

NRA TOOLKIT



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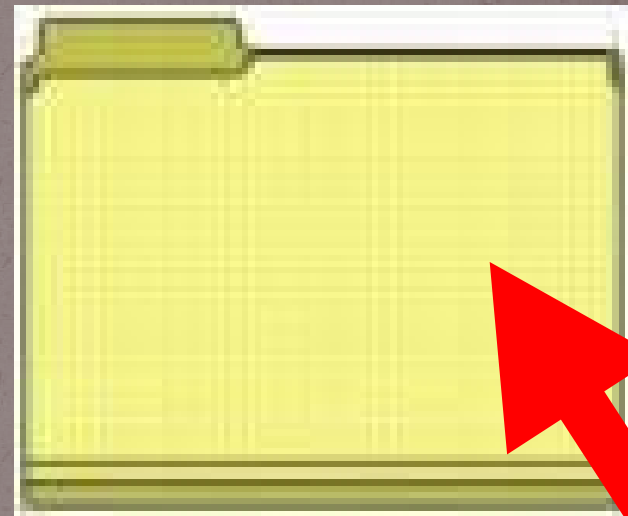


TOOLKIT Goals:

- Why a toolkit?
 - The Media Synopsis revealed that rendering as a “silent industry” was not working
- Provides members with easy-to-share information about the necessity of rendering.
- Something to share with the community, local officials, congress persons, etc.

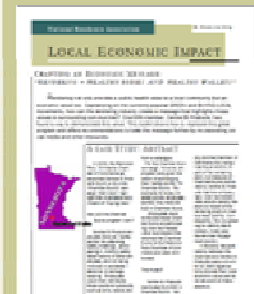
Where to begin?

- FIVE toolkits:
- Grease Recycling, Social Media, Stakeholder Engagement, A World Without Rendering, Local Economic Impact
- Toolkit includes PDF and Publisher files



START HERE:

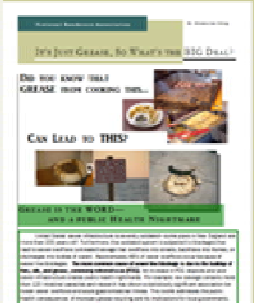
A LOOK Inside....



Local Economic Impact

Discover how one rendering plant demonstrated their economic impact on the local economy. Follow a step-by-step guide to make the same case in your community!

Also check out innovative ways to use social media to get even more results!



It's Just Grease, So What's the Big Deal???

Did you know that the most common cause of sewer line blockage is due to the buildup of fats, oils, and grease? Did you know sewer infrastructure is the 2nd highest expenditure for local governments? RENDERING IS THE SOLUTION. Discover how to make the case to local representatives that grease that and recycling must be taken seriously!

Easy, print-ready informational sheets to hand to the general public and politicians to explain rendering's pivotal role in being the solution to a potential public health nightmare!



Social Media: To Blog or Not to Blog?

Perhaps you are thinking about entering the world of Twitter, but wait! What exactly IS Twitter? This toolkit is your "Intro to Social Media." Inside are simple explanations of the most common social media platforms, the pros and cons of each platform, and recommendations on how the rendering industry could use social media to its advantage!

Also inside: "How-to" Videos for starting a blog, twitter, etc; the top 3 mistakes people make and how to avoid them; a special feature on using social media to connect with reporters!

A LOOK Inside

Offers a brief description of each toolkit with highlights on special features

National Renderers Association

By: Breanna Jan Uhlig

IT'S JUST GREASE, SO WHAT'S THE BIG DEAL?

**DID YOU KNOW THAT
GREASE FROM COOKING THIS...**



CAN LEAD TO THIS?



**GREASE IS THE WORD —
AND A PUBLIC HEALTH NIGHTMARE**

United States' sewer infrastructure is severely outdated—some pipes in New England are more than 200 years old! Furthermore, this outdated system is subjected to blockages that lead to sewer overflows (untreated sewage that overflows into streets, backflows into homes, or discharges into bodies of water). Approximately 48% of sewer overflows occur because of sewer line blockages. **The most common cause of sewer line blockage is due to the buildup of fats, oils, and grease, commonly referred to as (FOG).** An increase in FOG deposits and poor sewer infrastructure creates public health nightmares. For example, raw sewage contains more than 120 intestinal parasites and research has shown a statistically significant association between sewer overflows and acute gastrointestinal illness. This toolkit addresses the public health consequences of improper grease recycling and its implications for local governments.

