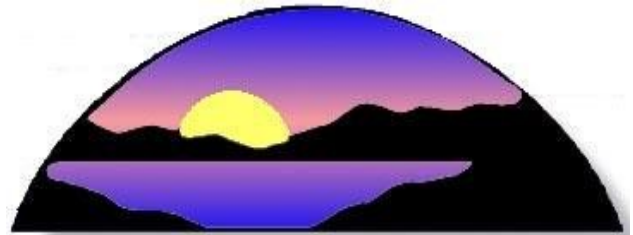


Loup Basin Resource Conservation and Development Council



Blaine, Custer, Garfield, Greeley, Howard, Loup, Sherman, Valley and Wheeler Counties in Nebraska.

Loup Basin RC&D 2009 Scrap Tire Collections Project



Ord FFA Chapter



Greeley FFA Chapter



Broken Bow FFA Chapter

The Loup Basin RC&D, through a grant from the Nebraska Department of Environmental Quality, held a Scrap Tire Collection from September 9 through September 11, 2009 in Broken Bow, Greeley, Loup City and Ord Nebraska. This year a record 223 tons were collected. The area Future Farmers of America (FFA) members helped unload the tires for donations and over \$2,000.00 was collected for their organizations. The small car and truck tires were made into picnic tables by a company in Kansas. The larger tires were ground for mulch.

The Loup Basin RC&D has received many inquiries and phone calls requesting this program to be scheduled in 2010. The continued need for this program has been identified.

An additional component of the collections was the environmental education that was incorporated during the collections. Every vehicle received a car litter bag with environmental information. This bag contained a "Go Green" brochure and a flyer explaining the end use of the rubber. We focused on informing the public about the increased West Nile virus risk of littered tires and the improved community and country appearance after the tires are collected. We have used this opportunity to involve high school FFA students and we believe this project is teaching a valuable environmental lesson.

We used posters, flyers, marquee signage, paid newspaper ads and paid radio spots to advertise the events. During the collection period we outlined the benefits of the recycling scrap tires during our twice a month radio program.

This project was very successful and will be replicated in 2010.

Loup Basin RC&D Council

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Nebraska Department
of Environmental Quality

Vision: *Purpose is to help local people turn ideas into reality.*

Mission: *To sustain our quality of life and to work cooperatively to successfully address economic, environmental and social issues.*