Lethbridge County
- May 20: Ag Plastic Compactor demo & delivery – Red Deer County
- June 4: Alberta Emerald Awards Presentation/Reception – Calgary
- June 25: Drip Irrigation Field Demo – MD of Willow Creek

Remote Events / Webinars

- June 2: Program presentation updates – Rocky View County
- June 23-25: Farmer Focus Groups – Dairy Producers, Beef Producers, Cattle Feeders
- June 26: Program presentation – County of Wetaskiwin

Appendix A – Collection Site Signs



Grain Bag Site Sign



Twine Site Sign



Twine Site Sign



Combined Grain Bag and Twine Site Sign

Appendix B – Communication Assets



Grain Bag Recycling

3 steps to ensure your used grain bags can be accepted and recycled:

Grain bags that are returned loosely rolled require more space, are time consuming and difficult to manage with equipment, and they weigh very little, which is inefficient for transportation to a recycling facility.

1 Remove Debris

Grain bags need to be free of as much foreign material (spoilage, dirt, rocks, etc.) as possible.

Using a proper grain bag roller will help achieve that objective.

2 Roll

Grain bags must be rolled tightly with a standalone mechanical grain bag roller* or old hay baler, and then secured tightly with twine.

3 Return

Bring grain bags that are rolled and tied securely to your local pilot collection site.

For your nearest collection site, visit AlbertaAgPlastics.ca

*Most grain bag extractors roll the bags too loosely. Collection sites cannot accept unrolled, extractor rolled, or hand-rolled grain bags. Any improperly rolled bags may be rejected, subject to a landfill tipping fee or to additional charges at drop off.

SCAN ME

Cleanfarms.ca
403.942.6012 | 877.622.4460
info@cleanfarms.ca @cleanfarms

cleanfarms

ALBERTA AG-PLASTIC RECYCLE IT!

Alberta

The pilot project is led by the multi-stakeholder Agricultural Plastics Recycling Group; funds were granted by the Government of Alberta and are administered by Alberta Beef Producers.

Grain Bag Preparation Brochure



Twine Recycling

3 steps to ensure your used twine can be accepted and recycled:

Pick up, free, twine collection bags from collection sites and select County/MD offices.

1 Shake

Remove as much debris, snow, or ice as possible.

Run the twine through a gloved hand to help remove debris.

2 Bag

Place loose twine* in a collection bag & secure tightly closed with twine or a zip tie.

3 Return

Bring full bags of twine to your local collection site.

For your nearest collection site, visit AlbertaAgPlastics.ca

*Plastic twine only. Bags of twine mixed with netting, sisal twine, or other materials may be rejected, subject to a landfill tipping fee or to additional charges at dropoff.

SCAN ME

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403.942.6012 | 877.622.4460
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cleanfarms

ALBERTA AG-PLASTIC RECYCLE IT!

Alberta

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Twine Preparation Brochure





Recycle Used Baler Twine

Preparing twine for recycling

Pick up, free, twine collection bags from pilot collection sites and select County/MD offices.

1. Shake to remove debris, snow or ice.
2. Place loose twine in a collection bag.
   Plastic twine only. Bags of twine mixed with netting, sisal twine, or other materials will be rejected.
3. Return to an **Alberta Ag Plastic. *Recycle It!*** pilot collection site. Call ahead for unloading assistance.

Find recycling details and a collection site near you:

- For more about **Alberta Ag Plastic. *Recycle It!*** – go to **AlbertaAgPlastics.ca** or scan the QR code.
- To see what other ag materials Cleanfarms recycles, go to **Cleanfarms.ca**

SCAN ME

Cleanfarms.ca
info@cleanfarms.ca @cleanfarms

cleanfarms

ALBERTA AG-PLASTIC RECYCLE IT!

Alberta

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Twine Retailer/Municipal Poster

Appendix C – Collection Events



Page 1 of Ag Plastic Round-up Day Poster (editable)

AG PLASTIC ROUNDUP DAY

CLEAN UP THE YARD - BRING 'EM IN!

GRAIN BAGS, BALER TWINE, SILAGE PLASTIC, AND BALE WRAP

GRAIN BAGS



1. **Roll & Remove Debris** - while tightly rolling bags with a mechanical roller, shake or cut to remove spoilage, dirt, rocks, etc.
2. **Tie** - the rolls with baler twine to hold them together for transport.
3. **Return** - to the **Ag Plastic Roundup Day.**

* A grain bag roller will be available on site.

SILAGE FILM



1. **Cut** - into manageable pieces
2. **Fold** - into ~4' squares
3. **Store** - on a pallet
4. **Densify & Return** - compact into tight bales and tie with twine, or bring folded plastic to the **Ag Plastic Roundup Day.**

* An ag plastic compactor will be available on site.

TWINE



1. **Shake** - to remove as much debris, snow, or ice as possible.
2. **Bag** - loose twine in a collection bag & secure closed.
3. **Return** - to the **Ag Plastic Roundup Day** - collection bags available free of charge from the county office.

BALE WRAP



1. **Cut** - into manageable pieces
2. **Fold** - into ~4' squares
3. **Store** - on a pallet
4. **Densify & Return** - compact into tight bales and tie with twine, or bring folded plastic to the **Ag Plastic Roundup Day.**

* An ag plastic compactor will be available on site.

cleanfarms

ALBERTA AG-PLASTIC RECYCLE IT!

Page 2 of Ag Plastic Round-up Day Poster

Appendix D – Communication Assets for Equine Community





Editable social media images for twine recycling



Editable/Printable Twine Recycling Poster

Appendix D – Cleanfarms Alberta Market Analysis 2026

Market Analysis

Review of existing plastics markets for agricultural plastics

2026 Update Report | January 21, 2026 | Final



The pilot project is led by the multi-stakeholder Agricultural Plastics Recycling Group; funds were granted by the Government of Alberta and are administered by Alberta Beef Producers.

Executive Summary

Alberta's agricultural plastics recycling landscape has evolved since 2019, shaped by global market disruptions, changing domestic policy, and expanded pilot programs. Provincial pilot programs have focused on grain bags and twine, with recent initiatives broadening to include silage plastic and bale wrap. Despite these advances, recycling markets remain volatile, challenged by oversupply and low demand for post-consumer recycled (PCR) content, and competition from inexpensive virgin resins. A major development is the planned establishment of a new recycling facility in central Alberta, which will provide local processing capacity for agricultural baler twine. The long-term success of such facilities will depend on reliable feedstock supply and supportive policy frameworks such as Extended Producer Responsibility (EPR). This report reviews market status, processing options, program performance, and the evolving policy landscape, offering recommendations to help Alberta build a resilient, sustainable recycling system.

Introduction

Recycling programs for agricultural plastics are built on two foundational components: efficient, convenient collection and the existence of stable, sustainable end markets. The balance between the supply of collected material and the demand from end markets is dynamic, influenced by local and global economic factors, regulatory changes, and industry innovation. Cleanfarms' experience since 2019 indicates that while collection infrastructure and producer engagement have improved, the market for recycled agricultural plastics remains volatile. The inclusion of silage plastic and bale wrap in current provincially funded pilot programs reflects a commitment to comprehensive solutions and the recognition that all major streams of on-farm plastics must be addressed.

Background – Markets for Ag Plastics

The global market for agricultural plastics has experienced considerable disruption over the past several years. International policy changes, such as the implementation of the Chinese National Sword (2018) and amendments to the Basel Convention (2021), have restricted the export of plastic scrap and reshaped the flow of materials worldwide. These developments have led to an oversupply of recyclable plastics in North America, placing downward pressure on prices and challenging the viability of recycling programs. Cleanfarms' permanent and pilot programs have responded by focusing on collection efficiency, contamination control, and working with partners to develop domestic processing capacity.

While recent Basel Convention processes allow for the export of certain low-contamination agricultural plastics for recycling, practical implementation remains complex. In Canada, obtaining Prior Informed Consent (PIC) through Environment and Climate Change Canada can present administrative and timing challenges. Cleanfarms continues to work within existing federal regulatory processes, with the objective of improving access to overseas recycling markets where appropriate and as needed where domestic markets are not available.

Impact on Price

Since the policy changes in 2018 and 2021, the export restrictions to international markets have had a significant impact on the price of recycled materials. A glut of material in the North American market has depressed prices of scrap plastics. In addition to the oversupply, low virgin resin prices and general economic softening in North America have caused major brands to postpone or abandon voluntary commitments to use PCR. Low demand for PCR, cheap virgin resin and increased transportation costs are all contributing to the 'perfect storm' that is affecting the price of materials today.

Market Pressures: Virgin Resin, International Politics, and Global Trends

One of the most significant challenges facing agricultural plastics recycling is the persistent pressure from inexpensive virgin resin. Over the past several years, global production of virgin polymers, driven by new facilities in North America, Asia, and the Middle East, has resulted in a steady oversupply of raw materials. Since 2022, oil and natural gas (the basic constituents of plastic resins) prices have fallen substantially in North America. The oversupply and low oil and gas prices have led to reduced prices for virgin resin, making recycled content less competitive and undermining the economics of recycling programs. The situation is further complicated by international political and economic factors, including

tariff policies, energy market volatility, and regulatory uncertainty. Global trade tensions, shifts in governmental monetary policy, and changes in oil and gas production have also contributed to fluctuating resin prices and unpredictable demand for recycled plastics.

These market pressures have real consequences for Albertan and Canadian recycling programs. When virgin resin prices fall and manufacturers switch away from recycled content, demand falls and, in some cases, recycling facilities close. Recycling trend reports repeatedly note that the recycling industry is not constrained by supply, but by a lack of willing buyers, especially when virgin resin is the cheaper option.

Current Market Status for Cleanfarms Materials

Market availability for agricultural plastics is largely determined by the requirements set by recyclers and the characteristics of the collected materials. Single stream, properly prepared plastic with low contamination of other foreign material makes it exponentially more marketable.

A particularly promising development is the potential establishment of a dedicated Alberta recycling facility for used plastics. A Saskatchewan based company has received Emissions Reduction Alberta (ERA) funding to create a new facility in central Alberta, designed to recycle used agricultural baler twine and FIBCs (Flexible Intermediate Bulk Containers). This project represents a critical step forward for Alberta and Canada, as it would create local processing capacity for materials that are currently shipped out of province or country for recycling. The success of this facility, and others like it, will depend on a reliable, steady supply of feedstock.

There is also growing interest in advanced chemical-recycling technologies that can address plastics which are difficult to recycle through conventional means. These processes include methods that convert mixed or contaminated plastics into usable hydrocarbon products, as well as depolymerization approaches that break polymers back into their original monomers, enabling the recovery of feedstock for new plastics. Current efforts include early pilot and demonstration phases in North America and Europe. One such pilot facility in Ontario is in the commissioning stage, focused on validating continuous operation, while a demonstration-plant project in Europe is undergoing site selection and due diligence, with readiness anticipated no earlier than 2027. While promising, these technologies remain pre-commercial and are considered longer-term options, most applicable to hard-to-recycle materials such as bale netting/netwrap or mixed-material bags.

Grain Bags, Twine, Silage Plastic, and Bale Wrap

Grain bags and twine were the primary focus of the ‘Alberta Ag-Plastic. *Recycle It!*’ pilot program at its onset, with established pathways for collection and processing. Markets for grain bags have remained stable, while those for twine have seen radical fluctuations since 2024, with unpredictable outlets. Silage plastic and bale wrap recently added to the pilot program present their own challenges, including higher contamination levels and more complex processing requirements. Cleanfarms is actively exploring solutions for these materials, including targeted collection tests and market development efforts as end markets for both materials fluctuates based on material quality.

Other Agricultural Plastics

Cleanfarms also operates permanent industry led and funded programs to collect a variety of other plastics, including high-density polyethylene (HDPE) containers and seed, pesticide, and inoculant bags. Additionally, there are plastics such as netting, greenhouse film, feed & mulch bags, and various other plastics used on Alberta farms. The market opportunities for each material vary, with some streams facing significant barriers to recycling due to contamination, mixed plastic types, and limited processing capacity. Netting and seed, pesticide, and inoculant bags, for example, are often sent for energy recovery, while greenhouse film and HDPE containers benefit from stronger domestic markets. Cleanfarms continues to monitor developments in these areas and seeks opportunities to expand recycling options where feasible.

An overview of known agriculture plastics recyclers can be found in Appendices A and B, while a list of acronyms can be found in Appendix C.

Policy and Market Architecture

Experience in Alberta and other jurisdictions suggests that recycling programs are most successful when supported by clear policy frameworks that align incentives and create predictable demand for recycled materials. Recycling trend reports consistently emphasize that policy interventions, such as recycled content targets and Extended Producer Responsibility (EPR), are essential to decouple the value of recycled material from the supply and demand dynamics of virgin plastics. Without these mechanisms, recycled content will always be at risk of being undercut by cheaper virgin resin, undermining the economics of recycling and threatening the viability of local processing infrastructure. Alberta's ongoing engagement with agricultural producers and industry stakeholders will be critical to the future success of these initiatives.

Conclusions

The recycling market for agricultural plastics remains subject to volatility and uncertainty, with risks related to end-market access, transportation, and processing capacity. Ongoing program adaptation, stakeholder engagement, and policy development will be key to addressing these challenges and ensuring long-term success. Cleanfarms' experience since 2019 highlights both the progress made and the work that remains to be done in building sustainable, comprehensive recycling systems for agricultural plastics.

Alberta stands at a pivotal moment in the evolution of agricultural plastics recycling. The province's progress, marked by expanded pilot programs, increased participation, and potential new local processing capacity, demonstrates leadership and commitment to sustainable solutions. Persistent market pressures and rising operational costs emphasize the need for coordinated action and supportive policy frameworks. Continued investment in education, communications, and site standards, along with collaboration among producers, industry, and government, will be essential for building a resilient recycling system for the future.