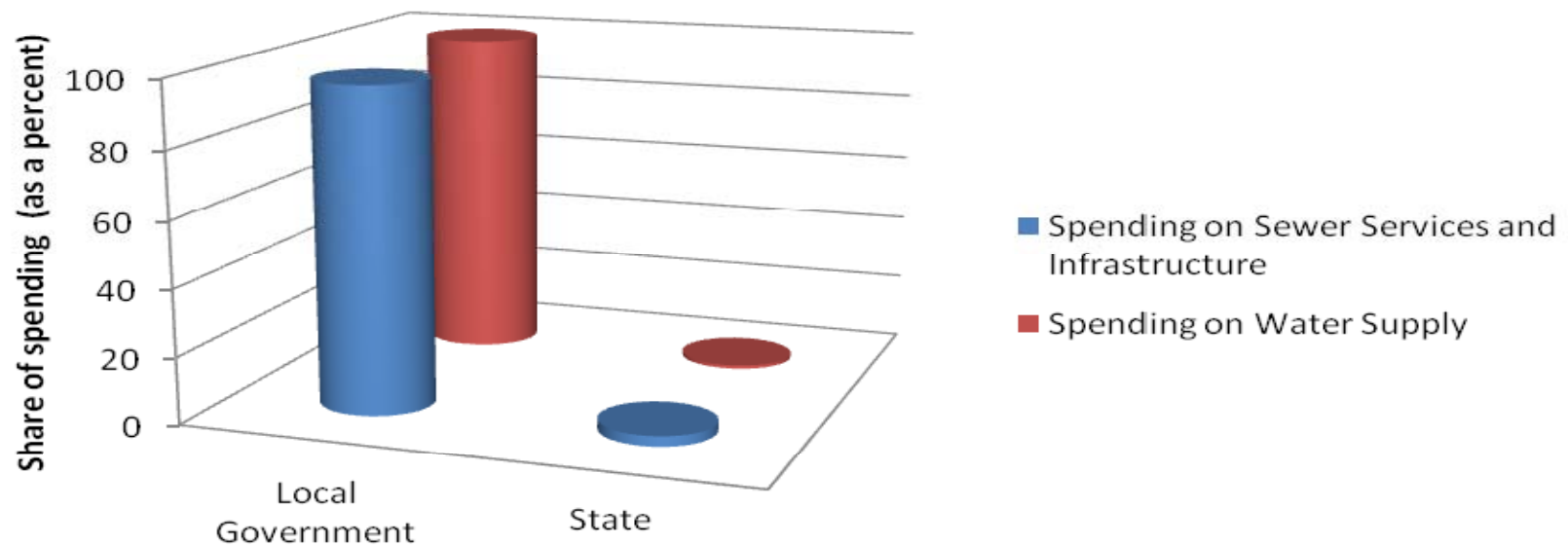
It's Just Grease, so What's the BIG Deal?

Discover how to make the case to local representatives that grease theft and recycling must be taken seriously!

Contains print-ready informational sheets to that explains why rendering is the solution to a potential public health nightmare!

Discover how to make the case in YOUR city that grease recycling and theft is important:

Who pays for sewer services and infrastructure?



CASE STUDY:
Westerly, Rhode Island



TGIF- “Turning Grease Into Fuel”

Rendering: NO LONGER an 'Invisible Industry'



THIS is the NEW
public image!



An industry who
protects water health
in local communities
by providing an
essential service!

Social Media: To Blog or NOT to Blog?

- You mean a 'tweet' isn't the sound a bird makes?

This toolkit offers the basics:

- "How-to" Videos for starting a blog, twitter, Facebook, etc
- The top 3 mistakes people make in social media and how to avoid them
- Special feature on using social media to connect with reporters!

National Renderers Association By: Ercana Uhrig

SOCIAL MEDIA: TO BLOG OR NOT TO BLOG?

WHAT'S THE BIG DEAL WITH SOCIAL MEDIA?

