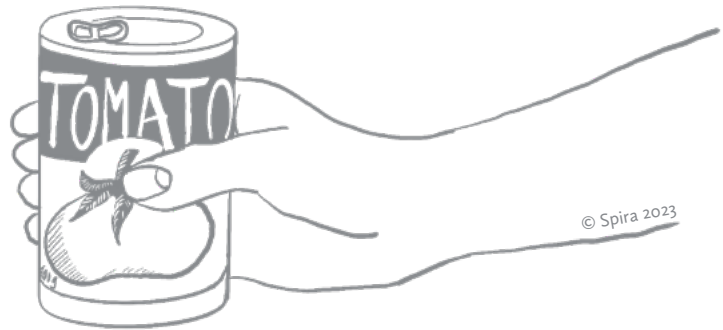


Packaging and the food system



Packaging is a necessary part of food production - but is it possible to reduce its environmental impact, without compromising on performance?

We know that increasingly, consumers want to make better decisions at the checkout. They're looking to brands to help them take action on reducing waste, plastic and packaging pollution, and have growing expectations about guidelines on labelling for what to do when it comes to disposal. But it's not just up to consumers to tell you what to do, you need expert guidance to take the lead and make the right call.

Packaging power

There's a lot to consider when it comes to food packaging - shelf life, safety, integrity, circularity, the supply chain. But as you know, packaging isn't just about the practicalities of keeping

food fresh (and therefore reducing food waste); it's also about brand perception, marketing and shelf appeal.

With packaging alternatives like home compostables and refillable options on the rise, packaging itself is becoming an important brand differentiator.

What food packaging is right for you?

As a brand pledging to improve packaging, your challenge is to strike a balance between commercial ambitions, cost viability and environmentally responsible decisions. With the right considerations you can minimise your brand's carbon footprint and reduce unnecessary waste while generating positive brand equity.

Make the change

If you're curious about optimising and reducing

the impact of packaging on the environment, more sustainable packaging options, closed-loop systems and the part you have to play in creating a more sustainable food system, then check out our resources below:

What you can do

- This is the waste action hierarchy:
 1. Prevention – eliminate any unnecessary packaging where possible.
 2. Reusability – where possible, make packaging reusable/resealable/refillable.
 3. Recycling – where possible, make products recyclable using plastics with strong and economic end markets.
 4. Compostable – a key criterion for acceptance is that a product is certified as commercially compostable.
- Understand the different packaging options and their end of life disposal.
- You have a responsibility as a business and as the buyer of food to dispose of packaging properly.
- Consider the circular economy for food and design out packaging (and food waste).
- Collaborate with others to make the supply chain for food products a circular one.
- Support businesses that are using circular economy as the basis for making their food and products.

- Take a food systems approach to this issue. That's where Spira can help you. Contact us for a one:one chat about your situation [or sign up to one of our food waste courses here.](#)

More information:

Households:

Check your local council to see what is collected in your area. Focus on buying only plastics that can be recycled. Currently in Aotearoa New Zealand that is: 1, 2 and 5.

Businesses:

Stay up to date with packaging regulations

[It's Complicated: A Guide To Biodegradable & Compostable Plastic Products And Packaging](#)



Credit: D.Kaplan/Spira