
SUSTAINABLE PACKAGING

DEFINITION OF SUSTAINABILITY

Sustainability in packaging refers to **designing**, **producing**, and **using** packaging in a way that **minimizes** its environmental impact while still meeting functional requirements like product **protection**, **safety**, **convenience and hygienic standards**.

Circularity
Made from recycled content and recyclable back into products of the same quality. i.e., food packaging back into food packaging – tray-to-tray.

EXTENDED PRODUCER RESPONSIBILITY (EPR) REGULATIONS

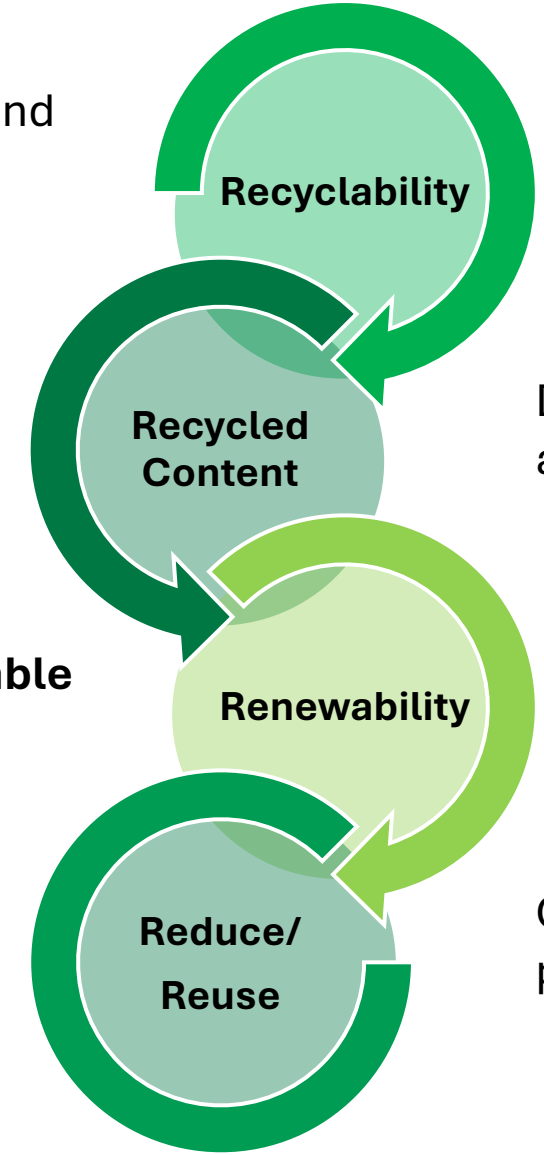
- Focus on practical implementation of sustainability drivers.
- Area/Country specific.
- ERP levies will be based on recyclability.

IMPLICATION FOR EXPORTERS

Ensure cross-border compliance.

KEY DRIVERS OF SUSTAINABILITY

Ensures materials can be **recovered** and **reused**, reducing landfill waste and resource extraction.



Decrease the dependance of **virgin** materials and lower the **carbon** footprint.

Minimize dependance on **non-renewable** materials.

Optimize packaging over the **life cycle** of packaging.

RECYCLABILITY

Lidding Film

Adhesives (Label/Lids)

