

Packaging Myths – Less Packaging, More Waste

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INCPEN

the Industry Council for research on Packaging & the Environment



- ❖ International research body set up in 1974 to study environmental & social effects of packaging
- ❖ encourages companies to continuously improve packaging/product systems – to help consumers live more sustainably
- ❖ helps ensure that public policy on packaging makes a positive contribution to sustainability
- ❖ explains the social contribution of packaging



Packaging protects. It is what gets the pea from the farm onto your plate. Packaging helps to conserve the world's resources.

Members

material suppliers, converters, brands, retailers



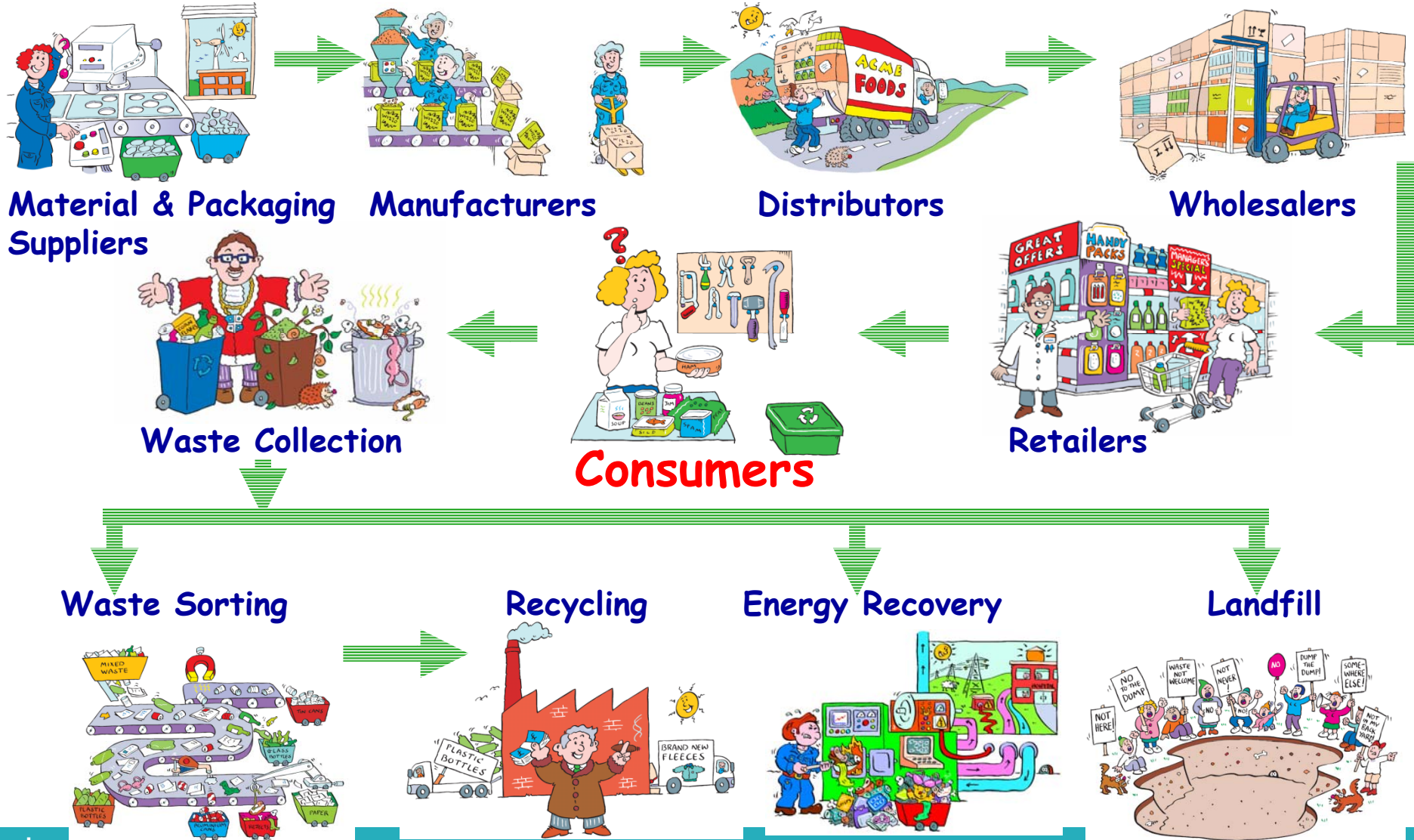
Major international and British companies from every stage of the supply chain



