

NEW AWARDS PROGRAM



SAVE FOOD PACKAGING AWARDS

The Australian Institute of Packaging (AIP), in conjunction with the World Packaging Organisation (WPO), has established the Save Food Packaging Awards for Australia and New Zealand, that recognises companies who are developing innovative and sustainable packaging that minimises food losses and food waste, extends shelf life and improves the supply of food.

Packaging's role in reducing food waste is the next challenge for Packaging Technologists, Designers and Engineers.

ARE YOU UP FOR THE CHALLENGE?

ENTRIES CLOSE FRIDAY 15TH APRIL 2016

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Winners of the Australia and New Zealand, version will then be automatically submitted to the international World Packaging Organisation (WPO) Save Food Packaging Awards program each year.

A key component of these awards is to raise the profile of the critical role of packaging to reduce food waste and therefore reduce product's overall environmental impact. Avoiding food waste is a critical packaging issue and one that food producers, manufacturers, brand owners, retailers and consumers need to better understand.

Whilst the primary function of packaging is to protect the content, the function of packaging to reduce food waste is rarely discussed. The connection between packaging design and food waste needs to be discussed more openly in the industry. From field to fork there are a number of possibilities for food loss and waste to occur. It has been approximated that up to 50% of the edible food produced, does not reach the fork.

DESIGN INNOVATION

Opportunities for packaging design to reduce or eliminate food waste can include:

- Better facilitation or communication around portioning;
- Expiry date/best before extension or better clarification; and
- Left over storage solutions.

The application may highlight a wide range of design factors that have helped to prevent food waste including*:

- *Mechanical protection.
- *Physical-chemical protection.
- *Resealability.
- *Easy to open, grip, dose and empty.
- *Contains the correct quantity and serving size.
- *Food safety/freshness information.
- *Expiry Date and Best before information.
- *Information on storage options.

*Wikstrom, F., Williams, H., Verghese, K., Clune, S. (2014). *The influence of packaging attributes on consumer behaviour in food-packaging LCA studies - a neglected topic In: Journal of Cleaner Production, 73, 100 - 108*



SAVE FOOD PACKAGING AWARDS CRITERIA

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The following criteria will be considered by the judges in assessing the entries:

1. Relative to a replaced packaging design or a competitor's design, what is the percentage reduction in food waste associated with the new design?
2. How well has the food waste reduction design been communicated via the packaging?
3. How well has the food waste reduction design been communicated via other means e.g. media and promotions?
4. How easy is it to apply the design feature and minimise food waste?
5. Are there increased environmental impacts of the packaging design due to the new design aspects?

SAVE FOOD PACKAGING AWARDS CATEGORIES

Entries in the ANZ Save Food Packaging Awards will be considered in the following three categories:

1. Agriculture - Industrial.
2. Food Services.
3. Retail (primary packaging).

To assist award entrants to determine which category their packaging system/format would fit, please review the following definitions:

1. AGRICULTURE: Packaging systems/format that is used to contain and distribute fresh produce from farm to wholesale market and/or retail outlet. Entrants to demonstrate how their packaging protects the fresh produce and reduces/prevents damage during transit and/or display while also minimising food waste. This may be through reducing crushing, enhanced cushioning, enhanced ventilation and avoiding double handling.

2. FOOD SERVICES: Packaging systems/format that is used to contain and distribute food into food service establishments. Entrants to demonstrate how their packaging contains, protects and distributes their food product from manufacturing location through to the food service establishment, while also extending shelf life and minimising food waste. This may be through bulk sizing, individual servings, opening and or dispensing features, resealable - re-closable features and improved communication on pack.

3. RETAIL (PRIMARY PACKAGING): Packaging system/format that is used to contain, protect and distribute food from manufacture to retail shelf and then through to consumer use (e.g., in household, on the go). Entrants are to demonstrate how their packaging contains, protects and enables the consumer to store and use the food item, while also extending shelf life and minimising food waste. This may be through individual servings, bulk sizing, opening and or dispensing features, resealable/re-closeable features and improved communication on pack.

Careful design consideration needs to be made to ensure that packaging identification is actually designed to Contain, Protect, Dispense and Reseal.

ADDITIONAL ENTRY GUIDELINES



- Food Waste needs to be included in packaging design and Life Cycle Assessments (LCA) of packaging systems which need to be broadened to include food production and food waste.
- The judges are not wanting to see competing elements - e.g., entrants moving away from a recyclable packaging format through to a non-recyclable packaging format.
- It is important that the application shows, through images and explanation and if possible packaging samples, how a packaging system/format has been modified to minimise food waste and where possible extend shelf life (i.e., a before and after examples.)
- The company needs to be able to identify particular aspects, functions, features of the packaging system/format/materials that enable food waste to be minimised. The judges should not have to be guessing where the change/innovation has happened.
- There also needs to be a balance of the food to packaging ratio - it has to be fit for purpose - but at the same time the packaging innovation should not be encouraging significant increases in packaging material use. It is important to achieve a balance of minimising packaging material with minimising food waste and also extending shelf life where possible.
- Each award category is established around 'packaging design that minimises food waste and extends shelf life' - in other words, the award is not focussed on a company redirecting their food waste from landfill to composting or animal feed. While this is a positive change, it is not the focus of the ANZ Save Food Packaging Awards.





CONDITIONS OF ENTRY

AUSTRALIAN AND/OR NEW ZEALAND PACKAGING DESIGN & INNOVATION

All entrants must confirm that the packaging design submitted has been developed in Australia and /or New Zealand and the packaging/product will be commercially available now/or from the 1st of June 2016.

JUDGING

The Save Food Packaging Awards judges are all leading experts in the field and have long-standing expertise in this field. All entrants understand that the Judges will hold the final decision on the winner and no correspondence will be entered into on the subject of their decision.

PACKAGING SAMPLES

All entrants understand that once the sample has been submitted that they become the property of the Australian Institute of Packaging Inc. The samples will not be returned to the entrant unless the entrant incurs all costs associated with the return delivery.

PROPRIETARY INFORMATION

Should your submission include any proprietary information on your packaging design systems please ensure that you mark that section with 'private and confidential' so that the judges understand that the information provided is for the sole purpose of evaluating the submission.

PROMOTIONS & MARKETING

The AIP and the WPO reserves the right to publish details of the winners of the Save Food Packaging Award on websites, trade magazines and on-line media outlets, nationally and internationally, to acknowledge the winners and raise the profile of the award program.

WINNERS ANNOUNCEMENT

Winners will be announced during the AIP National Conference on the 1st and 2nd of June 2016.





**PLEASE POST SAMPLES TO
Australian Institute of Packaging (AIP)
34 Lawson Street
OXLEY QLD 4075**

PLEASE EMAIL SUBMISSION TO INFO@AIPACK.COM.AU

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