

ASPECTS OF RECYCLING IN SMITHFIELD ROMANIA COMPANY

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Abstract: This paper presents the value of recycling, as well as its benefits on the environment. Through this paper we want to highlight and convince people, to resort to recycling methods, because it contributes in a positive way to the atmosphere and the environment. Recycling is the selection of waste by different groups and then the introduction of waste and rubbish in a technological process in order to obtain their reuse and recovery for ecological purposes. As a model for the benefits of recycling, we chose Smithfield Romania, which created and supported the Campania Verde. This conveys a positive message about recycling and the environment.

Key words: campaign, environment, recycling, waste

INTRODUCTION

- **Presentation of Smithfield Romania Company**

The Smithfield Romania company was founded in 2004, being one of the largest animal producers in Romania.

Smithfield Romania aims to be a good leader in setting the highest standards in increasing animal welfare.

In 2004, an investment of 600 million USD was allocated for both animal breeding areas and for the technological slaughterhouse.

Thus, since 2004 Smithfield Romania has undergone a remarkable development, reaching in 2007 to have the first breeding farm built under the greenfield regime, and in 2010 having a number of 46 operational farms.

Since 2012 Smithfield Romania has been in contact with the European Union, thus starting foreign trade with the countries of the EU.

In the year 2018, together with Smithfield Romania, also joined the Elit Company, which produces sausages. [12]

The Smithfield Romania company continues its projects, thus knowing a great development, but at the same time is involved in other programs for the sustainable development of the western area. Also, the company has put food responsibility as a basic value, treating with respect the welfare of the animals on its own farms, the responsibility towards the environment, as well as the trust and appreciation for the partners and the communities of which it is part.

Smithfield Romania owns a state-of-the-art production unit, specialized in slaughter of pigs, pork processing and packing. Because in the foreground is the correct breeding of pigs, Smithfield Romania is based on a high performance genetics and a very natural breeding of animals. [12]

Moreover, due to past traditions, Smithfield Romania continues the story of the Comtim brand, which wants to offer quality products.

The "Comtim" brand offers a high quality imposed by standards, for the inhabitants of the western part of the country and beyond.

With the development of the Comtim brand, for Smithfield Romania, quality ranks first, thus providing the population with food safety and a high quality of pork. [7], [8]

Smithfield Romania has started to develop different quality products, preferred by consumers, such as "Range Good for cooking", both for the preparation of the products in the oven and on the grill. These products are:

1. For the Grill:

- **ComtiMix** - *pork breast, pork chop and pork meat or pork neck, grilled sausage and chicken breast or pork neck, Comtim "mici" and chicken wings*

- **Marinated scallops**
- **Pork breast with bone**
- **Neck with bone**
- **Comtim "mici"**
- **Barbecue from the neck**
- **T-bone of pork**
- **Pork steak**

2. For the Oven:

- **Pork wings**
- **Chop with plum**
- **Gypsy muscle?**
- **Marinated ham**
- **Stuffed fillet**
- **Onion roll**

Besides the fact that Smithfield Romania deals with the slaughter of pigs and the development of the food industry, the company is also involved in different sustainability programs, which have a positive impact on the development of the areas in which it develops its activity. Such programs are involved in environmental protection and support for communities such as: Be one of us (with social-cultural involvement), Adopt a school (supporting educational institutions in rural areas), Green Campaign (campaign with the role of to develop awareness of selective waste collection) . As environmental protection aims to protect and improve natural environmental conditions, as well as reducing or even eliminating pollution or sources of pollution, we have chosen Green Campaign as a model, a program launched by Smithfield Romania company.[3], [4]

- **Green Campaign**

The Green Campaign is a program launched by Smithfield Romania Company, starting in 2010.

This program aims to raise awareness of the selective collection of plastic and paper waste among employees, as well as the rational use of water and electricity.

- **The objectives of the campaign**

The launch of the Green Campaign aims to selectively collect PET bottles, paper and plastic, first of all among the employees, to make them aware of its importance on the environment, an idea that can be transmitted further.

- **Targeting the campaign**

Because this campaign is not addressed only to the employees, it is called the Green Campaign, establishing itself as a target group for the community. In fact, the youth and adults within the company are the main individuals targeted in launching the campaign. [10]

The campaign aims to involve the employees in selecting collectively, on several categories the list of waste: plastic, batteries, papers, office supplies, etc.

- **The visual identity of the campaign**

Smithfield Romania always supports the sustainable development, programs and projects initiated by young people who want to participate in the protection of the environment.

Within the Green Campaign program there were other activities that contribute to the protection of the environment such as: *At Auto we don't walk on green, Green Day, Adopt a river.* [1], [2], [5],[6]

MATERIALS AND METHODS

In other ideas, when completing this paper, we consulted various bibliographic sources and chose as a reference the Smithfield Romania company, which supported and organized the Green Campaign. With the help of the obtained data we were able to obtain data on the activity and purpose of the campaign, as well as data on the benefits of recycling and its contribution to low environmental contamination.

RESEARCH RESULTS

What does recycling mean?

Recycling is the selection of waste by different groups and then the introduction of waste and rubbish in a technological process in order to obtain their reuse and recovery for ecological purposes. Thus, through this process the energy consumption and the level of pollution of the natural environment can be significantly reduced.

At the same time, recycling also reduces the consumption of new raw materials, leading to a significant reduction of natural resources of oil, water and energy, but also to the reduction of negative emissions from the air. By carrying out this process, a permanent circuit of the reusable matter is obtained, as well as obtaining beneficial effects on people, as well as on the environment.

In order to reduce the negative influences in the environment, the waste must be collected selectively, thus this collection goes through certain stages, namely: selective collection, separation and processing of certain components from waste. [9]

The materials that make up the waste are represented by: paper, glass, plastic, metal boxes. [11]

The materials are collected in specially arranged spaces, as well as in special containers, as follows:

- **The yellow container is intended for plastic and metal waste**
- **The green container is intended for glass packaging**
- **The blue container is special for paper and cardboard**

1. The benefits of recycling on the environment

- through recycling we can stop the growth of landfills, which have a negative effect on both the environment and the negative image of cities
- by recycling, both pollutants in the atmosphere and those in water are reduced
- recycling reduces the community's energy costs
- recycling can also conserve the Earth's natural resources [13].

2. The benefits of recycling on the economy

- through recycling, new jobs can be created, both within companies and within firms dealing with waste collection and those providing environmental consulting.
- recycling also leads to the increase of the income of certain members of the community, by capitalizing on the collected materials [14].

3. Ways to contribute to recycling

- we can become active members in different recycling programs, which can be organized by different organizations, companies or on their own

- different volunteering actions can be organized through which we can carry out different activities both with the schoolchildren and with the employees of the companies [15].

CONCLUSIONS

The Green Campaign is about the environment, through which we learn to protect nature, but also to become aware of how important recycling is.

The Green Campaign shows the activity of the company that started contributing to the protection of the environment, by first making the employees aware of a clean nature.

The environment for us, people is the source of health. If we do not care for nature, then pollution becomes more and more difficult to control.

We can take care of nature first of all, by cleaning, by selecting waste by groups, but also by caring for them at the beginning of the season.

The reduction of pollution starts with us "the young people", through:

- Selection of packages by groups
- Organizing different volunteering activities to protect nature, so that it gets a pleasant look.

At the same time with us the youth, what we can start and transmit further, is to collect the plastic packages, the glass or the metal boxes and to store them in specially arranged places.

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