Appendix A: Recycling Facilities for Agricultural Plastics

Location	Material Types	Capacity	End-use applications	Visited? (Y/N)
Bashaw, Alberta	LDPE Grain Bags/LDPE Silage Film	150 MT+/month[1]	Pelletizing	Y
Hussar, Alberta	LDPE Grain Bags	80 MT+/month[1]	Pelletizing	Y
Bellefontaine, OH	PP Supersacks	80+ MT/month	Pelletizing	N
Trader (Shipping to Malaysia), Langley, BC	PP Twine, PP Supersacks	Unknown (Import Restrictions)	Pelletizing	N
Farnham, Quebec	PP Supersacks	80+ MT/month	Pelletizing	N
Concord, ON	PP Twine	40+ MT/month (intermittent demand)	Planters, Decking, Outdoor Furniture	N
Hazleton, PA	LLDPE	Unknown[2]	Pelletizing	N
Lachute, Quebec	LDPE/LLDPE	100+ MT/month (intermittent demand)	Pelletizing	Y
Burnaby, BC	PP Twine	Unknown (Testing PP Twine)	Pelletizing	Y
Glendale, AZ	PP Twine	100+ MT/month	Pelletizing	N

[1] Strict quality requirements

[2] Currently not accepting due to low market demand

Appendix B: Markets for Other Agricultural Plastics

Stream	Recycling (North America)	Recycling (Overseas)*	Incineration (energy recovery)	Tipping fee (recycling)	Cleanfarms program?	Comments
Grain Bags	Yes	Yes	N/A	N/A	Yes	Some recyclers in Canada/USA; Other recycling options are developing in Canada.
Bale Wrap	Yes	Yes	Yes – up to $150/MT**	Yes – up to $50/MT	Yes	One known recycler in Canada; other North American recyclers are not currently accepting bale wrap due to market constraints. Overseas markets exist but not currently accessible.
Silage Plastic	Yes	Yes	Yes – up to $150/MT	N/A	Yes	Two known recyclers in Canada. Similar to grain bags, must be kept separate from bale wrap and kept clean. Can also be incinerated where markets are not accessible.
Greenhouse Film	Yes	Yes	N/A	No	No	Managed through private sector
PP Twine	Yes	Yes	N/A	No	Yes	Some recyclers in Canada and USA; high quality standards, recyclers often report challenges with pre-processing and size reduction, which can reduce operational efficiency.
Net Wrap	No	No	Yes - up to $150/MT	N/A	Yes	No known recycling options; mixed plastic types (HDPE, LDPE, PP) and high contamination. Incineration is the only known option.
PP Supersacks	No	Yes	Yes – up to $150/MT	N/A	Yes	One known recycler in Canada, and one in the US. Cleanfarms is currently sending contaminated supersacks for incineration but actively seeking more recycling options in North America
HDPE Containers	Yes	N/A	N/A	No	Yes	Strong North American markets for HDPE plastic

*Facilities exist, but importation restrictions and pending Basel amendments limit trade

**Prices are FOB receiving facilities. Transportation costs can vary widely.

N/A denotes ‘not applicable’ where recycling markets currently exist

Appendix C: List of Acronyms

PCR – Post Consumer Recycled; describes resin made from post-consumer recycled plastic.

HDPE – High-density Polyethylene; ethylene polymer often used to produce rigid plastics.

LDPE – Low-density Polyethylene; ethylene polymer often used to produce film plastics.

LLDPE – Linear Low-density Polyethylene; LDPE with additive to promote stretch (shrink wrap).

PP – Polypropylene; propylene polymer used in production of twine and supersacks.

NGL – Natural gas liquids; hydrocarbons used to produce virgin plastic resins.

OTR – Over the road; describes transportation of materials via truck and trailer by road.

FOB – Free on board; shipping arrangement to include delivery costs to destination.

PIC – Prior Informed Consent (Basel Convention)

Appendix E – Tactix Behavioural Insights on Alberta Farmers' Recycling Habits

Tactix

Behavioural Insights on Alberta Farmers' Recycling Habits

Report
June 2026

What this report covers

01	**Data Validation**	Ensuring collected data reflects the right people, the right topic, in enough volume.
02	**Perceptions of Cleanfarms**	Reputation and awareness among Alberta farmers.
03	**Understanding Impediments**	What farmers do with grain plastics and twine, and what blocks recycling.
04	**Behavioural Insight**	The mindset that shapes the behaviour, and Alberta's defining trait.
05	**Recommendations**	Where the expansion should focus, and what the focus groups must close.

Using DeepLearning to assess engagement and opinion



Like conventional polling, we use samples to estimate populations

We start by building a 12,000 sample of the desired audience (in this case, Alberta-wide) in a GDPR and PIPEDA compliant process

We train neural networks to find patterns in millions of public social media posts

The tools are specifically calibrated and tuned to an industry based on past projects

We do not explicitly ask questions, but engage in social listening

This allows us to uncover real conversations, where people openly engage in back-and-forth public dialogue on social media

By analyzing what people do rather than what they say, we can understand real concerns and opinions

Drawing on around ten years of conversation, we track and decode how concern/ attitude over time

We find correlations between how audiences have responded to similar messages and current conversations to find which messages resonate

Methodology: How to Read & Limitations

Social listening reads what farmers say in public, so we treat it as the shape of the conversation, not a poll. Here is how to read it, and where the limits sit.

HOW TO READ IT

- **It reads the vocal, engaged end**
  It captures farmers active enough to post in public, not a random sample. Quieter habits like burning, burying and landfill still appear because people debate them, but they sit under-weighted next to how common they are on farms.
- **How common is read apart from how loud**
  A view many people hold is read differently from one a few repeat often. A loud topic tells us it matters, not that most farmers agree. We never read volume as agreement.
- **Held against real population numbers**
  The farmer mix is checked against the Census of Agriculture, roughly 15,000 to 21,000 Alberta cattle operations, so the read stays tied to the real population, not the conversation alone.

WHAT THE DATA CAN AND CAN'T TELL YOU

- **It counts conversation, not people**
  Figures are social responses by topic, not a headcount of individuals. One farmer can appear across several topics, so there is no single sample number, and the topic totals are not added together.
- **A few busy accounts can drive the talk**
  In some segments, dairy most of all, a small set of active accounts carries much of the conversation. Dairy is the smallest segment on farms but the loudest online, so we flag heavy posters rather than let them steer the findings.
- **Strong on direction, lighter on exact size**
  Dependable for what motivated farmers think, what blocks them, and which way segments differ. Less precise on exact counts, and not a census of every Alberta farmer.

Bottom line This gives a reliable picture of what engaged Alberta farmers think and what gets in their way, set against real population numbers. Trust it for direction and priorities; treat exact sizes as a guide, and use the focus groups to confirm the quieter segments like feedlot.

Scope: What we studied, and what we drew on

Around ten years of public conversation from Alberta farmers, with qualitative and benchmark data to keep it grounded.

12,000
Sample size
Unique social media users
(95% confidence interval)

~10 yrs
of listening data
roughly 2016 through 2026

3
farmer segments
cow-calf, feedlot, and dairy

Sources

Various online farming and Ag forums, Meta/Facebook, Reddit, X, Mastodon, and YouTube comments.

WHAT WE LOOKED AT

Behaviours and barriers. What farmers do with farm plastic, and what stops them.

The current program. How grain bags and twine are used and judged today.

Expansion readiness. Appetite for bale wrap and silage plastic before Fall 2026.

Trust and messaging. Who farmers listen to, and how they read Cleanfarms.

WHAT WE DREW ON

Segmentation data. The operation types behind cow-calf, feedlot, and dairy.

Recycling-attitude data. Eight topics of support and opposition, on a base of 8,020 unique conversations.

Cleanfarms perception data. How farmers view the program and the organization.

Qualitative summaries and questionnaire. Conversation themes by category, plus phase-two prep.

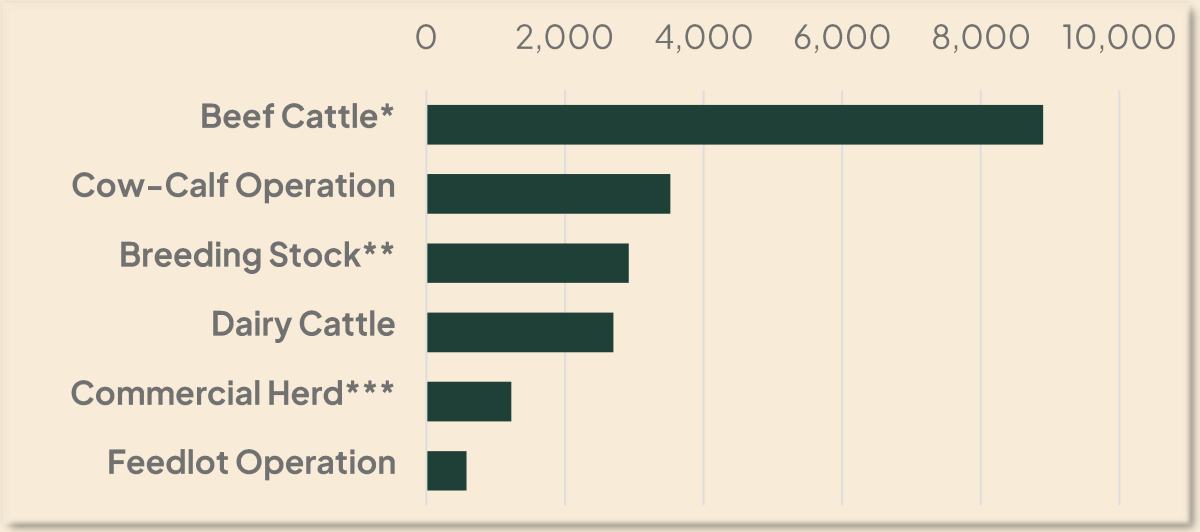
Benchmarks. The prior SK and MB study, and the Alberta Census of Agriculture.

Full definitions and sources are in the appendix.

Audience segments follow Cleanfarms' production types: cow-calf is the largest in Alberta, feedlot second, dairy the smallest but the most active online.

Data Validation: Identifying and segmenting Alberta farmers

Engagement of Alberta farmers by self-identified operation type



* Beef cattle is a sector-level umbrella, not a production stage. It overlaps cow-calf and feedlot, so read it as a reach check, not a segment.

** Breeding stock is the purebred and seedstock community. On cattle and on-farm materials it behaves like cow-calf, but its more commercial, data-driven orientation makes it a distinct sub-segment.

*** Commercial herd describes genetics (non-purebred), not a production stage. These are effectively cow-calf producers, so their qualitative content is read as cow-calf context

TAKEAWAY:
Measuring the Right People

Producers self-sort into the operation types that anchor the analysis, with the three core segments, cow-calf, dairy, and feedlot, all clearly represented. The sample is deep enough to carry segment-level findings in the slides that follow.

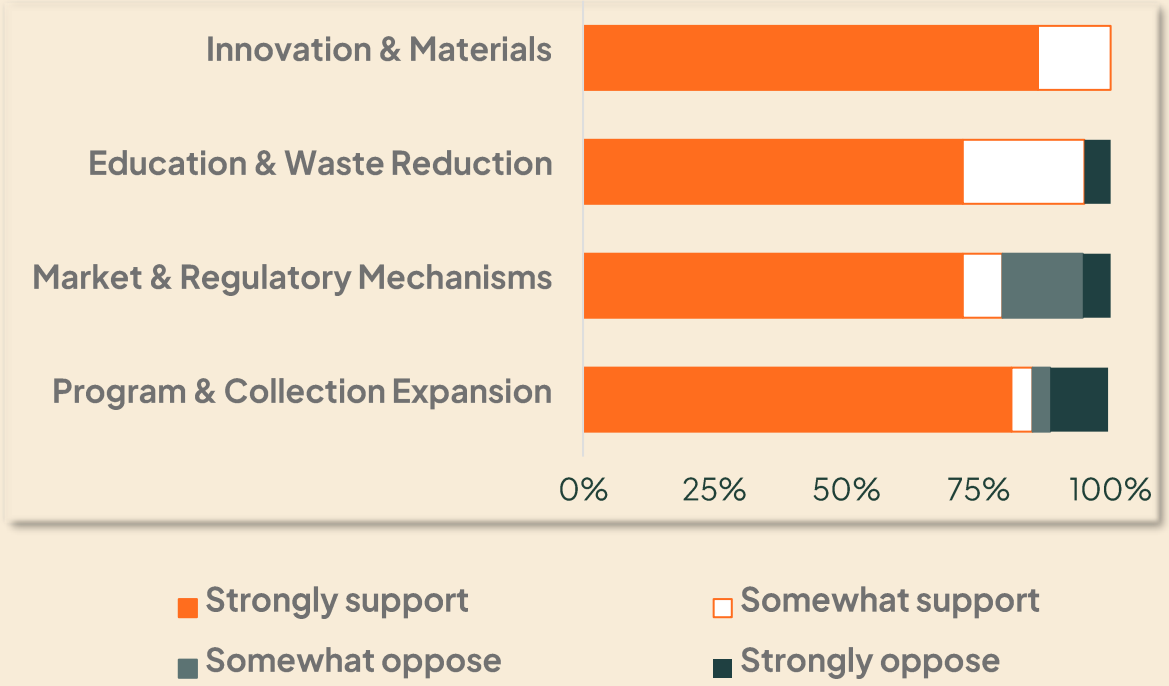
TAKEAWAY:
Sufficient Data to Measure

- **The three core segments are present**. Cow-calf, dairy, and feedlot each surface as distinct, analysable pools.
- **Read engagement as vocalness, not headcount**. Values reflect how actively each group identifies online; not how many operations exist.
- **Feedlot is present but quieter by nature**. Feedlot operators engage in technical, less identity-driven terms, so they register lower here.

FIGURE 1. TACTIX TOOLS BUILD A SAMPLE OF ALBERTA FARMERS OVER THE PAST TEN YEARS

Data Validation: Alberta farmers discussing plastic recycling

Where Alberta cattle producers land on plastic recycling, by approach (10–year conversation; % shows stance within each theme)



GROUP EXPLAINER:

- **Program & collection expansion** (58%), build and use collection infrastructure;
- **Market & regulatory mechanisms** (27%), set prices, demand, and rules;
- **Education & waste reduction** (11%), reduce at source;
- **Innovation & materials** (4%, indicative only), engineer better materials and recovery.

OBSERVATIONS:

- **They are talking about recycling**. The conversation is about how to recycle, not whether to. Support is the baseline across all four themes; the question for later slides is which framings and which segments respond.
- **Opposition is concentrated, not diffuse**. The dissent that exists sits in specific places rather than spread thin, a signal worth pursuing later, not noise.

FIGURE 2. TACTIX TOOLS BUILD A SAMPLE OF ALBERTA FARMERS OVER THE PAST TEN YEARS

Data Validation: The four recycling approaches

Program & Collection Expansion **58% of the total online conversation**

The dominant conversation focuses on expanding and using collection infrastructure through government, industry, and community programs. Discussion is highly constructive, highlighting pilot programs, new depots, and local successes.

“Woodlands County expands its ag-plastic recycling program.”