Additives

Barrier Material

Inks & Varnishes

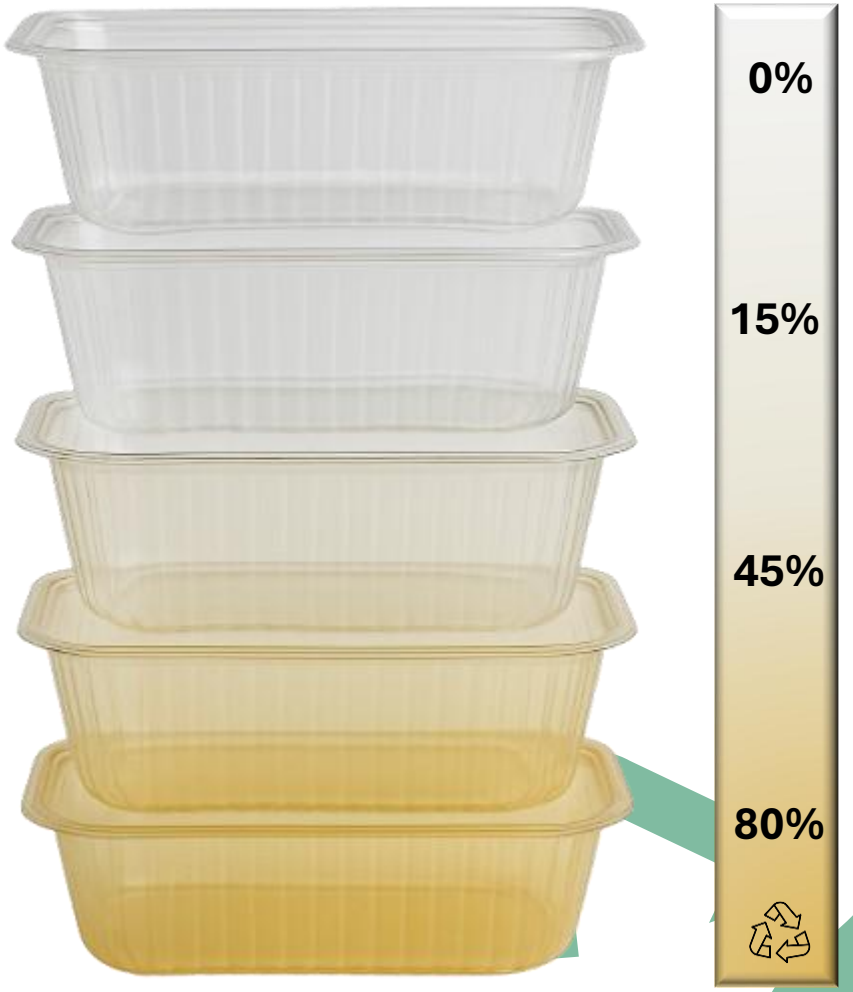
Mono Substrate

RECYCLED CONTENT

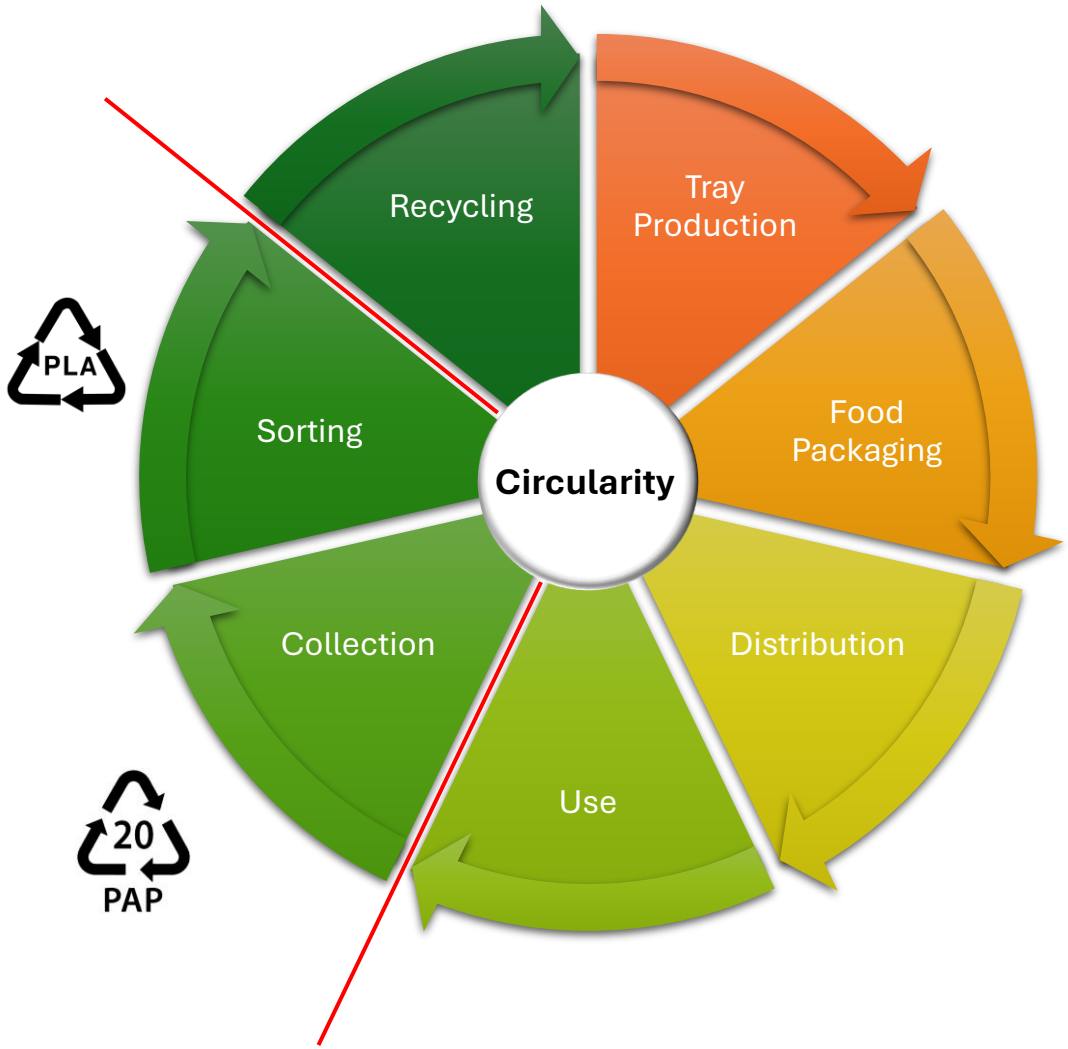
WHAT IS PCR (POST-CONSUMER RECYCLING)

