





## Designing to leave nothing behind – Sustainability outcomes for Meat Processors

Alan Adams - Sustainability Director - APAC

### **WORLD IMPACT** FOOD PACKAGING – 'DESIGNED TO LEAVE NOTHING' BEHIND'

Corporate sustainability. It's about improving the lives of people around the world by addressing

pressing needs in the communities where we and our customers operate.

## Global food waste estimated to be 1.6 billion tons per annum



### Over one third of the food we produce is wasted

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**5E**)

THE IMPACT

#### **Environmental**

- 8.3 million tonnes of food thrown out ٠
- 25% of fresh water consumption .
- Food waste makes up 20% of municipal landfills .

#### **Economic**

- Retail value of \$9.5 billion ٠
- Costs the average household \$1,000 .
- Food waste per person doubled in last 40 years

#### Social

- Equates to over 14 trillion calories. .
- If recovered 25%, could feed 3.6 million people

or lift 10 times that many out of hunger



For

#### PLASTIC CAN LAST FOREVER

GEOGRAPHIC I FURTHER



Estimates for how long plastic endures range from 450 years to forever



Environmental concern over oceans is driving awareness of mis-managed plastic waste.

# War on plastic bags

RoyalAuto magazine

You Can Help Turn the Tide on Plastic. Here's How.

neghan, 15, tries on a diamond ing. Another exclusive picture of princess in the making

Daily in Mail

s a report reveals beaches are getting worse and ty upermarket chains back our bottle deposit campaigr

### LET'S TURN THE FIDE ON PLASTIC

E READ MORE



# HOW CONSUMERS SEE PACKAGING?

### The conundrum of plastic packaging?





Which is more harmful to the environment?

Source: Harris Poll on Consumer Food Waste (2016)

GHG emissions for US poultry supply chain Source: AMERIPEN Value of Packaging (2013)

### How the consumer views packaging

#### How the Life Cycle Analyst views packaging





# The pivotal role of essential packaging – **WASTE PREVENTION**

'Designed to leave nothing behind'

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# The growth of plastic packaging has increased the need for effective waste management

Packaging enables the efficient global distribution of products, *preventing spoilage and damage* 

Plastic packaging offers *effective use of resources* while enabling a range of consumer features and benefits

The rapid growth in plastics packaging, coupled with *ineffective waste management systems*, has led to increased environmental concerns



### Why Do We Vacuum Package Meat?

• Improve shelf life





- Protect and enhance the product
- Prevent contamination
- Enhance food safety
- Provide a marketing medium
- Higher price per kilo (Chilled vs Frozen)











#### FRESH POULTRY

Shelf life increase of 25% Easy to open package

#### CRYOVAC® Darfresh® on Tray



#### FRESH AVOCADO

Shelf life increase from 30 days to 90 days Supports global growth consumption

#### **CRYOVAC® Freshness Plus**



**FRESH PORK** Double shelf life from 14 to 28 days

#### CRYOVAC® Darfresh®









### Tools & Strategies to Make Real Impacts & design your Sustainable Packaging Strategy





#### REDUCE

Down-gauging, light-weighting "reduce plastic intensity" Darfresh v MAP, ReNew materials, Optidure, rPET thermoform webs, Zero waste DoT (featured), Zero Waste Ulma Darfresh

#### REUSE

Difficult to reuse food packaging materials if used for Fresh protein applications

### RECYCLE

Creative closed loop programs co developed – recover liners. Board (featured) in place of plastic can be recycled when the sealant is stripped; Rigid trays and containers conforming to ARL, Soft Plastics program – REDCycle

### RECOVER

Composting, Pyrolysis and Incineration for energy recovery fit in here Ceres compostable muesli packs launched in New Zealand this year NatureFlex has been wrapping cakes in NZ airports for some years Pyrolysis for complex barrier bags and films