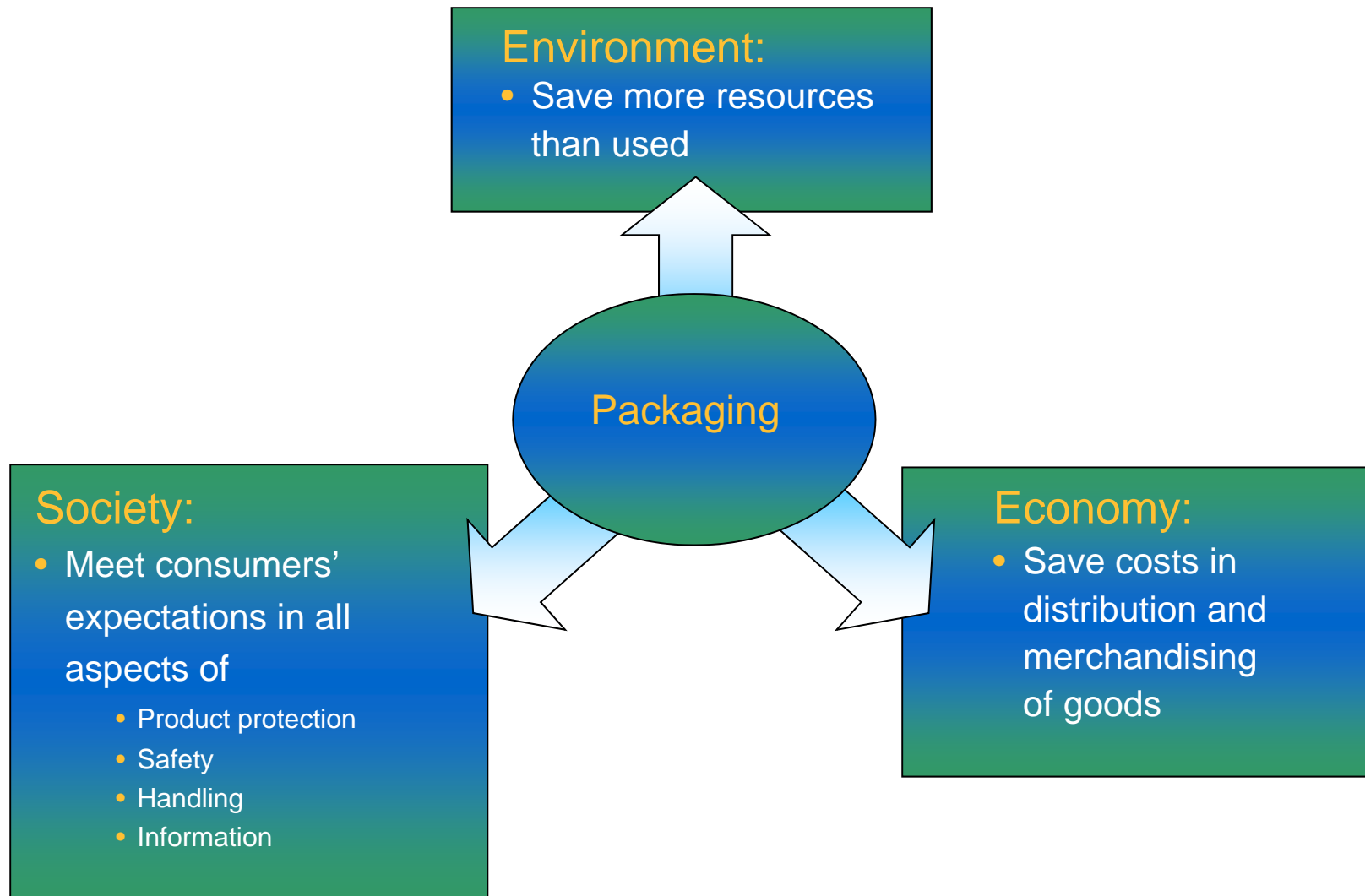
Ball Packaging Europe



The product / packaging sustainability chain



Packaging in a sustainable society



Evolving in response to changing lifestyles



- More people live alone / eat alone = more single-serve food
- Pubs closing down, more drinking at home = individual drinks containers replace bulk
- On-the-go eating / drinking = waste arises outside the home
- Ageing population
- Organic food has shorter shelf-life
- On-line shopping / home delivery

People think there are “good” and “bad” materials



- Paper – “good”, from trees, natural
- Glass - “good”, been around a long time
- Metals – “not sure”
- Plastics – “bad”, don’t biodegrade
- Biodegradable plastics – “better”, won’t stay around for ever
- “All packaging should be recyclable and compostable”.
- ... overall “too much packaging” whatever it is made from!
- ... and the industry even gets blamed for labels on packaging ...