Market & Regulatory Mechanisms **27% of the total online conversation**

This conversation argues that market incentives, innovation, and regulation should drive recycling outcomes. It combines optimism about private-sector solutions with frustration over regulatory barriers, while also reflecting moderate skepticism about whether market approaches alone can deliver meaningful progress.

An ag-plastics recycler says red tape, not demand, was the obstacle

Education on Waste Reduction **11% of the total online conversation**

This segment emphasizes reducing plastic use at the source rather than relying on recycling. It includes the strongest "recycling isn't enough" narrative, alongside calls for awareness, behaviour change, and waste prevention. Support is directed toward reduction efforts, with little outright opposition.

"I collected my plastic waste for a year, and learned the truth about recycling"

Innovation & Materials **4% of the total online conversation**

The smallest conversation explores emerging recycling technologies and alternative materials. Discussion is primarily informational, with new solutions viewed as promising but early-stage, costly, or not yet widely adopted. Due to low volume, findings should be treated as directional.

Biodegradable replacements can phase out single-use plastics, but it's more expensive
“An opportunity for us to build our own recycling industry.”

FIGURE 2. TACTIX TOOLS BUILD A SAMPLE OF ALBERTA FARMERS OVER THE PAST TEN YEARS

Perception of Cleanfarms-run programs:

What farmers who know Cleanfarms associate with it

- **Environmentally responsible**
- **Trustworthy organization**
- **Convenient programs**

1 in 7 farmers aren't familiar with Cleanfarms at all and impressions are spread thinly and evenly across the board. The brand's ceiling is awareness, not approval.

Credible to those who know it

Takeaway
Where Cleanfarms is known, it is well regarded; the job is reach, not repair.

Strong on the things that matter

Environmental responsibility, trustworthiness and convenience are what farmers who know Cleanfarms most readily associate with it.

A diffuse, under-formed picture

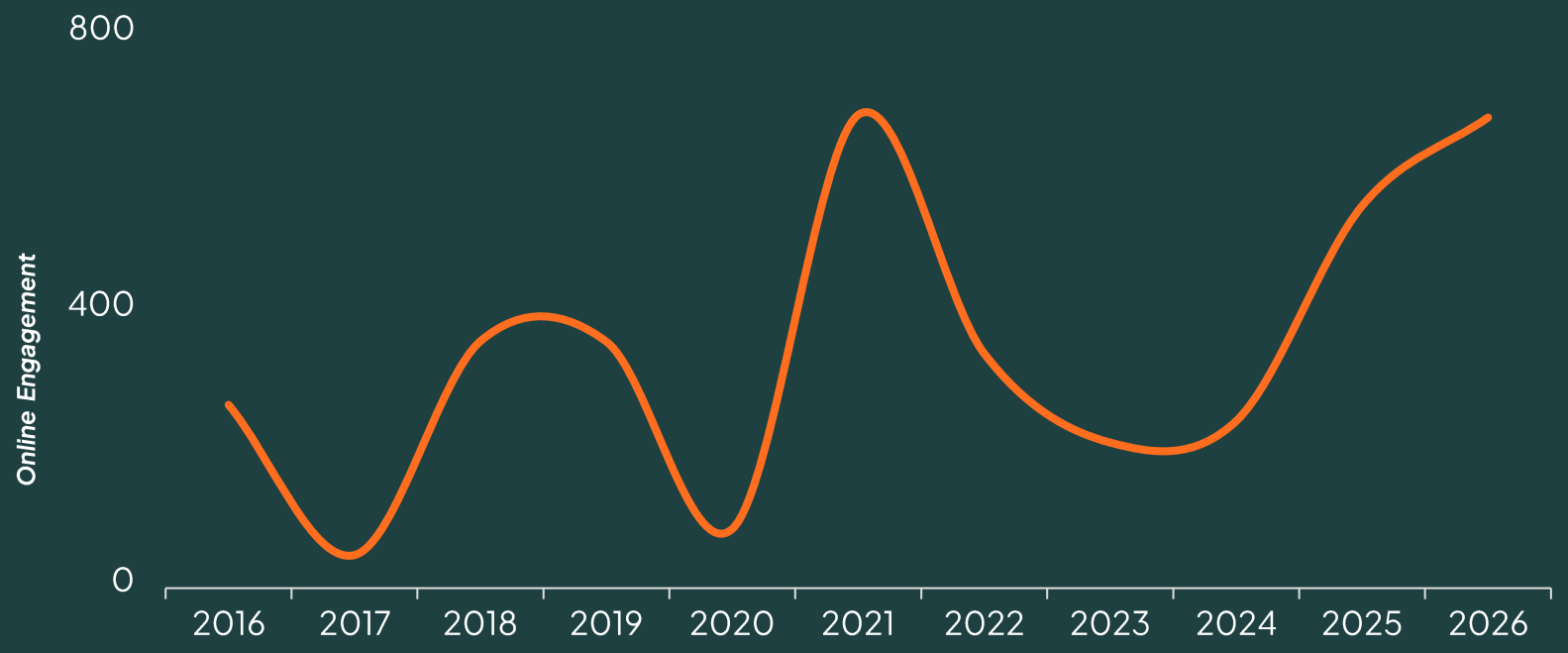
Beyond a few strong positives, most impressions are faint. The issue is an awareness gap, not a reputation problem.

A recycler and steward, not an 'industry body'

Farmers describe Cleanfarms as a recycling and stewardship program and embrace it. The one label they push back on is 'industry-funded'. Lead with the stewardship identity, not the backing.

Perception of Cleanfarms-run programs: Engagement trend

Online conversation among Alberta farmers discussing Cleanfarms-run programs



2018–2019:
The plastics program breaks through: grain-bag recycling launches in Saskatchewan and the Alberta Ag-Plastic 'Recycle It!' pilot. Sentiment near 100% positive.

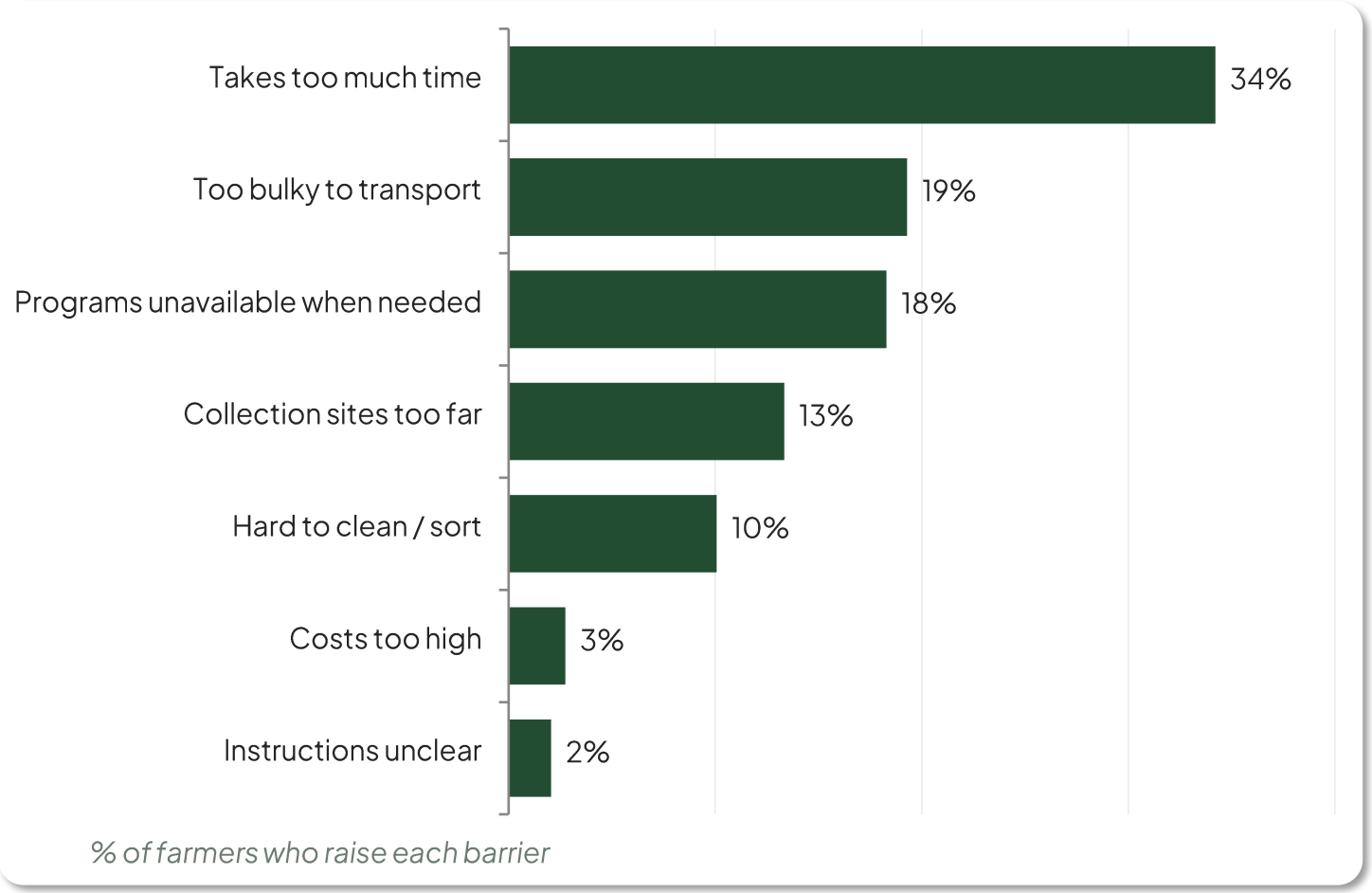
2021:
A wave of dated Cleanfarms collection events across Southern Alberta (pesticides, livestock and equine meds, jug recycling), plus news of $1.1M in federal funding.

2025:
Cleanfarms' 15–year anniversary and renewed collection-day pushes, framed around farm stewardship and a cleaner Alberta.

Note: *total online activity grew over this period, so part of the rise reflects more social media use overall, not Cleanfarms interest alone. Read the pattern, the dips, spikes, and recent momentum, rather than the absolute climb.*

The barriers are about access and effort, not belief

What Alberta farmers say gets in the way of recycling



% of farmers who raise each barrier

TAKEAWAY

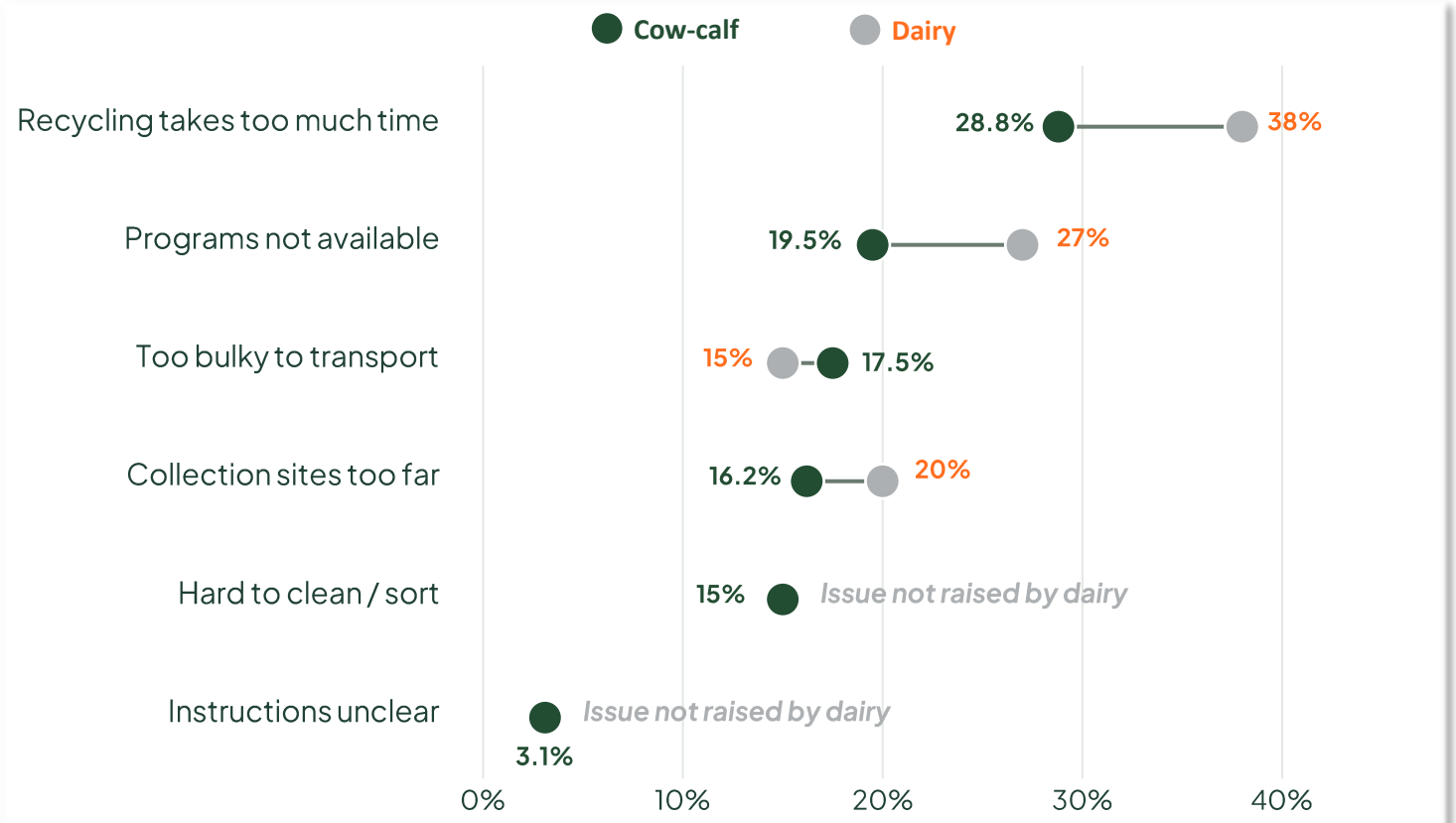
Time, bulk, distance and availability dominate. Cost sits right near the bottom

WHAT IT MEANS

- **The system must reach the farmer:** Time and availability lead and convenience is the lever.
- **Bulk + distance are structural:** exactly what densification and better-placed collection relieve.
- **Watch contamination:** "Hard to clean/sort" affects fewer farmers but is the most strongly felt — and silage wrap is the dirtiest material coming next.

The same barriers, weighted differently by segment

Share within each segment citing each barrier



Segment sizes in the online conversation differ widely (cow-calf large, dairy small, feedlots minimal), so these patterns are directional: they point the focus groups to the right questions rather than settle them.

