

# **Consumer Affairs & Trading Standards Conference**

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## **Regulating the Green Agenda: Packaging Reduction**

**David Bellamy**  
**Sustainability Manager**  
**Food and Drink Federation**

# Summary

- What is FDF?
- Context
- Packaging - why we use it
- Demographic/lifestyle trends
- Key legal drivers
- Beyond legislation
- Key messages

# Food and Drink Federation

- Represents the UK food and drink manufacturing industry, the largest manufacturing sector in the UK;
- Our key priorities are:
  - food safety
  - health and well being
  - sustainability and competitiveness.

# The industry we represent

- Turnover of £70 billion;
- Employs some 500,000 people;
- Exports around £9.9 billion of food and drink;
- Buys some two-thirds of all UK's agricultural produce.

# Packaging

- Comprises 18% of household waste (≡ to about 3% of landfilled waste);
- Packaging use up by less than 4% since 1999 (8.5 to 8.8 million tonnes in 2004);
- In the same period GDP rose by 17% and household consumption rose by 20.5%;
- Around 56% of used packaging was recycled in 2006, up from 27% in 1997 (30% recovery to 61% recovery);
- The UK uses less packaging per person than many other EU countries;
- UK recycling rates are often understated compared with other countries (cf definition of MSW).

# Packaging – why we use it?

- Protect and preserve, therefore minimising food waste;
- Provide a means of communicating information;
- To minimise environmental impact (ie food waste has an environmental impact at least 8x more than packaging);
- To satisfy lifestyle demand;
- To offer convenience in use;
- To allow for product differentiation.

# Demographic and Lifestyle Trends

- Population increase and demographic shift towards single households;
- Family members eating at different times;
- Less time, less cooking skills;
- Fewer preservatives;
- More eating out, food on the move;
- Growing concern about food security, demanding tamper evident features;
- Growing elderly population.

# The Key Legal Drivers

- The Producer Responsibility Obligations (Packaging Waste) Regulations 2007;
- The Packaging (Essential Requirements) Regulations 2003 (as amended);
- Landfill (England and Wales) Regulations 2002 (As amended).

# FDF Position

- Support the shared approach underpinning the Packaging Regulations;
- We expect the system to deliver the Directive targets (although mismatch between the Directive and Local Authority targets is of concern);

# FDF Position

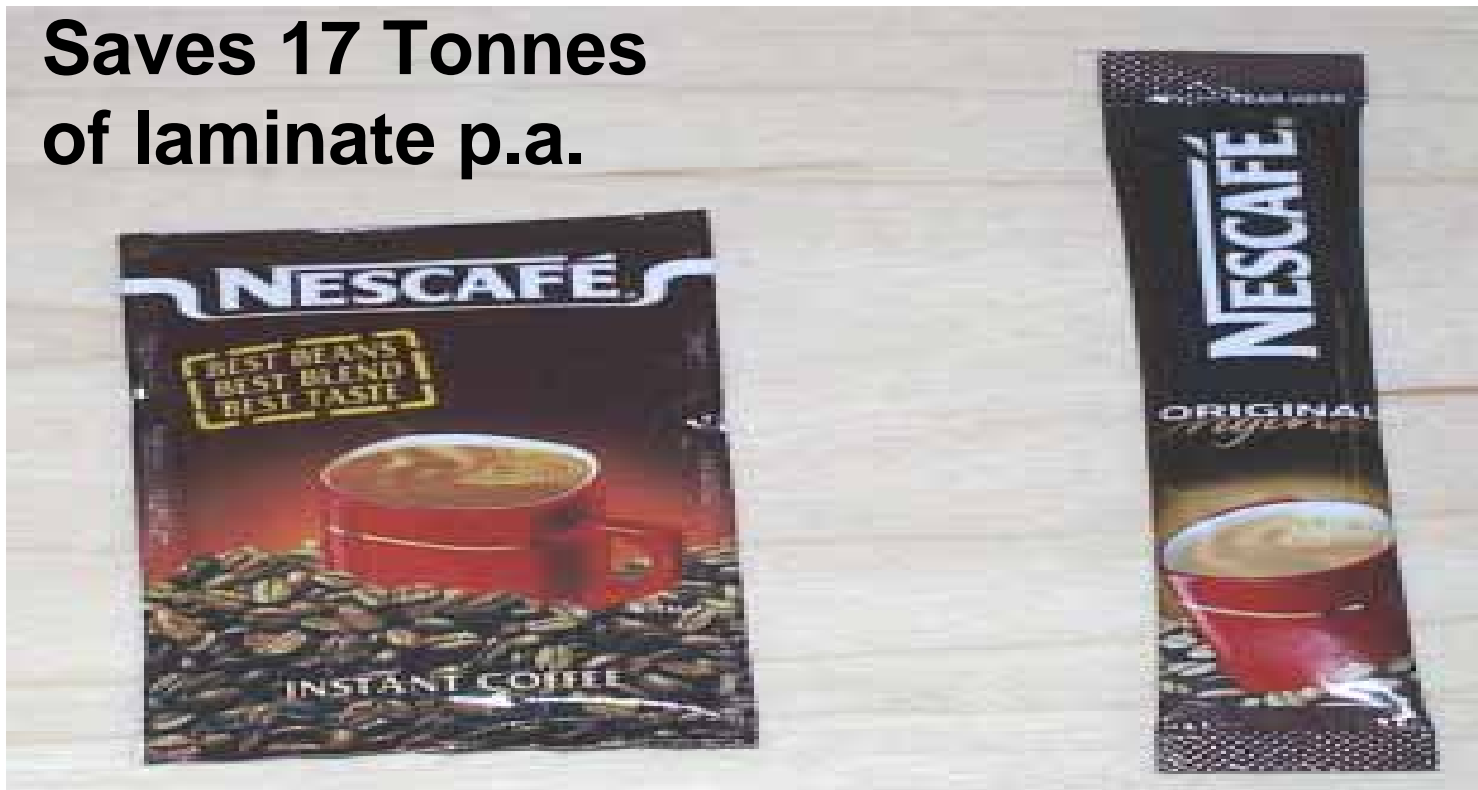
- The Essential Requirements Regulations combined with commercial pressures:
  - provide companies with a concrete obligation which can be used for internal negotiations;
  - encourage discussion between enforcement and companies producing packaged goods;
  - raise awareness of the issues as compliance permeates through the supply chain as part of customers' commercial requirements.
- FDF encourages its members to take voluntary steps to improve packaging and reduce waste in the context of overall sustainability.