Labels on packaging

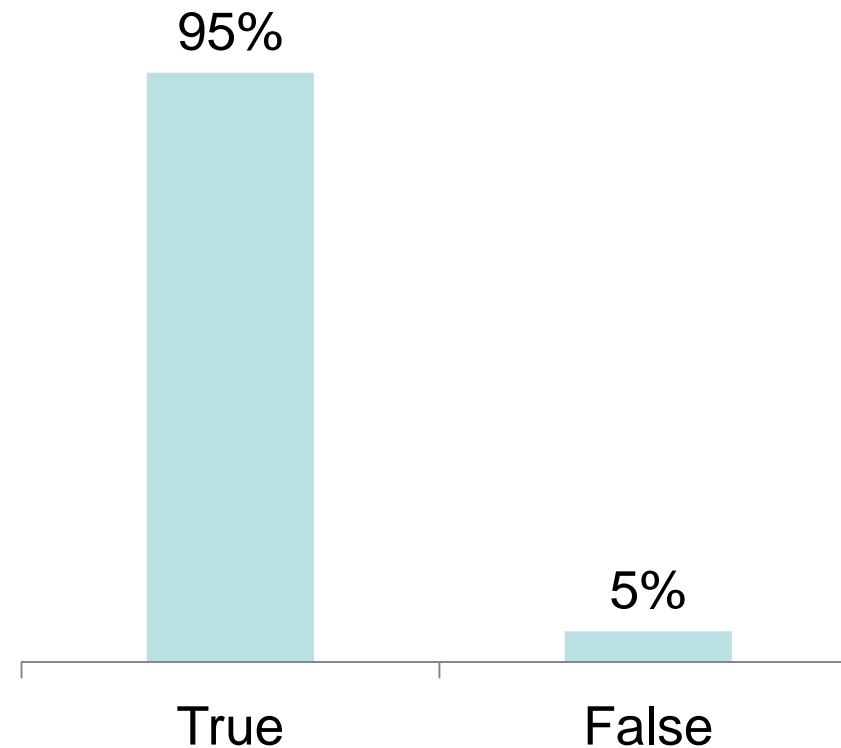


- Hair Dryer: *Do not use while sleeping*
- Bread pudding: *Product will be hot after heating*
- Children's cough medicine: *Do not drive or operate machinery*
- Korean kitchen knife: *Keep out of children*
- Japanese food processor: *Not to be used for the other use*
- One of the first stick deodorants: *Twist and push up bottom*