TAKEAWAY

Both segments lead with time and programs. But dairy leans far harder on time, 38% against cow-calf's 29%, treating it as the dominant blocker.

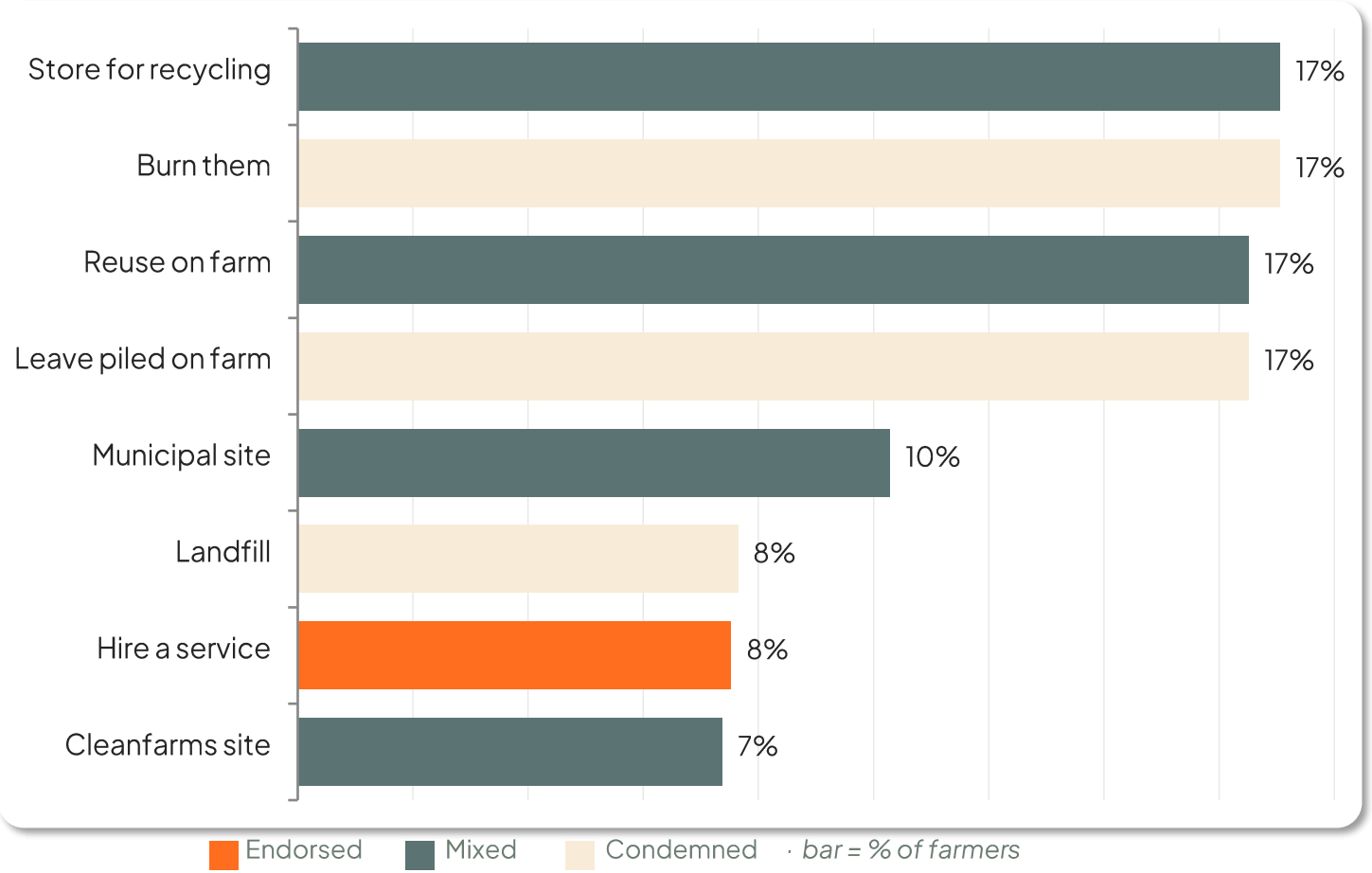
WHAT IT MEANS

- **Cow-calf spreads its frictions:** Bulk, distance and cleaning each register around 15 to 18 percent: a broad set of practical barriers.
- **Dairy concentrates:** Time and programs are most of its barriers; cleaning and instructions did not surface. Read dairy as a small, vocal segment.
- Feedlots barely register online. Only time scarcity surfaced, on too small a base to break out. Operationally significant but quiet in the data, one for the focus groups.

Grain plastics* , in service today: approval without adoption

A material Cleanfarms already collects, and what it signals for the expansion

**farmers are talking about plastic films that are used to cover feed, but not silage plastics*



TAKEAWAY

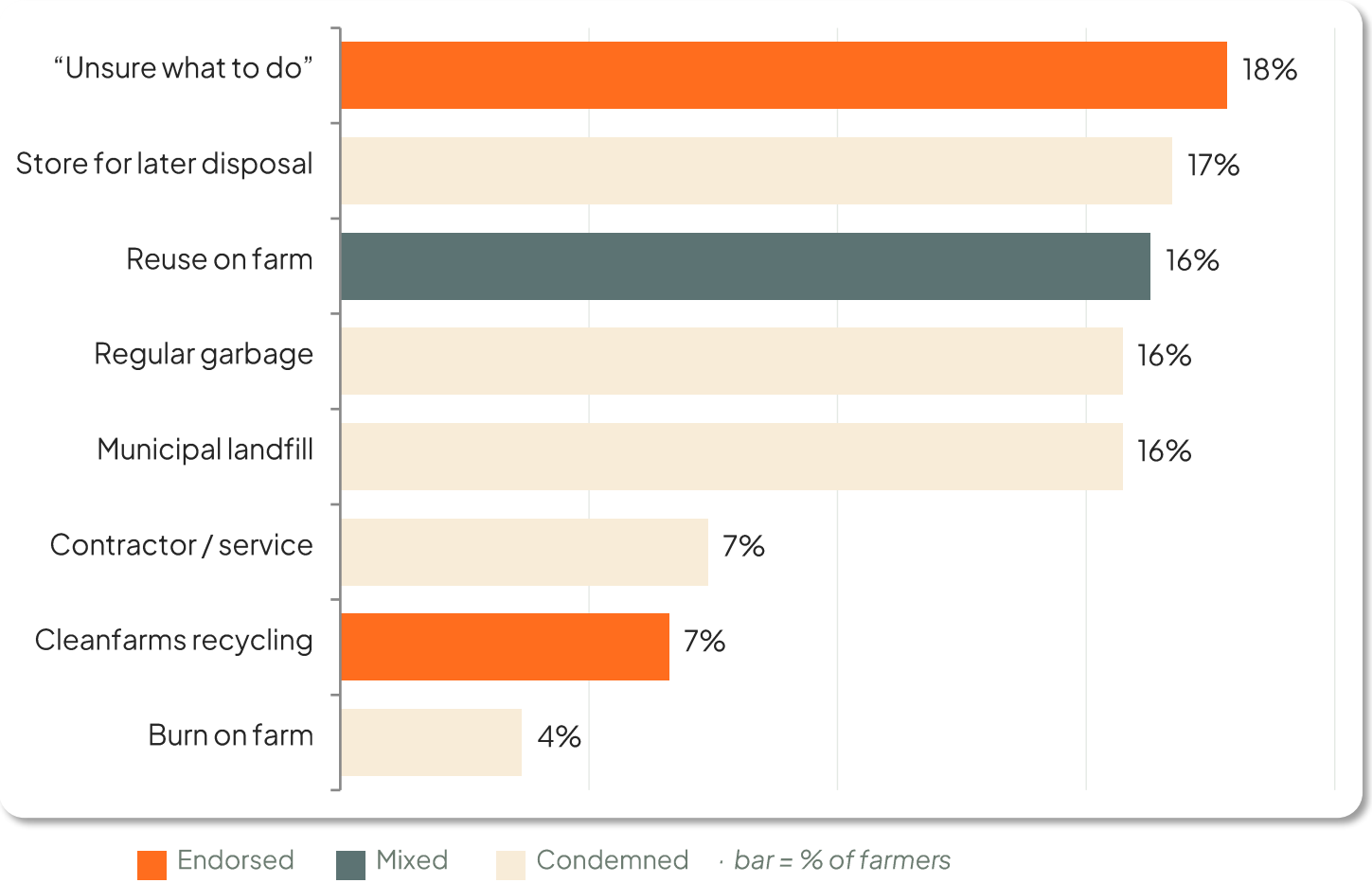
Burning is as common as storing , yet it is overwhelmingly condemned.

THE PARADOX

- **Burning, storing, reusing and piling are all about equally common –** the "healthy baseline" the loud conversation suggested is overstated.
- **The good options are the rarest.** Cleanfarms drop-off and hire-a-service sit right at the bottom, yet hire-a-service is the option farmers speak most warmly about.
- **Approval ≠ adoption.** farmers condemn burning but still do it. The gap is access, not attitude.

Twine: a receptive audience, not a resistant one

The other material collected today, and how farmers talk about it



TAKEAWAY

"Unsure" is the most prevalent stance and it's voiced as open questions, not resistance.

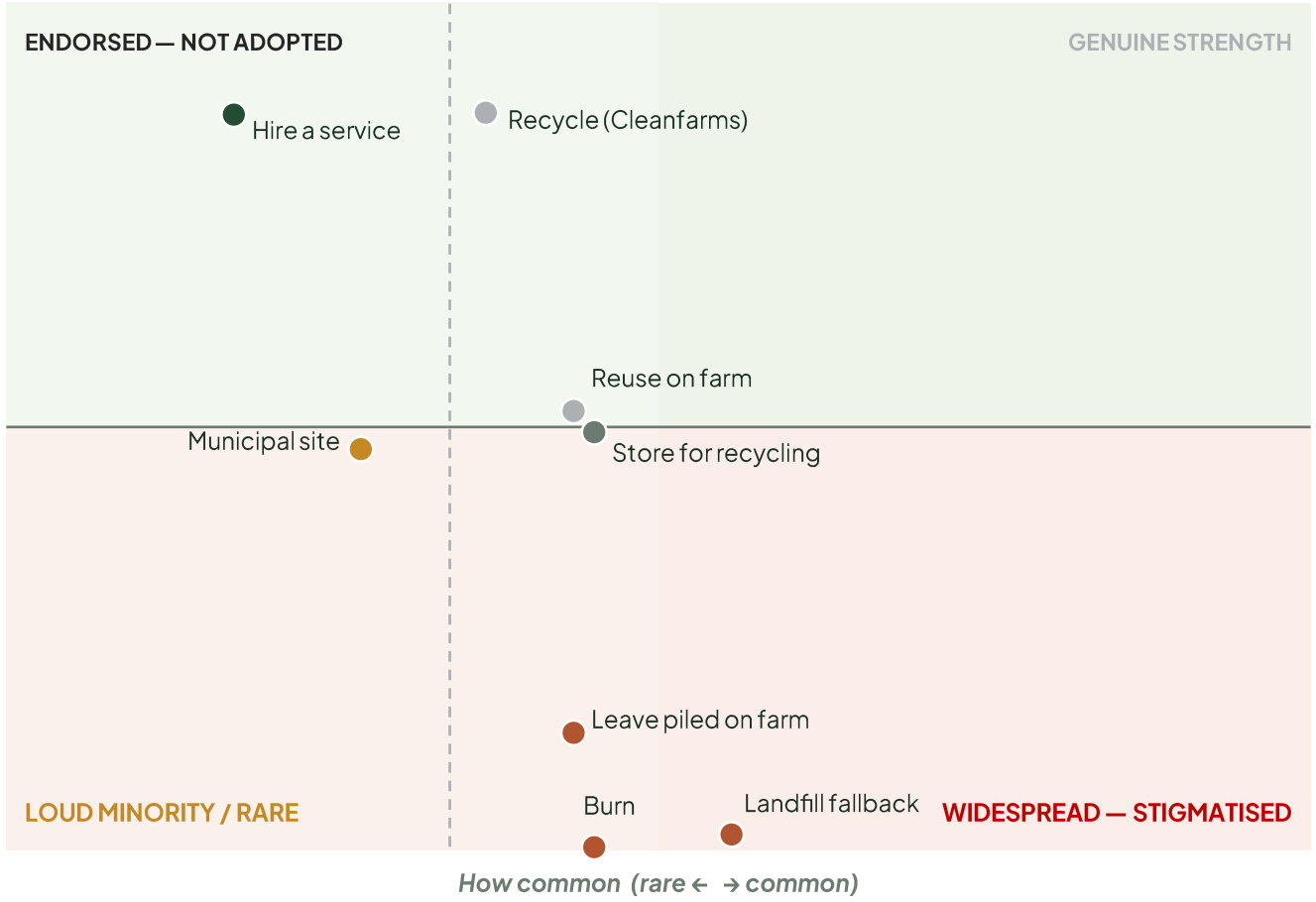
THE READ

- Conversations around twine are specific to those mentioning 'baler twine,' 'baling twine,' or 'plastic twine,' and exclude net wrap.
- **Confusion, not refusal**: Garbage, landfill and burning are condemned; no "right" behaviour has taken hold, so twine drifts into reuse or open-ended storage.
- **Willing to be taught:** Cleanfarms recycling is well-regarded but barely practised. The opening is plainly instructional, tell farmers what twine recycling looks like.
- **Echo of SK/MB***: twine was "nonexistent" in the prairie conversation, here it's present but unresolved.

Cleanfarms SK and MB farmer study (2025)

Mapping Behaviour: What's common VS how it's judged

Disposal method plotted by how common they are against how they're judged



TAKEAWAY

What farmers condemn is already common; what they endorse is still rare. The gap is ease, not belief.

So, the whole job is to pull behaviour into the top-right: make the endorsed options as easy and common as burning or piling are today.

INSIGHTS

- **Widespread + Stigmatised** Common but disliked (burning, piling, landfill). The fastest wins.
- **Endorsed, not adopted** Liked but still rare (hire-a-service, Cleanfarms recycling). Convert these.
- **Genuine strength** Common and endorsed (Cleanfarms drop-off). The habit to build on.
- **Loud minority / rare** A few loud voices, not a real pattern. Validate first.