#### DISPOSE

Always promote dispose of thoughtfully A lot of plastic pollution is the result of poor decision making by individuals and organisations

#### So what can we focus on now?







### WHAT'S YOUR REWORK NUMBER?

### HOW DO YOU MEASURE IT?

#### WHAT'S THE CONFIDENCE LEVEL IN THE DATA?

Photo: Elias Castillo on Unsplash

#### IT'S ABOUT IMPROVING QUALITY, NOT JUST REWORK

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### Major Australian Lamb Processor Example

Cryovac<sup>®</sup> OptiDure<sup>™</sup> provided:

- Significant improvement to presentation
- Greater throughput due to easier bag handling
- Significant reduction in leaker rates

#### Value Analysis



Reduced waste of 478kg of punctured bags each year due to rework



25% reduction in gauge used, equates to over 19,000kgs of plastic



Reduced re-work associated leaking packs from 1.2% to 0.3%





## Major European Retailer Example

- Darfresh® extended shelf life, decreased retail shrink
- Improved cube efficiency, reduced logistics and labor costs
- Enhanced brand recognition and delivered retail sales improvement

Value Analysis



Food & packaging waste reduced >350,000 kg



Reduced CO<sub>2</sub> emission 8 million kg CO<sub>2</sub>e



Improved operational efficiency by \$1,000,000



Annual benefit of \$19,000,000



# Some of the actions Sealed Air is taking TOWARDS 2025

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# 2025 Sustainability & Plastics Pledge

A bold promise to lead the innovation of sustainable packaging solutions in partnership with the Ellen MacArthur Foundation's New Plastics Economy initiative

At Sealed Air, we pledge to design and advance our innovative packaging solutions to be 100% recyclable or reusable by 2025.

We will accelerate the use of recycled materials, expand reuse models for our packaging, and lead the collaboration with partners worldwide to ensure execution.



#### INVEST IN INNOVATION

Design and advance packaging solutions to be 100% recyclable or reusable

#### ELIMINATE PLASTIC WASTE

Achieve an ambitious target of 50% average recycled content across all packaging solutions of which 60% is post-consumer recycled content

#### COLLABORATE FOR CHANGE

Lead collaborations with partners worldwide to increase recycling and reuse rates



## Recycling gets a lot of attention – because it resonates!



The ARL recycling logo system is launching to unify recycling logos. We can advise on which logo to use

https://planetark.org/recyclinglabel/

AUSTRALIANS RECYCLE REGULARLY WE NOW KNOW HOW TO CLAIM WHAT IS AND IS NOT RECYCLABLE WITH THE ARL PROGRAM

CONSUMER BASED PROGRAM

REDCYCLE STORE TAKE BACK HANDLES SOFT PLASTICS

PREP TOOL COVERS ALL CURBSIDE COLLECTED PACKAGING

### Sealed Air Sustainability Goals

OUR VISION

To create a better way for life.

Sustainability is at the heart of everything we do.

Nearly everything we do for customers has a sustainability value in the world. Our resourcefulness is a true business driver that differentiates us from competitors and re-establishes our presence as a knowledge-based, solutions provider.



Our 2020 goals address our operations, our customers' needs and our communities



## Key Takeaways

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## Key Takeaways

### Action

There can be risk to your brand and
Product performance if sustainability is
not addressed
You need to be proactive!
You need a clear sustainable direction, ideally that is available publicly. We can help you.

### Collaboration

If you are searching for the right answer, there is 'no right answer'. Customised solutions based on your customers' view points and your Objectives. **No one product will feel good to all.** 

We must tailor our approach and guide our customers

## Education

Customer communication and education is powerful. You can differentiate with Messaging – just like provenance. You can also impact consumers' buying decisions.

# Design

We cannot recycle our way out. It starts with smart packaging design that addresses your key challenges **as well as** the management of post consumer packaging waste.

B2B recovery opportunities will strengthen as a key topic in short/medium term

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# Thank you for your time

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