# Beyond Legislation: Key Initiatives

- INCPEN Responsible Packaging Code of Practice;
- Courtauld Commitment;
- Food Industry Sustainability Strategy;
- Engagement with best practice organisations eg WRAP, Envirowise;

# Nescafé sachet redesign

Saves 17 Tonnes  
of laminate p.a.



**Before**

**After**

# Elimination of inner collation wrap on Kit Kat multi pack

Saves 100 Tonnes plastic p.a.



# Heinz can end reduction



0.20 mm



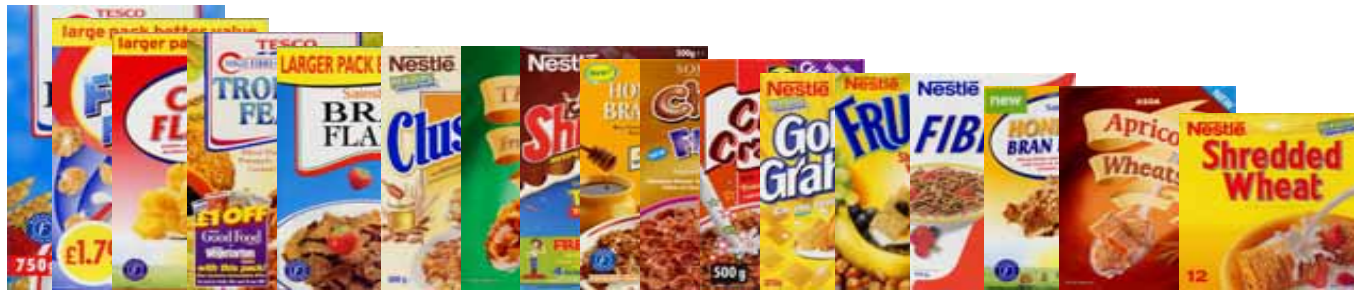
0.18 mm

**Heinz: Can end before and after  
13% reduction saving 1400t steel pa**

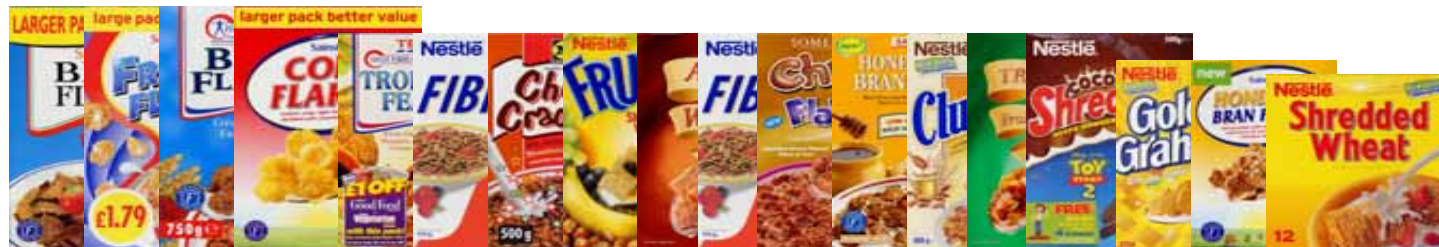


# 5.3 Pack size rationalisation

## Cereal Partners: Project Cleo



x 51



x 24

## **Mars Incorporated redesign and lightweighting of primary packs**

- Reduction by more than 10% of plastic used for chocolate bar wrappers. This reduction is equivalent to 2.5 million square metres of plastic;
- Reduction of the steel used in pet food cans achieved by decreasing the thickness of the can wall by more than 20%;
- Reduction by more than 20% of the plastic used in petfood pouches by moving from 4 to 3 ply thickness;
- Reduction of 5% on the weight of Dolmio jars for foods equating to 700t of glass

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# Packaging – key messages

- Work towards optimising packaging and minimising waste ie striking a balance between prevention of excessive packaging and not using so little so as to compromise its essential functions;
- Food waste has a footprint at least eight times greater than packaging;
- Focus on overall supply chain sustainability rather than weight of finished packs;

# Packaging – key messages

- The shared approach underpinning the Packaging Regulations is delivering the EU Directive targets but we could do more;
- FDF is fully engaging with WRAP as one of a number of voluntary initiatives to reduce packaging waste; an increasing number of members are signing up to Courtauld;
- Members are investing in new technologies (eg energy recovery) raising the prospect of zero waste to landfill.