

MEDIA RELEASE

drumMUSTER[®] Survey: Measuring Success

The 2011 *drumMUSTER* container survey is out now. The survey is conducted by AgStewardship Australia every two years to measure the amount of packaging entering the market and how much is diverted from landfill, either by *drumMUSTER* or through elimination by new packaging and formula innovations.

Karen Gomez, the Chief Executive Officer of AgStewardship, says the survey is an important tool in measuring the success of *drumMUSTER* and the product stewardship efforts of the participating companies.

"Every two years we independently verify the amount of packaging waste diverted from landfill by companies that participate in *drumMUSTER*" she said.

"It has enabled us to show that compared to 1991, more than 75% of packaging waste that otherwise would have gone to landfill has been either recycled or eliminated entirely.

"That is a result *drumMUSTER* companies should be recognised for. Their continued support in a highly competitive market has meant that a great rural success story has kept improving.

The survey is distributed to over 85 agricultural chemical manufacturers and suppliers who participate in *drumMUSTER* representing around 90% of sales. It looks at current and future container trends. The survey, conducted by an independent research company, was distributed this week and responses are required by 24 February 2012. All individual company information is kept strictly confidential and only industry-wide data is reported.

The last survey in 2009 showed that over the past decade the amount of packaging waste removed by *drumMUSTER* has almost doubled from 1,200 to 2,100 tonnes. AgStewardship





promoted the results to the media and over 300 rural state and federal MPs, Senators and agricultural ministers.

"The positive acceptance of the program was really widespread and we want to keep the momentum going with the 2011 results" Ms Gomez said. "We need to get survey replies in on time so we can report up-to-date results and maximize interest in them".

"Strengthening the program's reputation will be increasingly important in the context of the Product Stewardship legislation enacted last year. We need to get the right information out there to reinforce the integrity of the program and minimize the risk of regulation"

AgStewardship Australia is a not-for-profit organisation established by the National Farmers' Federation, CropLife Australia, Animal Health Alliance, the VMDA and the Australian Local Government Association to develop and implement stewardship programs for Australia's agricultural sector, including **drum***MUSTER* and ChemClear®. It sub-contracts Agsafe Ltd to operate these programs on its behalf.

8 December 2011

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