



Kellogg's

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The company

The Kellogg's factory in Manchester has been making cereals since 1938, including popular brands such as Corn Flakes, Coco Pops, Rice Krispies and Crunchy Nut.

The project

Carbon Neutral Plus B&M Waste Services began providing waste management services at the Kellogg's factory in 2016, following a successful tender process.

Our innovative proposal set out plans to increase recycling, improve efficiencies and reduce the overall costs associated with the waste generated on-site. B&M's sustainable solution had to meet all of the specific requirements of the 24/7 high production site.

The Total Waste Management project sees B&M manage two on-site waste operatives Monday to Saturday who handle all waste and recycle before it leaves the premises.

Due to the nature of the processes at the factory, B&M realised that it could significantly reduce the amount of general waste that is produced and increase the recycling streams proportionally. Prior to the arrival of B&M, most of the general waste was being disposed of in large skips that required frequent and costly collections. B&M carried out repairs to a disused compactor that was fitted to the wall of the factory and subsequently were able to reduce the collection frequency to just once per month, thus maximising the payload and reducing the factory's indirect carbon emissions. This waste is taken around the corner to B&M's Refuse Derived Fuel (RDF) processing facility at Trafford Park, and onwards for creating energy from waste and ensuring zero to landfill.



The on-site waste operatives are required to carry out a streamlined process of collecting recycling containers from around the factory, bringing them to the recycling area for processing. The empty containers are then taken back to the relevant locations to ensure there is always something available for Kellogg's staff to decant their waste into, ensuring there is no downtime and they can continue their duties efficiently.

B&M's operatives use a forklift truck with rotating forks to decant cardboard from dolavs into a large heavy duty baler. These bales generate revenue for Kellogg's, and are collected on request. B&M provide a regular scheduled service for the collection of other baled commodities and wooden pallets from Kellogg's. We are informed when a collection is required and arrive promptly to make sure that the site is kept clean and tidy. The other commodities that are baled on-site are clear plastic wrap (cereal bags) and polypropylene bulk bags, which also earn a rebate for Kellogg's. These streams are baled in a separate twin chamber baler to allow all materials to be processed simultaneously.

A dedicated skip is provided for metal waste that is sorted at a recycling facility and earns a rebate relating to the material grade. Bulky waste items are also stored in a skip that is subsequently sorted off-site. The food waste that is classed as Category 3 (animal by-products) is stored separately and goes to an Anaerobic Digestion facility to create energy and compost. Additional waste streams that are managed by B&M include all hazardous waste and providing assistance and extra containers for any ad hoc clear-outs or new projects. All locations for depositing waste are clearly sign-posted allowing for effective segregation and maximising recycling opportunities.

The results

Kellogg's is operating a best-in-class waste and recycling programme at its Manchester factory. The management provided by B&M allows Kellogg's to concentrate on doing what it does best – making quality cereal for all the family to enjoy.

In addition to reduced disposal costs and increased recycling rates, Kellogg's benefits from a Carbon Neutral service and receives detailed weekly waste reports in a format that allows Kellogg's management to clearly identify its targets and cascade this information to key stakeholders across Europe.

B&M and Kellogg's continue to look for new innovative ways of further improving the environmental performance of the site, which is augmented by a policy of continuous improvement and regular Service Improvement Projects put forward in the monthly review meetings held between Kellogg's and its dedicated Account Manager.