The drivers behind Alberta's recycling behaviour

Behavioural theme	What do the Alberta conversations show?	vs. prairie baseline*
Time Scarcity "Sorting and hauling it is one more job I don't have time for."	Alberta's #1 barrier by far. Sorting, cleaning and hauling fall on the farmer, and large operations have little spare time.	On par
Distrust in System "Fined up to $365M while recycling."	Doubt that the system is honest: that the plastic really gets recycled, that the program isn't a cash grab, that the rules are fair. This is a belief driver. If it's high, no amount of convenience fixes it, because the farmer doesn't believe the effort goes anywhere.	**Lower**
Sense of Futility "Crying out for an effective program."	The feeling that "my bit won't matter," or that the whole thing is pointless. Also a belief driver. farmers in Alberta want to act and are frustrated by missing infrastructure, not convinced it is pointless.	**Much lower**
Diminished Aesthetic Valuation "Stewardship starts at the farmyard gate."	Whether a farmer cares about a clean, well-kept place. Low indifference means pride in the yard, which is a motivator you can work with. High indifference means the mess doesn't bother anyone, so there's nothing to appeal to.	**Lower**
Limited Social Reinforcement "Contribute to a sustainable community."	Community signals are present (county programs, peers helping peers), so peer reinforcement is not absent.	Comparable
Non-compliance "The issue isn't disposal; it's storage until disposal."	Whether farmers are willing to follow the rules, or are working around them. In Alberta this isn't rule-bending; it's confusion about what the rules are. "The issue isn't disposal, it's storage until disposal." They want to comply and can't tell how.	Comparable

** Compared against the six-driver barrier model from the **Cleanfarms SK and MB farmer study (2025)***

Mindsets and barriers shaping behaviour

How Alberta's barriers compare to SK and MB



Alberta farmers · Cleanfarms | Social-listening research

What's really driving behaviour?

Time is a barrier in Alberta, just as it is in the prairies. But the belief barriers that weigh on the prairies, *distrust, futility and indifference*, barely register here.

Alike on time

Time scarcity runs high in both Alberta and the prairies. On this one axis they look the same.

Apart on everything else

The prairie baseline also carries distrust, futility and indifference. Alberta sits far below on all three. The prairies have a belief problem stacked on top of the practical one; Alberta has only the practical one.

Why that is the good news

A belief problem takes persuasion and years to shift. Alberta's is an access problem: make recycling easier and the willingness is already there. It is the more solvable case.

Alberta: Willing & convinced, but not yet converted

ALBERTA

Access friction

Belief is intact and Cleanfarms is trusted, the gap sits between what farmers endorse and what they can practically do.

SASKATCHEWAN

Distrust

A value-proposition deficit, “is this plastic really recycled?” Skepticism about end-uses is the brake.

MANITOBA

Apathy / futility

Weak social norms and function-over-form, “my bit won’t matter” and clutter carries no stigma.

Why does this matter for the expansion?

Convenience problem is the most solvable kind. Alberta doesn’t need to be persuaded that recycling matters or that Cleanfarms is trustworthy, it needs the act of returning bale wrap and silage plastic to cost less time, travel and hassle than burning or piling. Close the convenience gap and the latent willingness already in the data converts to behaviour.

Bale wrap & silage plastic: A standing start

What the data shows

Near-invisible in the conversation.
Silage film and bale wrap barely surface at all and are a rounding error beside grain bags/plastic and twine, which dominate the talk about recycling.

Don't read the upbeat tone as demand.
What little is said about them leans positive but it's a handful of voices, not a signal to build a plan on.

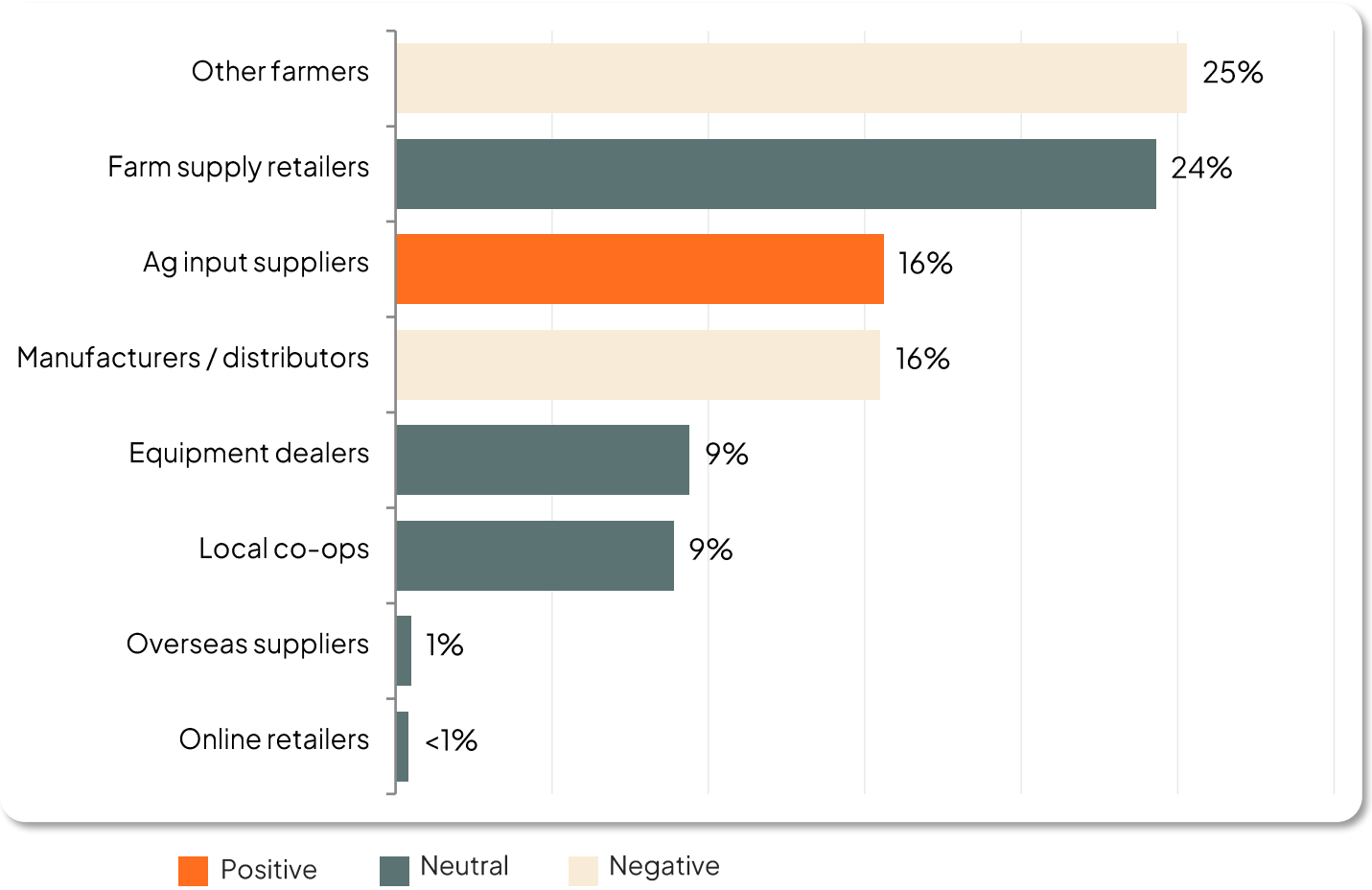
No compactor signal at all.
Awareness of on-farm or municipal compactors can't be read from listening. People post opinions, not their silage-wrap workflow.

What the focus groups should answer

1. Do farmers know on-farm / municipal compactors exist?
2. Is densifying feasible on their operation, and what stops it?
3. How is silage wrap stored today, and how contaminated does it come off?
4. Net wrap vs. twine, the recurring "is this recyclable?" confusion.
5. Which return model wins: on-farm pickup, drop-off, or compaction?

Buying is local, and one relationship stands out

Where farmers get their ag plastics, and how they regard each source



TAKEAWAY

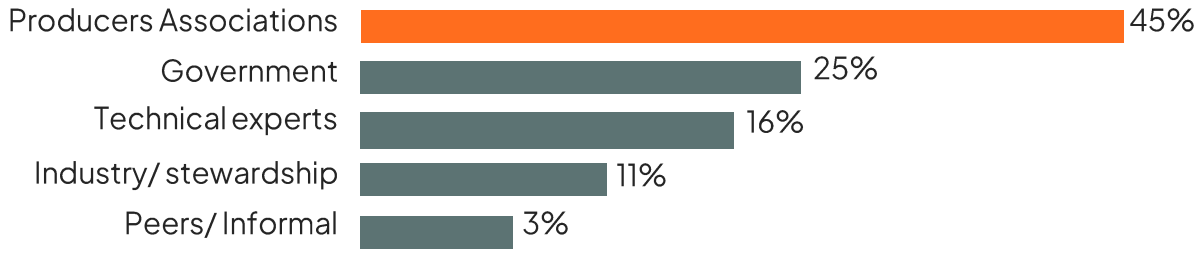
Buying is local and relational. Crop input suppliers are the one source farmers feel genuinely good about, which makes them the natural point-of-sale partner.

WHAT IT MEANS

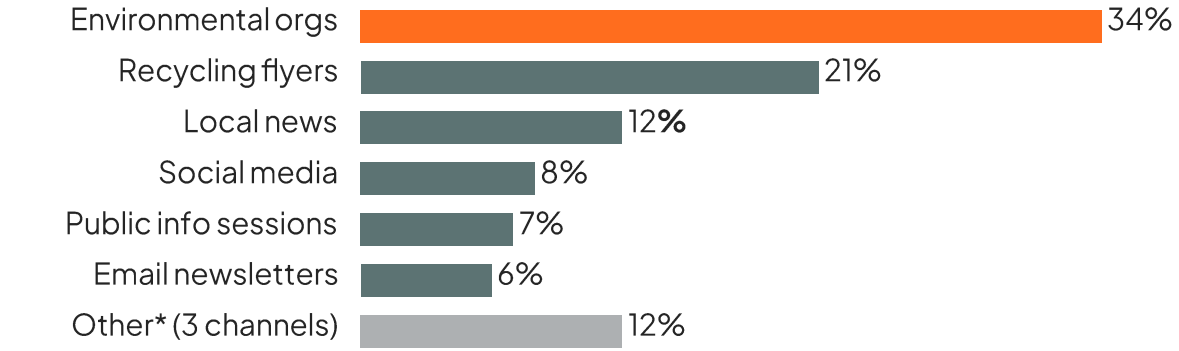
- **Overseas and online suppliers are negligible**, under 1% each. The supply chain is regional, so the intervention can be too.
- **Ag input suppliers are the warm spot**. The one channel with clearly positive sentiment, best placed to carry point-of-sale prompts or take-back.
- **Volume sits with retailers and peers**. Most buying runs through farm supply retailers and other farmers, but sentiment there is flat to negative: useful reach, not a relationship to lean on.

Reaching farmers: the right voice, through the right channel

WHO THEY TRUST · the messenger



BEST WAY TO REACH THEM · the channel



Share of farmers; each question sums to 100%

TAKEAWAY

Pair a trusted voice with a preferred channel: ABP-backed material, carried by environmental partners and on flyers

HOW THEY COMBINE

- **Messenger**: ABP and the ag institutions are trusted; peers and social media are not.
  - Technical experts – veterinarians, agronomists, crop advisors
  - Industry/ Stewardship – Cleanfarms, input retailers, dealers
  - Peers – word of mouth, farmers, neighbours
- **Channel:** environmental partners and flyers land best; email, local news and government sites do not.
- Cleanfarms itself as an environmental steward, the very channel they most want.
- Other* channel include *Local government websites, community newsletter, community bulletin boards.*

Who's in each group

What each trusted-voice and channel group on the previous slide is built from.

WHO THEY TRUST · the messenger

Producers associations (45%) Alberta Beef Producers, Alberta Cattle Feeders' Association.

Government (25%) Government of Alberta agriculture resources, Alberta Ag-Info Centre.

Technical experts (16%) Veterinarians, agronomists, crop advisors.

Industry & stewardship (11%) Cleanfarms materials, input retailers, equipment dealers.

Peers & informal (3%) Other farmers, word of mouth, social media posts.

BEST WAY TO REACH THEM · the channel

Environmental orgs (34%) Environmental and stewardship organizations.

Recycling flyers (21%) Recycling-program flyers and mailers.

Local news (12%) Local news outlets.

Social media (8%) Social media updates and posts.

Public info sessions (7%) In-person information sessions.

Email newsletters (6%) Email program updates.

Other (12%) Local government websites, community newsletters, community bulletin boards.

Where the expansion should focus

1 Solve convenience first

Lead with proximity, pickup and densification, not cost or persuasion. The willingness is already there.

2 Build awareness from zero

Treat bale wrap & silage plastic as a standing-start launch; farmers don't yet picture recycling them.

3 Close the "what counts" gap

Define recycling concretely and answer net-wrap-vs-twine head-on. Twine's confusion is the cautionary tale.

4 Let trusted voices carry it

Co-brand through Alberta Beef Producers and extension, and deliver through environmental groups and flyers, the channels farmers actually want.

5 Convert the stockpile

Stored and piled plastic is latent supply. Give it an easy, well-placed off-ramp and behaviour follows.

6 Test before scaling

Use the focus groups to close the compactor and new-material gaps this listening data cannot reach.

Phase 2: Test the messages before they launch

After the focus groups, the candidate frames from this research can be put to a quantitative test, so the rollout is backed by messages that are proven, not assumed.

What message testing adds

1. **Quantify what lands**

   Measure how each message actually performs, instead of guessing which one will resonate.

2. **Catch the backfires**

   Flag messages that underperform, or even backfire, before budget is spent on them.

3. **Pressure-test against pushback**

   See which messages hold up once farmers have heard the opposing view. The message that wins in a vacuum is rarely the one that wins against a critique.

What we'd test, drawn from these findings

- **Convenience over cost** lead on time and proximity, not price.
- **The easy switch** "already stockpiling? you're halfway there."
- **Plain twine instructions** what to do with twine, and net wrap vs twine.
- **Messenger test** same message from ABP vs Cleanfarms vs government.
- **Stewardship vs compliance** farm pride and legacy against rules and penalties.
- **Pre-empt contamination** "easier to prep than you think" for silage and bale wrap.

From listening to validation

1 **The story so far**

Alberta farmers are willing and convinced but not yet converted. Belief is intact, Cleanfarms is trusted, and the barrier is convenience: time, bulk, distance, and access.

2 **The gap to close**

The new materials and the compactor concept are nearly absent online, their feasibility and awareness are the focus groups' job.

