



Preserving Yesterday's Heritage for Tomorrow.

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FOR IMMEDIATE RELEASE

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Road Salt + Beet Juice = Safer Roads & Reduced Costs

The Town of Cedarburg is adding beet juice to road salt to make winter driving safer and to save money. While this technique is used in other parts of the country, the Town is the first municipality to use this innovative approach in Ozaukee County.

Most municipal highway crews use road salt treated with calcium chloride to de-ice roadways. The Town is now treating road salt with only a beet juice derivative that accelerates and enhances the salt's effectiveness. In essence, less salt is needed to complete the same amount of work. Other users of this de-icing mix have reported a reduction in total salt usage by 25% or more. An added benefit is this mix has a multiday residual effect because it stays on the roadway rather than washing away like calcium chloride. It also begins de-icing quicker than traditional salting approaches and continues to de-ice in extreme cold temperatures after calcium chloride is no longer effective.

This new approach will save the Town a significant amount of money. In year one, the Town will reduce salt expenses by 8% after initial start-up costs. Annual savings will jump to 12% beginning in year two.

The beet juice derivative is also more environmentally friendly than calcium chloride because it's a natural, biodegradable, and non-toxic product. In addition to adversely impacting vegetation and storm water run-off, calcium chloride is corrosive and can negatively affect the life of cars, pavement, and bridges.

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Town of Cedarburg, Wisconsin

The Town of Cedarburg, which is home to Wisconsin's last [covered bridge](#), strives to maintain its rural charm and high-quality of life while balancing growth and progress. The Town is located in Ozaukee County, which is ranked [the 2nd Best Place to Raise a Family](#) by Forbes.com. For more information, visit www.town.cedarburg.wi.us