The next time you are taking public transportation or waiting in a long line, I look around at what people are doing. When I was in Cape Canaveral, Florida to watch the final Space Shuttle launch, I noticed people were checking NASA's Twitter-feed and Facebook from their phones to get up-to-the-minute launch updates. With over a 70% chance of a launch reschedule due to bad weather, they wanted to be connected and notified quickly.

The proliferation of mobile phone technology creates social media platforms no longer solely for the technically savvy; grandmas connect with grandkids through Facebook and farmers are tweeting about their farmer's market location. But should NRA members engage in social media? This toolkit strives to offer a thorough overview of the most common social media avenues and **highlight the pros and cons** of joining the social media bandwagon.

The goal for using social media for our industry is two-fold: to understand them and set of people using social media and to use that to our advantage to communicate a message that will build relationships with people that will move them to take action.

Before looking at social (i.e. online) marketing, let's compare it to the "traditional" marketing (i.e. print, TV



ads, radio). **Traditional marketing is a one-way street, companies talk at consumers** For example, "Bounty: one sheet keeps on cleaning all your messes." You the consumer, are listening to this message, and perhaps will take an action to buy that product the next time you need paper towels.

Social media marketing is a two-way street; consumers become part of the process. Using our paper towel example, consumers can now check out blogs, Facebook sites, etc. to see reviews by other consumers and identify which paper towel will truly be the best solution for their household. Once that consumer has identified the paper towel brand for their household, they can join the discussion and post their own reviews.

Because of social media's reach and usability, industries are in the spotlight (both positively and negatively); people, not industry executives, are generating the discussions. The question for NRA members is whether or not they want to join that discussion.

For more, check out this video: [Social Media in the Workplace](#)

SOCIAL MEDIA: STAT ATTACK

- If Facebook was a country it would be the world's fourth largest. More than 1/2 are out of college.
- A person forms a first impression of a webpage (website, blog, etc.) in as little as fifty milliseconds (1/20th of a second).
- Twitter is the fastest-growing social networking site.

HOW TO USE THIS TOOLKIT

There are many social media options and degrees of involvement your organization can take. Each social media platform is described in the beginning of the toolkit. Read about the pros and cons of each type and determine how it could be useful for your plant. Once you have a better understanding of each social media platform, the next section of the toolkit explains how to set up each account. Additionally, throughout the toolkit are helpful videos that visually elucidate all social media platforms.

Stakeholder Engagement Plan

➤ Learn ways to turn a negative stakeholder into a positive and supportive one!

➤ An interview with
NEWSWEEK!!

➤ Get what YOU want published!

➤ Discover how to build relationships with reporters

National Renderers Association

STAKEHOLDER ENGAGEMENT PLAN


WHO ARE STAKEHOLDERS?

Any group or individual who can affect or is affected by the achievement of a corporation's objectives. (Freeman 1984)

WHAT IS STAKEHOLDER THEORY?

A corporation's strategic management approach to survive turbulent times by becoming responsive to the many constituencies that could play a role in the corporation's success. (freeman 1984)

A TEAM EFFORT



As seen in the NRA media synopsis, a critique of how rendering plants are portrayed in the media, stakeholders can make or break an article. For example, business neighbors and local restaurant owners praised the grease recycling services provided by Baltimore's Valley Proteins plant in many articles, yet when the plant faced public scrutiny, when they sought to add a new cooker, only "negative" stakeholders filled newspaper articles. Where did the "positive" stakeholders go? In fact, a wood processing plant had written a letter of support for the Baltimore plant but this was only referenced in articles that extolled the benefits of rendering for grease recycling.

This Stakeholder Engagement Plan is a tool to help you identify both positive and negative stakeholders. It shows how effective stakeholder engagement easily integrates into your business plan and how it can help your plant's ability to engage with the community and the media.

But first check out—on the next page—an interview with a reporter sharing insider tips on how to get what YOU want published!

WHAT'S INCLUDED IN THE STAKEHOLDER TOOLKIT?

