

SAVE FOOD PACKAGING & PROCESSING AWARD



PIDA<sup>TM</sup>  
PACKAGING & PROCESSING  
INNOVATION AND DESIGN  
AWARDS

A PACKAGING & PROCESSING WEEK EVENT

APPLICATIONS CLOSE FRIDAY THE 27TH OF JANUARY 2017

EXCLUSIVE ENTRY POINT FOR WORLDSTAR AWARDS

COORDINATED BY



AUSTRALIAN INSTITUTE  
OF PACKAGING



Australian Packaging and Processing  
Machinery Association Limited



WORLD  
PACKAGING  
ORGANISATION

PLATINUM PARTNERS



GOLD PARTNERS



SILVER PARTNER



SUPPORTERS



**The Australian Institute of Packaging (AIP) and the Australian Packaging & Processing Machinery Association (APPMA), in conjunction with the World Packaging Organisation (WPO), have established the Save Food Packaging & Processing Awards for Australia, 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.**

## ARE YOU UP FOR THE CHALLENGE?

Winners will have exclusive access to the WorldStar Awards and the World Packaging Organisation (WPO) Save Food Packaging & Processing 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.
- Improved communication on packs including open, reseal, close and dispense.
- Sustainability of the packaging design (aligning with APC/SPG principles, ISO Certifications and company credentials, Best Practice Standards).
- The packaging should facilitate sorting of household waste – easy to clean, separate and fold.

\* 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



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 decreased environmental impacts of the packaging design due to the new design aspects?

## SAVE FOOD PACKAGING & PROCESSING AWARDS CATEGORIES

Entries in the ANZ Save Food Packaging & Processing 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.

- 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 & Processing Awards.



## **AUSTRALIAN AND/OR NEW ZEALAND PACKAGING DESIGN & INNOVATION**

All entrants must confirm that the packaging design submitted has been developed in Australia and the packaging/product will be commercially available now/or from the 8th of March 2017. Packaging equipment must be either manufactured in Australia or principally designed by an overseas supplier who is represented by an Australian company.

## **JUDGING**

The Sustainable Packaging & Processing Award 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. Samples to be mailed to: say 2017 PIDA Awards, PO BOX 1348, OXLEY QLD 4075. If entries reflect design innovation change to an existing product/package it is helpful to provide judges with sample of both formats.

Frozen, Chilled and Short shelf life samples – should be clearly identified to indicate this and forwarded in protective packaging and conditions. Arrangement to the AIP National Office should be made for the best timing for these packs to be sent so judges will view the product in optimal conditions.

## **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, the APPMA 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 Packaging & Processing Awards gala dinner on Wednesday the 8th of March at Sydney Olympic Park Novotel.

## **SUBMISSIONS**

All nominations for awards must be submitted in Microsoft Word format and all supporting material including Powerpoints, references and images emailed to [pida@aipack.com.au](mailto:pida@aipack.com.au)

Please ensure that you also include your signed application form. All submissions must ensure that high resolution photographs are submitted and physical samples are posted.

The written submission is to be NO MORE than 1000 words. The document can ONLY be submitted in a word document. All supporting images must be individually emailed as 300 dpi jpegs and NOT embedded in the word document. Please do not send pdf submissions as they will not be accepted.

## **RECOGNITION:**

1. All finalists are encouraged to attend the gala event on Wednesday the 8th of March 2017 to be held at the Novotel Sydney Olympic Park, Olympic Boulevard, NSW 2127.
2. A trophy will be awarded to the winner at the gala event on Wednesday the 8th of March 2017 to be held at the Novotel Sydney Olympic Park, Olympic Boulevard, NSW 2127.
3. All winners will be encouraged to enter into the WorldStar Awards in October 2017.
4. All winners will be recognised within the AIP and APPMA Newsletters, websites and communication channels, as well as within the wider packaging and processing industry trade magazines and websites.

# SAVE FOOD PACKAGING & PROCESSING AWARD APPLICATION FORM



**PIDA**<sup>TM</sup>  
PACKAGING & PROCESSING  
INNOVATION AND DESIGN  
AWARDS

## CONTACT DETAILS

Company Name

Mr/Ms/Miss

Given Name

Surname

Telephone

Email

Entry Name

Packaging Technologists/Designers:

Graphic Designers/Agencies:

Brand Owner:

Packaging Suppliers Who Were Involved In Packaging Design:

List Any Other Companies Who Were Involved In Your Packaging Design:

**PLEASE ENSURE THAT YOU INDICATE BELOW THE EXACT COMPANY NAME FOR THE TROPHY, SHOULD YOUR SUBMISSION BE SUCCESSFUL:**

PLEASE TICK THE RELEVANT AWARD CATEGORY

*(If the entry fits in to more than one category, please provide details of the role the pack plays in each category.)*

- 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 extending shelf life and minimising food waste. This may be through reducing crushing, enhanced cushioning, enhanced ventilation and avoiding double handling.

- 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-sealable features and improved communication on packaging.

- RETAIL**  
Packaging system/format that is used to contain, protect and distribute food from manufacturer 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 minimising food waste. This may be through individual servings, bulk sizing, opening and or dispensing features, resealable/re-sealable features and improved communication on packaging.



Please email to [pida@aipack.com.au](mailto:pida@aipack.com.au) a 1000 word maximum overview in Word format only on your packaging design system and how it incorporates minimising food waste. Please also include the two page application form and any images of the packaging as well in your email. Physical samples of the packaging can be posted to the AIP. Please also include the two page application form as well in your email.

## AWARD CRITERIA

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

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 decreased environmental impacts of the packaging design due to the new design aspects?

Please consider and highlight where possible as many of the following aspects of your packaging design within the above criteria.

- 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.
- Improved communication on packs including open, reseal, close and dispense.
- Sustainability of the packaging design (aligning with APC/SPG principles, ISO Certifications and company credentials, Best Practice Standards).
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## ACCEPTANCE STATEMENT

(Please sign and date the following statement and also include the name, job title and contact details for the primary contact for this entry in case the judges require any further information or clarification.)

**We agree that the packaging design submitted has been developed in Australia and the packaging/product must be commercially available between March 2016 to March 2017.**

Mr/Ms/Miss    Given Name

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Email

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Mobile

Phone

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Signature

Date

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