Consumer views on packaging



Packaging is a major environmental problem

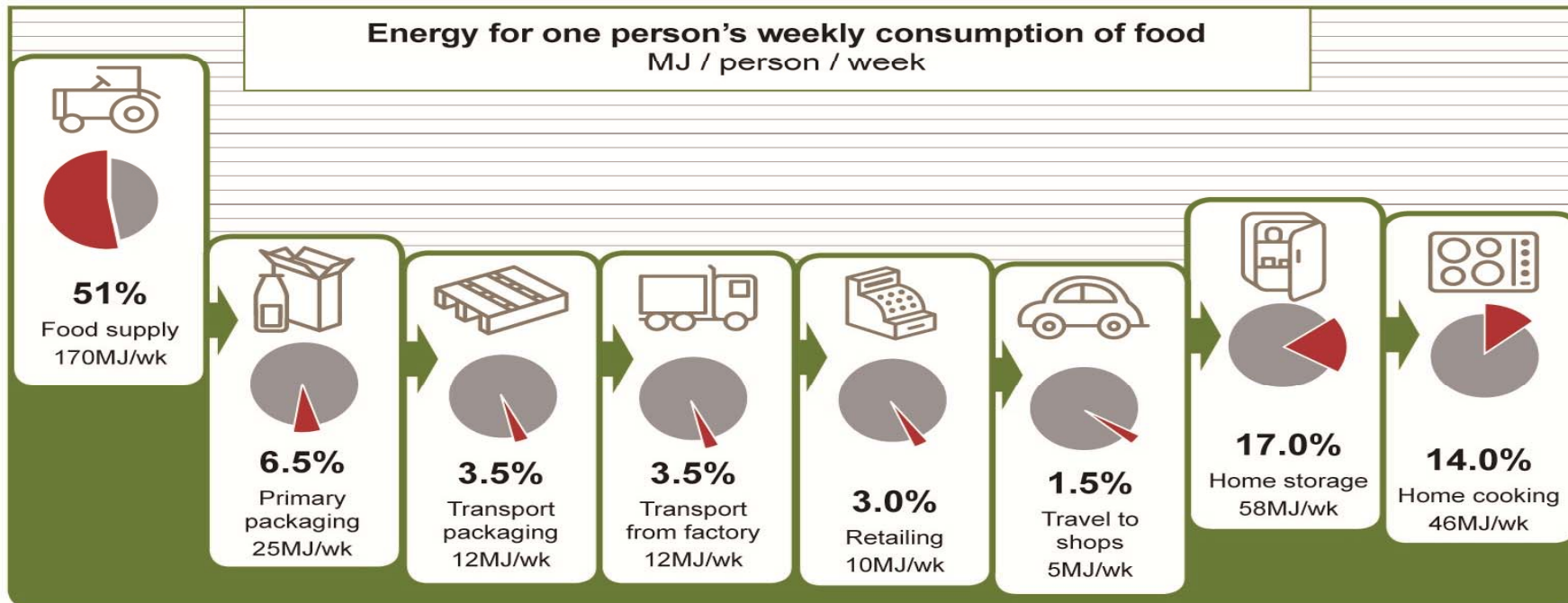


Survey of 20 employees of major packaging manufacturer, April 2012

Packaging protects far more resources than it uses



Total Food



Packaging prevents far more waste than it generates



Unwise advice leads to waste



- “Choose recyclable containers?”
 - not always - non-recyclable containers (multi-layer laminates) are seldom worth recycling but they have other environmental advantages and can generate less waste, without recycling

Which is the greenest?



Weight



78g



18g



Source: Arno Melchior, Reckitt Benckiser plc, UK

Which is the greenest?



Recyclability



tub 52g (recyclable)



18g (not recycled)

Source: Arno Melchior, Reckitt Benckiser plc, UK

Which is the greenest?



Weight not recycled



Lid 22g
Label 4g



18g



Source: Arno Melchior, Reckitt Benckiser plc, UK

Which is the greenest?



Line speed per minute to fill 1kg (dusty) powder



80/min



16/min

ONE tub line = FIVE flex-pack lines



Arno Melchior, Reckitt Benckiser plc,
UK

So ... which is greenest?



No packaging has a monopoly of environmental virtues

Provided it is fit for purpose all packaging makes a positive contribution to sustainability – it prevents product waste

Arno Melchior, Reckitt Benckiser plc,
UK

Unwise advice leads to waste



- “Choose loose, unpackaged products?”
 - fine if you want to eat it now but not if you want to store it for later or it will increase food waste

Fresher for Longer campaign launched 5 March 2013

Explains how packaging helps consumers
keep food fresher for longer, reduces waste and
saves them money

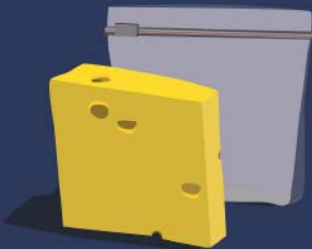
In partnership with:



Fresher for Longer

LOVE
FOOD
hate waste

You
make my
shelf life
complete



Never let
me go



Until
lunch do
us part



Come on,
come on,
lets stay
together



THE TRUTH ABOUT FOOD WASTE

7.2

MILLION TONNES OF FOOD AND DRINK ARE THROWN AWAY EVERY YEAR

OF ALL THE FOOD WE BUY, STORE & MARKET

19%

WOULD BE ENOUGH TO FILL

Nine Wembley Stadiums

4.4

MILLION TONNES COULD HAVE BEEN EATEN

WOULD PRODUCE

17 million tonnes CO₂

THE SAME AMOUNT OF CO₂ PRODUCED BY

One fifth of all cars

2.6

MILLION TONNES OF WASTE ARE NOT USED IN TIME

WORTH TONNES OF

£6.7 billion

AND COSTS THE AVERAGE HOUSEHOLD

£270

88

% OF PEOPLE THINK THAT PACKAGING IS A BIGGER OR EQUAL PROBLEM TO FOOD WASTE

BUT COMPARED TO THE CO₂ EMISSIONS OF THE FOOD WE BUY AND THE PACKAGING IT COMES IN (IN MILLION TONNES)