The Stakeholder Engagement Plan includes:

- Stakeholder Identification and Power Analysis**- identify stakeholders and assess their power and self-interest.
- Stakeholder checklist**-to help identify uncommon (alternative) stakeholders
- Stakeholder Tracker**- helps keep track of stakeholders progress
- Stakeholder Form for Media**: a form that identifies and quotes positive stakeholders with relevant information for a media representative (it even identifies when that stakeholder is available for interviews!).
- Employees as Stakeholders**- collaborating with employees

Crafting a public health and economic message: “Rendering = Healthy Bodies AND Health Wallets”


National Renderers Association By: Mreana Jac Uhlig

LOCAL ECONOMIC IMPACT

CRAFTING AN ECONOMIC MESSAGE: “RENDERING = HEALTHY BODIES AND HEALTHY WALLETS”

Rendering not only provides a public health value to a local community but an economic value too. Capitalizing on the currently popular GREEN and BUYING LOCAL movements, how can the rendering industry create a message that highlights those values to surrounding communities? One NRA member, Central Bi Products, has found a way to demonstrate this value. This toolkit shows how to replicate this great program and offers recommendations to take the message further by incorporating social media and other resources.

A CASE STUDY: ABSTRACT



Redwood Falls

In 2008, the Redwood Falls, Minnesota Chamber of Commerce approached Central Bi Products to join a city-wide “Chamber Bucks” campaign that would highlight the importance and impact of “buying local.”

How did the Chamber Bucks program work?

Central Bi Product employees received “safety points” for attending safety meetings, participating in monthly safety observations of other employees, and not being involved in accidents – personal or damage-causing. Employees could then reimburse those points for products, such as drills, radios, etc

from a catalogue.

For the Chamber Buck campaign, however, employees were given the option of exchanging their “safety points” for Chamber Bucks. For example, for every 20 safety points employees earned, they received \$20 in Chamber Bucks. Employees could reimburse those Chamber Bucks at participating local businesses. Local businesses then returned the Chamber Bucks to the Redwood Falls Chamber of Commerce and were reimbursed.

The impact?

Central Bi Products distributed \$15,000 in Chamber Bucks. Not

only did the Chamber of Commerce fully recognize the economic impact of the rendering plant, but because all Chamber Bucks distributed by Central Bi Products had the company logo, local businesses were able to identify the positive impact of the rendering plant on their business’ profits. Consequently, this is a great way to identify stakeholders. (Note: see Stakeholder Engagement toolkit.)

In the end, the partnership between the Chamber and Central Bi Products was a win-win for all; both organizations showed their local economic value and received positive media attention.

CASESTUDY: Central Bi Products

Discover how one rendering company demonstrated their economic value to the surrounding community!

Step-by-step instructions on how to demonstrate YOUR value too!

Also, innovative ways to use social media to get even greater results!!

What is rendering?

- Best way to answer?

Describe a
world
WITHOUT
rendering!

National Renderers Association

Breanna Jac Uhrig
The George Washington University

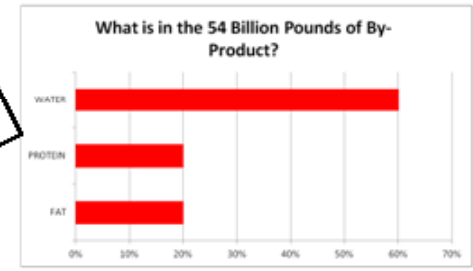
A WORLD WITHOUT RENDERING

BUT FIRST, WHAT IS RENDERING?

Did you know that half of every cow, a third of every pig, and 57 percent of every fish cannot be consumed by humans? So what does a farmer do with the inedible parts, called by-products? They do what farmers have done for the last _____ they send it to the renderer. Rendering by-products _____ It is the most effective way of protecting the public from disease and _____. Without rendering, the other options threaten biosecurity and public health.



Annually, the U.S. produces
54 BILLION Pounds of
animal by-products.



IF RENDERING DID NOT EXIST...



It would take only **FOUR** years to fill **ALL** of the landfill space in the United States— a cost of \$105 per ton.

A World Without Rendering

Easy-to-understand informational packet. Share this with congressional staff at your next NRA fly-in, with local representatives, identified stakeholders, etc.

Explains the environmental consequences of a world without rendering, such as it would take 8.4 million acres of soybeans to produce the protein and energy levels that rendered animal feed provides.



It would take only **FOUR years** to fill **ALL** of the landfill space in the United States— a cost of \$105 per ton.

Need Help Implementing Toolkits?



All toolkits completed by:
Breana Uhrig
Completing MPH degree
August 2012

Career Interests

Practicing public health in alternative scenarios:

Fostering partnerships between communities and rendering plants, engaging stakeholders, changing the public image of rendering