3 **The payoff**

An access problem is solvable. Pair the trusted messengers with an easy return path and the latent supply already sitting in stockpiles converts.

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Tactix Power of insight. Promise of trust.

Appendix: Definitions and sources

Reference detail behind the read. The sample is conversation volume, a different unit from a head count, so the items below are listed, not compared.

Population Scale	Alberta has on the order of 15,000 to 20,000 cattle operations province-wide. This is the real-world scale the conversation sits inside.
Segment Basis	Three Cleanfarms production types: cow-calf (largest in Alberta), feedlot, and dairy (smallest). The online conversation inverts this order, dairy is loudest and cow-calf quietest, so we read volume as how vocal a group is, not its size.
Sample Unit	Analyzed social conversations: public posts and comments the tool interprets into responses, not a count of individual farmers.
Listening Window	About ten years of public conversation, roughly 2016 through 2026.
Sources	Online farming and Ag forums, Facebook, Reddit, X, Mastodon and YouTube; provincial agricultural data for population context; the prior Saskatchewan and Manitoba study; Statistics Canada, Census of Agriculture.

HOW THEY RECONCILE

Different units, one consistent picture. The population figures confirm the segment mix is realistic; the sample reads the conversation on top of it. Strong on direction, not a census.

Appendix F – Tactix Behavioural Insights on Alberta Farmers' Recycling Habits: Q&A

Tactix Power of insight. Promise of trust.

To: Davin Johnson

From: Chloee Konsam, Paul Hillier

Subject: Q/A Companion Document

Date: October 29, 2026

Behavioural Insights on Alberta Farmers' Recycling Habits

Questions and Answers

A companion to the report, written to answer the questions that come up most when these findings are shared. Slide references point to where each answer lives in the report.

For a quick overview, start with Q20 on the key takeaway and Q30 on expansion priorities. For questions about the evidence, see Q1–9 on the method and Q10–14 on the sample and segments. Q15–18 cover recycling conversations and barriers; Q19–22 cover behavioural drivers and provincial comparisons; Q23–27 cover Cleanfarms and communications; and Q28–34 cover materials, focus groups and message testing.

SECTION 1 The method, and how to read it

1. Q: How confident are you that you are capturing the right people?

A: We have confidence in the relevance of the conversation: participants describe Alberta farming operations and discuss ag-plastic recycling, particularly how to recycle rather than whether to. Their descriptions allow us to distinguish cow-calf, feedlot and dairy conversations. That supports identifying relevant topics and segments, but it is not the same as screening every participant. We are more cautious about proportions because the segments' shares of online conversation do not match their shares on the ground. The next two answers explain engagement bias and how we interpret conversation volume. *(Slides 6, 7)*

2. Q: Are these mostly farmers already inclined to recycle?

A: Social listening picks up farmers who are engaged enough to post in public, so it does lean slightly toward the more active when it comes to recycling. However, it also includes a large share of those looking for solutions to problems they have with the system and those sharing program news. The conversations with lower levels of online engagement also do come through, with habits like burning, burying and piling discussed because farmers debate and criticize them in the open. So, we do hear from the quieter end of the target audience as well, but the engagement around some habits and behaviour is slightly depressed compared to reality . The honest summary is that we get a strong read on what motivated farmers think, on both positive and negative ends of the sentiment spectrum, and a rougher read on the disengaged. *(Slide 5)*

3. Q: How do you stop the loudest voices from being read as the majority?

A: Three rules, all set out on slide 4. First, we read how much a group talks as a measure of how vocal it is, not how many farmers it contains. Second, we keep how widely a view is held separate from how often a few people repeat it, so a small, noisy group is never read as the majority, and a loud topic tells us an issue matters rather than that most farmers agree. Third, we check the mix of farmers against the Census of Agriculture, which puts Alberta at roughly 15,000 to 20,000 cattle operations province-wide, so the picture stays tied to the real population rather than to the conversation alone. *(Slides 4, 27)*

4. Q: What are the limits of social listening?

A: The biggest limitation of social listening is that it cannot be used to interpret conversations that are not taking place. Investigating the reasons behind a lack of awareness, or behavioural patterns driving a lack of action can only be measured through those actively discussing alternatives or by comparing differences between time periods, between topics, or between groups. Additionally, though great lengths are taken to ensure that individuals are tracked across multiple accounts and social platforms, and that accounts are tied to real people and not fabricated, exact headcounts within each conversation contain a margin for error. Because of this, sentiment and engagement figures are read comparatively against a baseline measurement and are indicative of movement and direction rather than as precise sizes. In this case, it cannot see what farmers do not talk about online, such as how they store silage wrap or whether they know compactors exist. These types of gaps should be addressed through more direct measures such as the focus groups, especially for a quiet segment like feedlot. *(Slides 4, 19)*

5. Q: How is this different from a survey or poll?

A: A poll asks a fixed sample a set of direct questions. We do not ask anything; we read what farmers say to each other in public, across roughly ten years of conversation. The trade-off runs both ways. We gain genuine, unprompted opinion, meaning what farmers say when no one is asking, rather than answers shaped by a questionnaire. Our experience is that these unprompted conversations are more indicative of what will drive actual behaviour, as the opinions behind them have already caused those sharing them to actively speak out. We give up the clean, random sample a poll gives you, but also response bias. We read the results as indicative of the shape of the conversation rather than as a precise headcount, with the caveats on slide 4 matter. *(Slides 3, 4)*

6. Q: What kind of online activity did you look at?

A: Comments on online discussions are one input, but the listening draws on the full range of public conversation Alberta farmers take part in: original posts and threads on farming and agriculture forums, Facebook, Reddit, X, Mastodon and YouTube, the replies and discussion under them, and the back-and-forth where farmers answer each other. We also read how much engagement each conversation draws, which is how the trend on slide 10 is built, and how farmers describe their own operations, which is how the segments are identified. What we are not looking at is anything private, such as closed groups or direct messages. So it is a reading of the whole public conversation, across platforms and over ten years, rather than a scroll through one comment section. *(Slides 3, 5)*

7. Q: How much of the analysis is done by AI?

A: Less than people tend to assume, and not the kind they usually picture. The tool is not a large language model, and it does not write or generate the analysis. It is a machine learning tool built for one job: recognizing patterns in social media conversation. It is good at that because it has been trained on very large volumes of public social media data, including farming and ag conversations from earlier projects, so it can reliably spot which topic a post is about and which way the view in it leans. What it produces is the sorted raw material: how much of the conversation sits on each issue and how it divides. The analysis is done by our team, who read samples of the actual conversation to check what the tool has sorted, understand the reasoning behind it, and pull out the themes and quotes in the report. The tool finds the patterns; people decide what they mean. *(Slide 3)*

8. Q: How do you know these are Alberta cattle producers, and not someone elsewhere posting about cows?

A: We use farmers' descriptions of their own operations to identify cow-calf, feedlot and dairy producers, and geographic signals to draw the listening pool from Alberta rather than the country as a whole. As a basis for comparison, we compared the resulting segment mix with the Census of Agriculture as a contextual check. These steps support the relevance of the conversation, but they do not verify every participant's location or establish that the online mix represents Alberta's cattle producers. Some leakage remains possible because this is listening rather than participant screening. *(Slides 5, 6)*

9. Q: Why look at ten years of conversation? Attitudes in 2016 and 2026 may not be the same.

A : They are not, and we treat that as both a strength and a caveat. We do not know how much data we will collect at the outset of a study, and in some cases a longer window is what makes it possible to read between audience segments, geographic locations, or topics of conversation separately, because a short one does not carry enough conversation to break out. But even in cases where large amounts of conversation regularly take place, a longer time horizon lets us have a historical baseline against which to measure changes. It also lets us show how attitudes have moved, which is what the trend on slide 10 does. Where recency matters, we weight our reading toward the data obtained solely in more recent years, and the three peaks on slide 10 show that most of the Cleanfarms conversation is recent in any case. *(Slides 5, 10)*

SECTION 2 The sample, and the segments

10. Q: How is the sample defined, and how many farmers does it represent?

A: The report uses two different bases: a listening pool of about 12,000 unique Alberta social media users and a base of 8,020 unique conversations for the recycling-attitude findings. These are not interchangeable, and neither is a verified count of individual farmers. The tools read public posts and comments, reported as social responses by topic. One account is not always reliably one farmer, a farmer may use several platforms or accounts, though we check and account for this, and the same voice may appear in several topics. Summing topic figures

therefore frequently results in double counting. We report the listening pool once and describe individual findings in terms of conversation volume and content, not unique-farmer headcounts. *(Slides 3, 5 and 27)*

11. Q: How exactly did you check against the Census of Agriculture?

A: We used the Census of Agriculture for context on scale and operation types, not to weight the listening data or validate individual participants. On scale, the report compares about 12,000 social media users with an estimated 15,000 to 20,000 Alberta cattle operations. These are different units: as Q10 explains, an account is not reliably a farmer, and neither is the same as an operation. The comparison therefore does not establish coverage of the farming population. On mix, the Census places cow-calf operations first, feedlot next and dairy last; their online conversation volumes run in the reverse order. That contrast helps explain why conversation shares cannot be read as sector shares. The data was not adjusted to Census proportions. *(Slides 4, 27)*

12. Q: Could a few loud accounts be skewing this?

A: While individual accounts are not collected, the conversational data is parsed several different ways for unique sources and therefore avoids overly reflecting the loudest voices. In fact, if desirable in a given study, we can contrast the themes and talking points the most commonly repeated by unique users and those most commonly repeated by all users to reveal if any communication campaigns have been at work in a given time period, and measure how successful they have been in penetrating the overall conversational narrative. However, what is still possible, and indeed we see evidence of this in the conversations surrounding dairy production, is that large and influential voices are more likely to attract attention online and thus invite more conversation by default. *(Slides 4, 12)*

13. Q: Why does dairy look like a bigger barrier story than cow-calf, when cow-calf is the larger sector?

A: It is a volume effect, not a real reversal. Dairy is a small but vocal group whose conversation concentrates on just a few topics, so each issue takes up a large share of their talk and looks bigger. Additionally, there is also a source effect. The qualitative reading shows that a lot of the dairy voice is coming through associations and organized channels, where the points tend to be well-structured, and that kind of content draws more engagement and discussions, lifting the dairy numbers. Also, Cow-calf is large and diverse and spreads its mentions across many topics, so each individual issue looks smaller even though the group is larger on the ground. We read the segment splits as pointing the focus groups to the right questions, not as settled sizes. *(Slides 6, 12)*

14. Q: How do the barriers differ by segment?

A: Cow-calf and dairy both lead with time and program accessibility, but they weigh them differently. Dairy leans far harder on time, around 38 percent against cow-calf's 29 percent, and concentrates almost everything on time and programmes; ; cleaning and unclear instructions did not surface for dairy at all. Cow-calf spreads its frictions more evenly, with bulk, distance and cleaning each registering in the mid to high teens, which is a broad set of practical barriers rather than one dominant blocker. Feedlot barely registers online: only time

scarcity surfaced, on too small a base to break out, so it is operationally important but quiet in the data and one for the focus groups. Because the segments differ so much in online size, we read these splits as directional. They point the focus groups to the right questions rather than settle them. *(Slide 12)*

SECTION 3 What farmers are talking about, and what blocks them

15. Q: What are farmers actually talking about when they discuss recycling?

A: When farmers discuss recycling, the conversation is overwhelmingly about how to recycle, not whether to. It breaks into four themes. The largest, at well over half the conversation, is about expanding and using collection programs, the depots, pilots and local successes, and it is highly constructive. About a quarter is about market and regulatory levers, a mix of optimism about private-sector solutions and frustration with red tape. A smaller share is about reducing plastic at the source, the recycling-isn't-enough view. And a small remainder is about new materials and technologies, which is early-stage and which we read as directional given the low volume. The headline is that support is the baseline across all four, so the real question is which framings land, not whether farmers are on board. *(Slides 7, 8)*

16. Q: What are the main barriers to recycling?

A: The barriers that dominate are practical ones: time, bulk, distance, and whether a program is even available. Time and availability lead, which tells us convenience is the main lever. Bulk and distance are structural, exactly the kind of thing that better-placed collection and densifying are meant to relieve. Cost sits near the bottom, which the next answer explains. The one to watch is contamination: hard to clean or sort is raised by fewer farmers but felt most strongly when it comes up, and silage wrap is the dirtiest material in the expansion, so we expect that one to grow. *(Slide 11)*

17. Q: Why does cost show up as such a small barrier?

A: Two reasons. First, the small figure reflects how often cost is raised, not how much it weighs when it does come up, so a low count isn't the same as a low concern. Second, and more practically, Cleanfarms drop-off is free in Alberta, so cost simply isn't the live obstacle that time, bulk and distance are. Put together, cost is a real but minor part of the picture here.

