

Waste Zero News

GROWING TOWARD ZERO WASTE TOGETHER



Before 1907
an eco-friendly refill shop

Before 1907: Where Everything Old Is New Again

Recology Waste Zero Specialist Jocelyn Mercado recently spoke with Tere Acevez, owner of Before 1907, a small business in downtown Hollister. Tere's mission is to reduce single-use plastics and make an eco-friendly lifestyle accessible to everyone. Listen in on their conversation below.



Tere Acevez truly goes the extra mile for her customers, delivering her eco-conscious products right to their doors!

JM Why "Before 1907"?

TA 1907 marks the invention of commercial plastics as we know it.

JM So your shop only carries products without plastic?

TA Yes. We avoid any products that are disposable or have single-use packaging—especially plastic.

JM Sounds like your store is based around a Zero Waste concept.

TA Exactly. Our shop carries common household and beauty products in refillable containers. We give our customers a one-dollar credit when they bring back their containers—typically a glass jar. We also offer delivery. When you need a refill, you just let us know, and we drop off the same product in a fresh jar, usually that day!

JM What inspired you to start this business?

TA Six years ago my kids started to question some of our household decisions. We changed shampoos, lotions and generally started purchasing more eco-friendly products. I felt we needed to set an example for our kids and "walk the talk."

JM What are your main goals for the business?

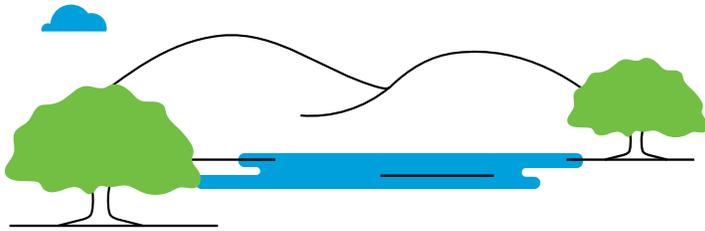
TA First to be a sustainability-conscious business in Hollister. Second to create a program that helps broach the topic of sustainability with different generations to help them make changes. I want to make an eco-friendly lifestyle accessible to everyone. Third I want to focus on students. I've made a promise to students that I will always give them a 15% discount. I also hire them to do deliveries.

Visit Before 1907 at 240 6th Street in Hollister and on social media @before1907. 🍀



Compost Changes Everything

- Boosts Soil Health
- Improves Water Retention
- Helps Fight Climate Change



Contact us at **831.636.7500** to learn more about Green Business Certification and Recology compost services.



Jan's Rock Shop in San Juan Bautista is a proud certified Green Business. Photo: Celina Stotler



CONGRATULATIONS, GREEN BUSINESS LEADERS!

Our local Green Business Program certified eight businesses in 2020! These businesses are leading by example, reducing their environmental impact and preventing pollution in San Benito County. Certified businesses conserve resources while saving money on their trash, energy and water bills, working to reduce their environmental impact and prevent pollution in the community.

San Benito County businesses who enroll in this program receive free onsite technical support, including water, energy and waste assessments, rebate offers, and promotional marketing opportunities. Learn more about the California Green Business Network's certification program at GreenBusinessca.org or contact a San Benito County green business specialist at SBCIWM@cosb.us.

REMEMBER!

Keep your Recyclables and Organics clean by sorting properly. See WhatBin.com



SENATE BILL 1383: ORGANICS RECYCLING MANDATE NOW IN EFFECT

What's methane got to do with it?

SB 1383, a new California state law, requires that less organic waste go to landfill to reduce methane emissions—a significant contributor to climate change. Organic materials include biodegradable items such as landscaping material, wood, paper, cardboard and food scraps. The new law also requires Californians to rescue 20% of edible food that would otherwise be disposed of and make it available to those in need.

Recycling organic waste in California is projected to yield between \$860 million to \$2.4 billion in avoided climate impacts, including reduced wildfire risks.

We're available to help make sure your business is 1383-compliant. Email us at SanBenito@Recology.com or call **831.636.7500**.

INVEST IN YOUR BUSINESS. BECOME A CHAMBER MEMBER!



Now more than ever, businesses need support. The San Benito County Chamber of Commerce provides valuable opportunities for its members to connect with other local businesses, attract new customers and gain access to marketing support through its social platforms.

Learn more at SanBenitoCountyChamber.com or call **831.637.5315**.

Connect with us and our partners on social!

- @RecologySanBenito
@SanBenitoCountyIntegratedWasteManagement
@MontereyBayAreaGreenBusinessProgram
- @RecologySanBenito @SBCIWM @ShopGreenMontereyBay
- @RecologySanBenito @SBCIWM @GreenBusinessCA

Questions about your collection service?

Contact our team at **831.636.7500**, Monday through Friday, 8am–5pm. Messages left after hours will be returned the next business day. You may also email us at CustomerService055@Recology.com or visit RecologySanBenito.com.

Se Habla Español

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