166

FOOD

10.8

PACKAGING

61

% OF PEOPLE THINK FRUIT AND VEG GOES OFF QUICKEST IN ITS PACKAGING

HOW MUCH LONGER DOES PACKAGING MAKE FOOD LAST?



Cucumbers



Salads



Sliced meats



Bread and rolls

■ STORED IN ORIGINAL PACKAGING ■ STORED NAKED

13

% KNOW THAT STORING FOOD IN ITS ORIGINAL PACKAGING WILL KEEP IT FRESHER FOR LONGER

All data is from the UK. For more tips on the best way to store your food go to lovefoodhatewaste.com

LOVE
FOOD
hate waste



LOVE
FOOD
hate waste
-com

Fresher for Longer is a campaign to cut food waste

A national campaign, called Fresher for Longer, that is encouraging us to cut food waste and Royal Tunbridge Wells.

Love Food Hate Waste, the Kent Waste Partnership, and Marks & Spencer launched the campaign by industry, councils and WRAP (Waste and Resources Action Programme).



BBC RADIO KENT

The Grocer

Keep food in original packaging, shoppers urged

30 Mar 2013 | By Helen Gilbert

Shops are urging shoppers to store food in its original packaging after new research indicated they can reduce the amount of food that goes to landfill by as much as 10% and save three thousands of pounds a year in food waste.

Of 4,000 consumers surveyed in the WRAP commissioned report, 42% stored food that was past its use-by date and 40% stored food that was past its best before date.

THE Sun

You save a packet

BRITS could save hundreds of pounds a year by storing food in the packaging it is bought in, experts claim.

DOING THE RIGHT THING

Fresher for longer

How storing food in its packaging can help you save money and cut down on waste... with our wheel to find out more.

Find out more

Home About Plan A What we're doing What you can do Register Log in

Adam Elman (@adamelman) Do you know how to store your food to keep some handy advice from M&S? My new plans.marksandspencer.com/uk-are-doing-...
 CWM (@CWM) WRAP Report Reveals Perception And Reality of Food Waste
 Zero Waste Scotland (@zerowastescot) The environmental impact of throwing away is greater than the pack it comes in 54.5% of food...
 Jen Washlaw (@jen_washlaw) If you have left over egg whites, then I have a recipe for you! #zerowasteforlonger
 Emma (@emmapitts) You can use pretty much any leftover veg and Pugal Fried Rice. #zerowasteforlonger
 Zero Waste Scotland (@zerowastescot) The environmental impact of throwing away is greater than the pack it comes in 54.5% of food...
 Andrew Black (@andrew_black) ...



resource PackagingNews

Report urges 'small changes' in packaging

22 March 2012 By Science Focus

By: Packaging News, Potatoes UK, Durum & Co Sustainability, Community Sector, Organic, Supermarket, Packaging, Materials, Sustainability

Campaign launch pushes packaging's role in war on food waste

A major national campaign has launched today aiming to educate consumers of the value of packaging in cutting food waste in the home

businessGreen Sustainable thinking

Home · News · Technology · Waste

Retailers aim to slay packaging myths in war on food waste

Survey reveals nearly two thirds of people are mistakenly storing food in a way that makes it go off more quickly