18. Q: How do you read the gap between what farmers do and what they endorse?

A: This is the heart of the Alberta story. The things farmers condemn, burning, piling, sending it to landfill, are already common, and the things they endorse, like Cleanfarms drop-off and hire-a-service, are still rare. So, the gap isn't belief, it is ease. We map each behaviour by how common it is against how it is judged, and the whole opportunity is to move behaviour into the top-right corner, making the endorsed options as easy and routine as burning or piling are today. The fastest wins are the behaviours that are common but disliked, because the willingness to switch is already there. The map plots one dot per disposal behaviour to keep the read clean, and the twine-specific picture, where attitudes run from endorsed through unsure to condemned, sits on its own on slide 14. *(Slide 15)*

SECTION 4 The behavioural picture, and how Alberta compares

19. Q: What are the behavioural drivers behind all this?

A: We looked at six behavioural drivers that shape how farmers handle their plastic: time scarcity, distrust in the system, a sense of futility, indifference to how the yard looks, limited social reinforcement, and non-compliance. Time scarcity is Alberta's number one barrier by far, and it runs about level with the prairies. The other five sit lower, and that is the important part, because these are the same six drivers measured in the Saskatchewan and Manitoba study Cleanfarms commissioned in 2025, so Alberta can be read directly against the prairies. Distrust in the system is lower, and where it appears it is about cost and regulation rather than doubt that the plastic is really recycled; Cleanfarms itself is trusted. Futility is much lower, because farmers want to act and are frustrated by missing infrastructure rather than resigned. Indifference is lower, and there is real pride in a clean operation. Social reinforcement and non-compliance are comparable, with the non-compliance signal really being a request for clearer guidance rather than rule-bending. So Alberta's profile is a practical problem with the belief drivers largely absent. *(Slide 16)*

20. Q: What is the key takeaway?

A: Alberta is willing and convinced but not yet converted. Belief is intact, Cleanfarms is trusted, and the barrier is convenience, time, bulk, distance and access, rather than attitude. That is what makes Alberta the most solvable of the three provinces we have studied, because an access problem is far easier to fix than a belief problem, and the willingness is already in the data. *(Slide 18, 25)*

21. Q: How does Alberta compare with Saskatchewan and Manitoba?

A: Time scarcity runs high in all three provinces. The difference is in the belief drivers. Saskatchewan carries a distrust problem, a doubt about whether the plastic is really recycled, and Manitoba carries an apathy problem, a sense that one farm's effort won't matter. Both have that belief barrier stacked on top of the practical one. Alberta has only the practical one. So, where SK and MB need persuasion as well as convenience, Alberta mainly needs convenience. *(Slides 17, 18)*

22. Q: What does the trend in online conversation show?

A: Conversation about Cleanfarms programs has grown over the period, with three clear peaks. The first, in 2018 and 2019, is the plastics program breaking through, grain-bag recycling launching in Saskatchewan and the Alberta Recycle It! pilot, with sentiment close to fully positive. The second, in 2021, follows a wave of collection events across Southern Alberta and news of federal funding. The third, in 2025, is the fifteen-year anniversary and renewed collection-day pushes framed around stewardship. One honest caveat we put on the slide: overall social media use grew across this period too, so part of the climb is more posting in general, which is why we read the pattern, the dips, spikes and recent momentum, rather than the raw height of the line. *(Slide 10)*

SECTION 5 Cleanfarms, trust and messaging

23. Q: How is Cleanfarms perceived?

A: It is well regarded where it is known. Farmers who know Cleanfarms most readily associate it with environmental responsibility, trustworthiness and convenience. We did not find a reputation problem: what we found is an awareness gap. About one in seven aren't familiar with Cleanfarms at all, and beyond a few strong positives the impressions thin out. So, the ceiling we are up against is awareness, not approval, the regard is already there for those who know the program. *(Slide 9)*

24. Q: What is the industry-funded point, and why does it matter?

A: Farmers embrace Cleanfarms as a recycling and stewardship program, but they push back when it is framed as an industry-funded body. The practical read is that the stewardship identity, Cleanfarms as a recycler and steward, is the framing that resonates, while the funding model is the part that invites resistance. So, the credibility is strongest when the program leads with what it does rather than who pays for it. *(Slides 9, 21)*

25. Q: Where do farmers buy their ag plastic, and does it matter?

A: Buying is local and relational, and it matters because it points to a natural partner. The supply chain is regional, overseas and online suppliers are negligible, under one percent each, so an intervention can be regional too. Most of the volume runs through farm supply retailers and other farmers, but sentiment there is flat to slightly negative, so it is useful reach rather than a relationship to lean on. The one channel farmers feel genuinely good about is crop input suppliers, which makes them the natural point-of-sale partner for prompts or take-back. *(Slide 20)*

26. Q: Who should carry the message, and through what channels?

A: These are two separate questions with two different answers. On the messenger, the trusted voices are the producer associations, led by Alberta Beef Producers, and the ag institutions, while peers and social media are trusted less as named sources. On the channel, environmental and stewardship organizations and recycling flyers land best, and email, local news and government sites land poorly. So, the combination that works is an ABP-backed message carried through environmental partners and flyers, which borrows the association's credibility and delivers it where farmers actually want to receive it. *(Slides 20 to 22)*

27. Q: Peers barely appear as a trusted source. Does that mean word of mouth does not work?

A: No, and this is an important distinction. The low figure is how often peers are named as a source of information; not how much they are trusted. When peers do come up, farmers speak warmly of them. So, word-of-mouth and peer reinforcement are a real asset, they are just not what farmers consciously cite when asked where they get their information. We read peers as a quiet strength rather than a weakness. *(Slide 16, 21)*

SECTION 6 The current materials, and what comes next

28. Q: What is the situation with grain bags today?

A: A scope note first: this counts the conversations that mention the plastic wraps and films themselves, so the read stays on the recyclable ag plastic rather than anything else the term might pull in. On the behaviour, what we see is approval without adoption. Burning is about as common as storing, yet it is overwhelmingly condemned, and the good options, Cleanfarms drop-off and hire-a-service, are the rarest even though farmers speak most warmly about them. So, the gap here is access, not attitude, the same pattern that runs through the whole Alberta story. *(Slide 13)*

29. Q: What do we actually know about the new materials, bale wrap and silage plastic?

A: Honestly, very little from the listening, and that absence is itself the finding. Bale wrap and silage plastic barely surface next to grain bags and twine, which dominate the recycling talk. What little is said leans positive, but it is a handful of voices, not demand we would build a plan on. So, we treat the expansion as a standing start, where farmers don't yet picture recycling these materials, and the real questions about awareness and feasibility are ones the focus groups are best placed to answer. *(Slide 19)*

30. Q: What should the expansion focus on first?

A: Six things, in priority order. Convenience comes first, leading with proximity, pickup and densifying rather than cost or persuasion, because the willingness is already there. Awareness is close behind, since the new materials are a standing start launch. Third is closing the what-counts gap, defining recycling concretely and settling the net-wrap-versus-twine question, with twine's confusion as the cautionary tale. Fourth, the message is best carried by trusted voices, co-branded through Alberta Beef Producers and delivered through the channels farmers want. Fifth, the stored and piled plastic already on farms is latent supply, so an easy, well-placed off-ramp converts it. And sixth, test before scaling, using the focus groups to close the gaps this listening data can't reach. *(Slide 23)*

31. Q: How does this research fit with the focus groups?

A: The two methods answer different questions, and together they give a fuller picture than either would alone. Social listening reads a large volume of unprompted conversation over ten years and brings the behavioural drivers framework on slide 16, which explains why farmers behave as they do. Focus groups, closes the gap that social listening can't, such as whether farmers know compactors exist, how silage wrap is stored and how contaminated it comes off, the net-wrap-versus-twine confusion, and which return model farmers would actually use. Where the two point the same way, as they do on convenience being the main barrier, the read is strong. Where they differ, that is useful too, because it shows where the vocal online conversation and the wider farming population may part company. *(Slides 4, 19)*

32. Q: So what comes next?

A: The listening and the focus groups together tell us what gets in farmers' way and which framings are likely to land. What they do not tell us is how each of those framings will actually

perform once it is in front of farmers, and that is the step before anything is rolled out. The remaining step is to test the messages before any of them are used, so that what farmers eventually hear has been shaped by farmers. *(Slides 24, 25)*

33. Q: What is message testing?

A: It is a way of finding out whether a message does its job before it is used. Most approaches work by asking people directly for their reactions to draft messages. Tactix' approach here starts from a different place. It draws on how people have actually responded to similar messages in real, unprompted conversation, the same public data behind this study, and uses that to judge how a new message is likely to be received. It also tests each message against the objections and alternative views that already exist in that conversation rather than in isolation, because a message that seems clear on its own can land differently once it meets what people already think. The aim is the same as any message testing: to learn that a message is confusing or misjudged before it is published, not after. *(Slide 24)*

34. Q: How would it apply here? does message testing work?

A: Message testing would take the framings this research points to and read them against the Alberta conversation: how farmers have responded when similar things were said before, and how each holds up against the doubts farmers already voice. It would answer whether leading with convenience resonates most, whether farmers already storing plastic respond to having that recognized, whether twine instructions clear up the confusion, which messenger information is best received from, and whether preparation advice for silage and bale wrap is welcomed. The final list would be shaped by what the focus groups raised. *(Slide 24)*

Appendix G –Stratus AB Focus Group Final Report

Stratus AG RESEARCH

Real Story. Better Decisions.

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Alberta Ag Plastics Recycling

Summary of Qualitative Research Findings

July 2026



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Research Objectives

PRIMARY OBJECTIVE:

To uncover actionable insights guiding the design and implementation of a successful collection and recycling program for silage plastic and bale wrap in Alberta.

OBJECTIVES:

1. Understand current practices, challenges, and preferences of producers across cow-calf, cattle feeder, and dairy sectors regarding handling, storage, and disposal of silage plastic and bale wrap.
2. Evaluate the effectiveness and limitations of existing collection models, including collection-bag distribution (bag loss, contamination, transport inefficiencies).
3. Assess feasibility and producer willingness to adopt alternatives such as on-farm compactors that improve logistics and material density.
4. Explore the diversity of purchasing habits, use cases, and end-of-life practices across agricultural industries and regions.
5. Gather insights to inform targeted communication and education strategies on program requirements, benefits, and material preparation.
6. Understand producer mindset and motivations regarding sustainability initiatives across targeted sectors.



Study Design

A focus group facilitator guide was drafted by Stratus and circulated in early April. A few modifications were made to the guide after review by Cleanfarms AB.

A short recruitment survey was developed and approved for distribution in the June newsletters of Alberta Milk Moosletter, Alberta Cattle Feeders and Alberta Beef Producers. The Stratus database was also utilized to reach beef producers.

Farmers who responded to the recruitment survey were invited to participate in a focus group session on June 23rd, 24th or 25th, 2026.

Each focus group consisted of a mix of farmers who currently participate in ag plastic recycling activities and those who do not.

The June 23rd session brought together 8 dairy farmers, while the June 24th and 25th sessions gathered a mix of 13 feedlot, cow/calf and cattle producers.

Farmers who participated in the focus group discussions were provided an honorarium of $350.

Overall Observations

Insights from three June 2026 focus groups with 21 Alberta dairy and beef producers.

Convenience decides participation. Many producers, especially dairy, do not recycle because collection sites are far and preparation does not fit their workflow.

Cleanliness is the top barrier. Dirt, moisture, winter freezing and unrealistic contamination thresholds push material to landfill or burning.

Net wrap is an unmet gap. With no program available, it is repeatedly landfilled or burned and was flagged as a priority in every session.

Willingness is high with the right system. Producers will prepare and recycle if it is simple, local and affordable, citing grain-bag pickup as the model to replicate.

Transparency builds trust. Farmers want proof the plastic has a legitimate second life rather than quietly ending up in a landfill.

Incentives and alternatives are welcome. Deposits, credits, clean incineration and biodegradable net wrap were all raised as ideas.

Awareness and education need work. Knowledge of Cleanfarms AB programs and services was low; success stories should reach farmers via ag-service boards, retailers and networks.

Sourced locally. Most farmers identified local ag-supply outlets as their main source for ag-plastic material.

Considerations

Focus on Convenience — Farmers need a system that fits their busy schedules. Are pickup systems and localized collection points things that can be improved?

Address Cleanliness — If standards cannot be lowered, consider how to ensure material cleanliness. Can Cleanfarms educate farmers on a better way to clean their plastics? Or is it better to expand programs for materials where cleanliness is less of a challenge (e.g. bale twine and grain bags)?

Build Trust — Can Cleanfarms show farmers that their efforts are worthwhile and that their ag plastic are truly getting a second life?

Spread the word — Leverage partnerships with municipalities, farm organizations, farmer advocates and retailers to clarify material guidelines, share success stories, and increase awareness of programs.

Consider Cost & Incentive Models — Farmers aren't opposed to paying a fee for the disposal of their ag plastics. Could Cleanfarms use fees collected from farmers to remove barriers associated with convenience an contamination? Or could a deposit system be a tool to increase engagement?



> *"We want to do what's right"* **— Dairy Farmer**

Profile of Farmers

Session	Region/Farmers	Herd Size/Farmers	
Session 1 Dairy Producers	Southern AB - 2 Central AB - 5 Peace River - 1	<175 Head – 4 175-500 Head – 3 >500 Head - 1	
Total	**8**		
Session 2 Beef Cattle Producers	Southern AB - 2 Central AB - 3 Northern AB - 1	Beef cow/calf and Producers: <100 Head – 2 100-300 Head – 1 >300 Head - 3	Beef Feedlot: <5000 Head – 2 5000-25,000 Head – 0 >25,000 Head - 1
Total	**6**		
Session 3 Beef Cattle Producers	Southern AB - 2 Central AB - 3 Northern AB - 2	Beef cow/calf and Producers: <100 Head – 2 100-300 Head – 2 >300 Head - 3	Beef Feedlot: <5000 Head – 2 5000-25,000 Head – 2 >25,000 Head - 0
Total	**7**		

Note: Many participants had operations consisting of multiple production types (e.g. cow-calf & feedlot). Therefore, cow-calf and feedlot operations are collectively referred to as “Beef Farmers” throughout the report.

Current Practices

Dairy Farmers

Most dairy participants were not actively recycling ag plastics due to inconvenience, cleaning requirements, and a lack of nearby collection sites; some had disappointing past-program experiences. One was engaged with Cleanfarms AB, recycling baler twine and silage plastic via on-farm pickup and a compactor trailer.

Beef Farmers

Some recycle where programs exist — especially twine, grain bags and some bale/silage plastics (twine is seen as clean and easy). Others take ag plastics to landfill or burn them because local recycling is unavailable, too far, or has rejected their material.

"Right now, we don't recycle anything right now. And the main reason for that is just the convenience, right? We have the dumpster on farm and honestly, that's just the easiest way to go about it right now." **– Dairy Farmer**

"I wouldn't argue recycling is prohibitive. It's just not convenient… I mean, convenience is a factor. Absolutely." **– Dairy Farmer**

"I think it was like 5 years ago, my parents had joined a program, and they were supposed to separate it all, like we had two bins and they're supposed to pick them up separately. And they did it for a while, and then they just started loaded everything into one truck. So, we kind of gave up." **– Dairy Farmer**"

"Most material is currently burned. The company is new and proactively investigating recycling options. Silage plastic recycling was explored previously but cleanliness requirements were unrealistic for our size and scale, and storage also creates issues like snakes and mice." **– Beef Farmer**

"We're signed up with Cleanfarms. I keep separate my plastic and put it all in totes. Baler twine all goes in totes. The vapor barrier and the net wrap go together in one tote. Silage plastic goes in a tote and the silage plastic black and white we just cut off in strips, and we just roll it up in a tight bundle. I call them and they come pick it up and they sometimes compact it and other times they just pick it up with the truck and they separate it or I assume they separate it at their site." **– Dairy Farmer**

"We're basically only recycling our grain bags. It works quite well. It's not a lot of extra work. You basically have a spot on the farm where you store them until they can come grab them. As for silage wrap and that stuff at this point, we're currently just burning them. There's not really a good system." **– Beef Farmer**

Barriers to Recycling

Contamination
Farmers find it challenging to achieve cleanliness standards. Proper material cleaning is cumbersome.

