

Reducing Landfill Waste at Frito Lay, Barrie Ontario

The decomposition of organic waste in landfills produces gas that is comprised primarily of methane, a green house gas that contributes to climate change. The global warming potential of methane is 21 times that of carbon dioxide and in Canada landfills account for 20% of national methane emissions. Currently, the waste management strategy of the Barrie, ON does not capture the emissions from their landfill as a potential source of energy. With the landfill in this city reaching capacity by 2024 they are trying to find ways to divert organic wastes from the landfilling process.

The project I chose to tackle for LAC assignment was to implement a waste diversion strategy at a large consumer packaged goods company that operates in my area. Frito Lay is a division of PepsiCo, a multinational conglomerate with over \$60 billion in revenues that makes, markets and sells products in over 200 countries. Their operations in Barrie produce a significant amount of waste that goes directly to the local landfill where it decomposes and contributes to global warming. This is a case of one person's trash is somebody else's treasure as I investigated ways to divert over \$200,000 dollars worth of stale product each year from becoming part of the landfill system.

This project challenged the business as usual paradigm and gave me great insight to how this company achieves its corporate sustainability objectives. This experience has taught me that if you ask the right questions to the right people you can advance the environmental agenda even if the results don't have a huge impact on the scope of the operations of a large corporation such as PepsiCo. The details of the report can be found [here](#).

Think globally, Act locally.