TOTS100 UK Parent Blogger

HOME BLOGGERS BRANDS ABOUT US TOTS100 EVENTS GOOD NEWS

Winners Update: Fresher for Longer

March 26, 2013

myfamilyclub

Fresher for Longer: Save up to £270 a year on food

The INDEPENDENT BLOGS

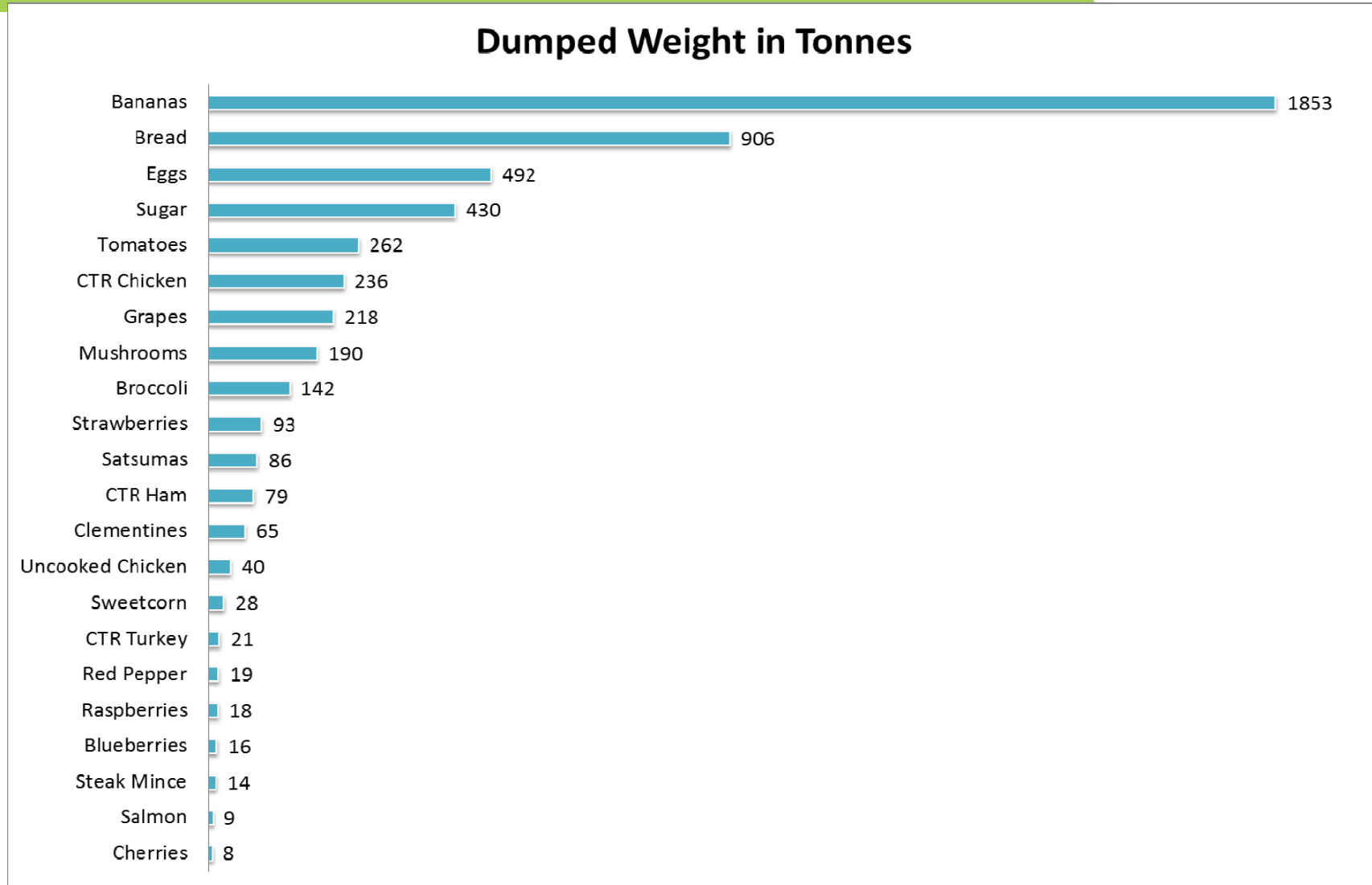
Climate Week: Does the UK's carbon footprint need re-packaging?



By Eric Collins
Notebook
Thursday, 7 March 2013 at 4:27 pm

Like 0 Tv

New research: Depot to checkout waste



How industry can help consumers



- Deliver products in good condition, appropriate portion sizes, instructions for use, easy to open
- Help consumers reduce their own environmental impact eg provide tablets of laundry detergent to help avoid over-dosing
- Design containers so they can be emptied completely
- Design so it's possible to recover value from all used packaging in modern integrated waste management systems
- Explain what packaging does

The Good, the Bad and the Spudly





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