Labour and Time
Recycling is seen as additional work competing with farm priorities, especially at busy times of the year.

Logistics and Access
Recycling facilities are too far away from many farms and pick-up services may not be practical or available. Distance to drop-off facilities limits participation.

Material Acceptance
Some plastics widely used on farm cannot be recycled (e.g. net wrap).

Storage
Having a separate space to store plastics between pick-ups or drop-offs is not an option for many; especially smaller operations.

"[An] issue we're currently facing is cleanliness requirements, because, a lot of [the] plastics are exposed to like, dirt …and the weather sometimes. So keeping them clean enough to meet recycling standards can be very, very challenging for us." **– Dairy Farmer**

"They say the plastic has to be less than 2% contaminated before they'll take the plastic and we can't get it to that level." **– Beef Farmer**

"It takes a lot of work… it's not convenient." **— Dairy Farmer**

"I think bigger than the cost would be the labour and things we have to do on our side because we work very much on efficiency and streamlining processes and not sure we could meet the cleaning requirements." **– Beef Farmer**

"Right now [the collection site is] over an hour, we have to drive to take anything anywhere." **– Beef Farmer**

"We try to do our best to separate and store the materials properly, but it takes a lot of labour and storage space." **– Dairy Farmer**

"Net wrap, that's a big one. That's a problem in that, no, there's no recycling." **– Beef Farmer**

"…it's going to take a long time to get a large volume of silage plastic. Where do we keep that?" **— Dairy Farmer**

Attitudes and Motivation

Dairy Farmers

Many farmers indicated they are interested in recycling ag plastic and are seeking a convenient system that requires fewer resources, less hauling and fits into their current way of farming.

Beef Farmers

These farmers indicated they are willing to prepare and recycle ag plastic if a system is simple, local, and affordable, providing grain bag recycling as a positive example.

Farmers would be interested in recycling net wrap if there was a feasible solution versus burning the mixed plastic.

"You like to recycle, but it should fit in your way of working. If somebody would come in, say once a month to pick up those bags, well, yeah, go ahead." **– Dairy Farmer**

"If there's an easy way of getting it for someone to pick it up, I'm sure most farmers would do it because you've already done 90% of the work already." **– *Dairy* Farmer**

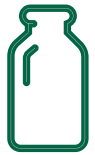
"Grain bags are already the low-hanging fruit, minimal labour, county-run pickup. For additional progress, separating twine by cleanliness (first-year twine is cleaner) and starting small with one plastic type could build buy-in. Biodegradable net wrap is worth exploring." **– Beef Farmer**

"They will take our twine, but they won't take the net wrap because they say it's a mixed plastic. So unfortunately, all our net wrap goes into the landfill. We do some twine, so we are able to recycle that. And we're lucky that the facility is half a mile away, so we're able to take that easily to them to recycle the bags of twine. It would be awesome if we could recycle the net wrap." **– Beef Farmer**

"Generally, we're gonna do the right thing if there's a system that works and it's not expensive. Like, I mean, I'd rather not, you know, pile it up and burn it" **– Beef Farmer**

"If there's a way to kind of mirror the grain bag thing with silage plastic to some extent, I mean, that would be very easy on our end." **– Beef Farmer**

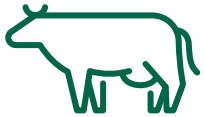
Need for Transparency



Dairy Farmers

These farmers are seeking more information about what happens to plastic after it is collected to help improve their perception and confidence in recycling programs.

A few farmers suggested recycling metrics and end-use transparency to improve participation in programs.



Beef Farmers

Knowing the material has a legitimate second life mattered to several farmers, especially if the program was transparent and tangible.

Other farmers were more focused on practical plastic removal from the farm and whether the cost and process was feasible.

"Of course, because if it's not going to a recycling place and not going to a better use, then there's no point in doing it in the first place. Then you might as well throw it in the landfill." **– Dairy Farmer**

"It's diverted from the landfill to be recycled, but then does it actually get recycled or is it just too dirty and ends up back in the landfill, what really happens to the plastic." **– Dairy Farmer**

"It would help if we knew the end product or the full circle as to what goes on; when it leaves the farm, what actually happens to it?" **– Dairy Farmer**

"Yes, very important, the feedlot crew raised the issue of sharps and medical containers also being incinerated at landfills despite recycling efforts. If material ends up burned anyway, the effort and resources spent collecting and preparing it are just wasted." **– Beef Farmer**

"Yes, I had a personal experience of municipal recycling in Olds being shut down because there was no market and materials ended up in the landfill anyway." **– Beef Farmer**

"I guess it makes me feel good that it's not going to the landfill, but who knows really where it goes after that. I would say it doesn't really matter to me on the business side, makes me feel good on the inside, that's fine." **– Beef Farmer**

"I am really not sure about what happens to recycled material after it is dropped off at a collection site; if it ends up in a landfill anyway, the effort feels like a total waste." **– Beef Farmer**

"We try to keep our yards and fence lines clean. I don't like seeing stuff laying around the farm. We just need a better system to move some of this plastic from the farms to collection places." **– Beef Farmer**

Communication & Education Insights

What Is Working

Farmers have heard of Cleanfarms but knowledge of programs and services very low.

Community engagement through programs like the Great Twine Round-up.

Practical messaging around ease and efficiency.

What Is Needed

Further awareness — reach farmers where they already look; county offices, ag retailers, and other farmers.

Transparency — what happens to the plastic once it leaves the farm?

Success stories — show where ag-plastic recycling is making a difference and tell the full sustainability story.

Clear guidelines — what can be recycled, how to prepare it, and where to take it.

"They've promoted that here for quite a while… I think a lot of people are aware of Cleansfarms. And that's where I've gotten a lot of the information." **— Beef Farmer**

"Rockyview County is pretty forward on [recycling]. They send out notices on their newsletters and things like that. The other one is the Cleanfarms. I've seen that they do some of the pickups, just online through social media and things like that." **— Beef Farmer**

"If we want to recycle farm plastic, we need to hear more success stories." **— Dairy Farmer**

"…The biggest thing to help push other farmers into doing it and looking into it, is having more success stories available and having the end product or the full circle as to when it leaves the farm, what actually happens to it?" **— Dairy Farmer**

"To be successful, a full sustainability story must be told, from plastic manufacture, to farm use, to collection, to end product. Communicate through social media clips, trade show demonstrations (e.g., Red Deer Ag Expo), and short videos. Responsibility should be shared with plastic manufacturers, not placed solely on farmers." **— *Beef Farmer***

"The challenge hasn't really been the awareness, mostly say it's more like access and convenience and how far it is from our farm. Having simple instruction on cleaning requirements would help." **— *Dairy Farmer***

"The other big thing is guidelines because what [materials] are accepted or how clean they need to be before recycling… Having simple instructions would help." **— *Dairy Farmer***

Program Cost and Willingness to Pay

Current Reality.
Producers already pay to manage waste through landfill or hauling.

Willingness to Pay.
Producers are open to paying for recycling under the right conditions; very high-volume operations may even seek out buyers for their ag plastics.

Key Conditions.
Cost must be reasonable, the process convenient, and the outcomes clear.

Important Constraint.
Cost becomes a barrier when combined with inconvenience or perceived to be unreasonable.

Incentives.
Incentives can increase participation.

Key Insight.
Cost is not the primary barrier; it only matters when the system is inefficient or unclear.

"You have to pay to take your garbage to the landfills." **– Beef Farmer**

"We're trying to do it on the private market versus Cleanfarms… we expect some money out of it." **— Dairy Farmer**

"Cost is even not a huge deal as long as it's reasonable." **– Dairy Farmer**

"As long as it doesn't cost us a huge amount of money to do, then that is fine with me." **– Beef Farmer**

"It's inconvenient. It's costing me to go somewhere and then I have to pay to also take this plastic away." **— Dairy Farmer**

"I would even go as far as to say, I think like the pop can milk jug recycling where you get charged it when you buy it. and then it's on the producer to bring it in and even essentially get it back or something. It would kind of be a great way, put it on everyone and then it's up to you to do the work to make it happen." **– Beef Farmer**

Sourcing Ag Plastics

Local Sourcing of Ag Plastics

Dairy and beef farmers sourced their farm-plastic material from local suppliers such as West Country Supplies, Gem Plastics, UFA, and NutriSource.

Some noted that products may be American-manufactured or imported from overseas, based on pricing.



”We get most of our supplies from West Country Supplies, everything is purchased there.” **— Dairy Farmer**

“Mostly from Central Alberta Hay and Silage Centre?” **— Dairy Farmer**

“The local retailer in Red Deer, I believe the products are American-manufactured.” **— Beef Farmer**

“We get most of our supplies from our local retailer, Canadian Hay and Silage but I wonder if the products are imported from overseas based on pricing.” **— Beef Farmer**

“Our UFA usually or co-op, just the same thing wherever it's on sale, but our local town.” **— Beef Farmer**

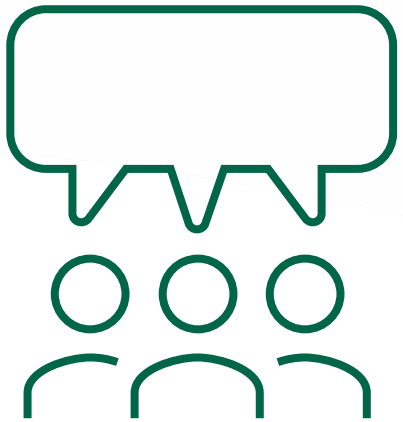
“I think we get some from UFA and stuff, but we actually have a guy that custom does all of our bailing.” **— Beef Farmer**

Alternative Solutions to Ag Plastic Recycling

Skepticism of recycling as the default. Some farmers want alternatives such as clean incineration to be seriously evaluated.

Practical drawbacks so far. Most alternatives tried have led to problems such as early wrap degradation, poor product performance, and excess waste.

Proof of performance is the recurring premise. Farmers will adopt alternatives only once they work as reliably as current recycling methods.



"Why are we even talking about recycling? Why are we not talking about incineration? Let's figure out how we can burn it cleanly and not kid ourselves about recycling." — **Dairy Farmer**

"Why don't you just burn it on an environmentally good manner? And then maybe we can make electricity out of the heat or whatever can be useful." — **Dairy Farmer**

"Our county was looking at doing some incineration at their landfill site. So, we thought that might have been an avenue but as far as I can tell, it's not going great." — **Dairy Farmer**

"I have not tried biodegradable net wrap but would like to try it; my only concern is that bales are sometimes stored for over a year and if the wrap degrades too soon, bales could fall apart during handling or storage." — **Beef Farmer**

"Last year, we started trying to push people we buy our straw from to use biodegradable net wrap. That has been met with mixed results. The product doesn't perform as good, so a lot of complaints." — **Beef Farmer**

"If we can't eliminate silage plastic, why couldn't we recycle it and the silage plastic be made from recycled silage plastic or recycled plastic twine?." — **Beef Farmer**

Appendix

Material-Specific Insights

Grain Bags are considered one of the easier materials to recycle by those doing it; the least widely used ag plastic among participants.

Silage Plastic is highly contaminated and labour-intensive, so recycling is rare; widely used, and a few have found ways to reuse it.

For Bale Twine, cleanliness is rarely an issue; many bag it in supplied bags. Viewed as one of the most realistic materials for expansion, driven by the Great Twine Round-up.

Bale Wrap is kept relatively clean but ends up in the landfill due to lack of available alternatives.

Net Wrap is widely used but not recycled currently due to lack of acceptance and cleaning difficulties.

Twine and grain bags show the clearest path to expansion; silage plastic and net wrap remain the hardest to recycle.



"Grain bags, we are recycling and that goes really well. We just keep them in our yard and it's worked with the county that we're in." **— Beef Farmer**

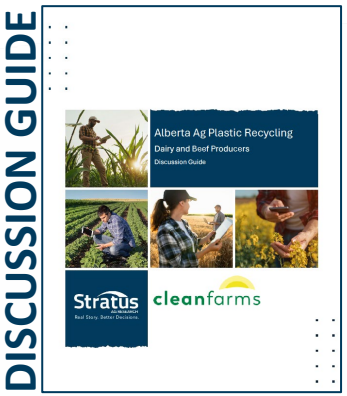
"Silage plastic we just cut into strips and roll up tight in a bundle. When I have a big pile, I call and they come pick it up." **— Dairy Farmer**

"Great twine round-up has been really effective here — it's gotten a lot of people more aware about twine recycling rather than just burning it at home." **— Beef Farmer**

"They will take our twine, but they won't take the net wrap because it's a mixed plastic. So all our net wrap goes into the landfill." **— Beef Farmer**

Focus Group Resources

Images of ag plastics were shown to participants during the focus group sessions.



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Stratus AG RESEARCH

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Alberta Ag Plastics Recycling

Summary of Qualitative Research Findings

July 2026



Appendix H – Compactors used for farm-to farm collection pilot



Mounted compactors for farm-to-farm compaction of bale wrap and silage plastic



Bale produced from compaction of silage plastic

Appendix I – APRG Member Organizations

Organization	Sector/Representation
Agricultural Service Board	Board Representation
AB Association of Agricultural Fieldmen	Agricultural Fieldmen
Agri-Novatex	Retailer
Alberta Agriculture and Irrigation	Government (ex officio)
Alberta Beef Producers	Livestock
Alberta Cattle Feeders Association	Livestock
Alberta CARE	Recycling and Waste Management
Alberta Environment & Protected Areas	Government (ex officio)
Alberta Federation of Agriculture	Producers
Alberta Grains	Barley, Wheat Producers
Alberta Milk Producers	Dairy Producers
Alberta Plastics Recycling Association	Plastics Recycling
Alberta Municipalities	Urban Municipalities
Berry BPI Agriculture	Material Manufacturer
Merlin Plastics	Recycler
Mountain View County	Municipality
Olds College	Academia
Recycling Council of Alberta	Recycling and Resource Conservation
Revolution Plastics	Recycler
Rural Municipalities of Alberta (RMA)	Municipalities
South/Central Waste Collaboration Group	Rural Municipalities
TAMA Canada	Retailer
Team Alberta Crops	Crop Producers
The Jungle Farm	Crop Producer

APRG Executive include:
Assar Grinde, Alberta Beef Producers; Jennifer Koole, Recycling Council of Alberta; Kelly Christman, Rural Municipalities of Alberta; Sonya Adams, Drumheller and District Solid Waste Management Association; Tammy Schwass, Alberta Plastics Recycling Association