



COUNTY OF SANTA CRUZ

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PRESS RELEASE

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CRV SERVICES RE-ESTABLISHED THROUGH BEN LOMOND PILOT

Addressing an important community and environmental need, the County of Santa Cruz is pleased to announce the re-establishment of a pilot beverage container recycling center in the San Lorenzo Valley.

Due to declines in the global recycling market, numerous facilities accepting California Redemption Value products have closed throughout California in recent years, including all 281 operated by RePlanet. The re-establishment of redemption services in partnership with Grey Bears fulfills an important community need while increasing convenience for residents.

"I'm thankful the County and Grey Bears have collaborated to restore CRV services in the San Lorenzo Valley, which was hit particularly hard by the recycling market collapse in recent years," Supervisor Bruce McPherson said. "After three redemption sites closed in 2019, we saw the economic impact it had on SLV residents and businesses. We hope this cooperative pilot project will provide some relief and prevent recyclable materials from entering our waste stream."

The loss of redemption centers not only undermines the County's Zero Waste goals, but impacts small businesses by requiring them to begin providing funding and infrastructure for alternate redemption services.

Staffed by Grey Bears, the new CRV center operates Monday through Saturday from 10 a.m.-3 p.m. at Ben Lomond Transfer Station, 9835 Newell Creek Rd. Qualified beverage containers are eligible for cash vouchers redeemable at one of three locations: Ben Lomond Market, Wild Roots in Felton, and The Redwood Keg Liquor & Deli in Boulder Creek.

"We are excited to operate CRV redemption at Ben Lomond Transfer Station because it offers a win-win-win for our community," said Grey Bears executive director Tim Brattan. "It supports Grey Bears environmental goals to expand recycling, provides economic benefits to residents by allowing them to redeem their beverage deposits, and helps retailers focus on their core services."