Packaging materials are only considered post-consumer once they have been in the hands of the end user, reached the end of their intended use, and are regarded as waste. Post-consumer packaging is collected through kerbside programs and other recovery systems, then sorted and processed for recycling. Where possible, these materials are converted back into food-grade recycled content, allowing them to be used again in the production of new food packaging.

3rd party audits to confirm the PCR content and certification to support these audits of PCR content – currently no laboratory testing methods to determine PCR.



RENEWABILITY



- **Compostable** (heat, oxygen, humidity)
- **Bio-degradable** (contamination of waste stream)
- **Post Consumer Recycle** rates (collection rates depends on economic value)

REDUCE/REUSE

- Fill Rates.
- Double/Triple layers.
- Hygiene (Up/Down Cycle)

SUBSTRATE VS SUSTAINABILITY

Best practice choice depends on factors such as:

- Cost
- Retail Conditions (Moisture/Protection)
- Value Perception

No single substrate is inherently more sustainable than another in the long run. **Sustainability depends on context** - cost feasibility, product protection under retail conditions, and consumer value perception. The best packaging choice is the one that delivers **optimal protection with minimal total environmental footprint**, not just the one that looks “greener” in isolation.

Base packaging criteria on actual information suited for specific applications.

PET – MATERIAL OF CHOICE FOR BERRY PACKAGING

PET plastic is the preferred packaging for blueberries because it provides excellent product **visibility**, **durability**, and **protection** while being **lightweight** and **fully recyclable**, ensuring both freshness and **sustainability**.

Majority of blueberries are packed in PET **(Heatseal, Clamshell or tubs with lids)**

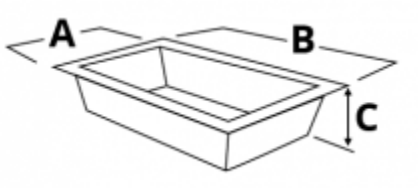
Heatseal

Clamshell

Tubs/Lids

DESIGN FOR RECYCLING

What can producers/packers of blueberries do to achieve better consumer acceptance and recycle rates on PET packaging and be ERP compliant?



Increase Pack Size

Reduce Weight (Minimum gauge)

Labels
Water soluble/detachable

MONO Materials

Post-Consumer Recycle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