

HAZELDENE'S CHICKEN FARM & SEALED AIR



2019 SAVE FOOD PACKAGING DESIGN OF THE YEAR - SPECIAL AWARD GOLD WINNER



2020 WINNER WORLDSTAR SAVE FOOD SPECIAL AWARD



2020 WINNER WORLDSTAR



Hazeldene's Chicken Farm & Sealed Air Cryovac® Darfresh on Tray vacuum skin technology

Key Outcomes and Measurement



Serving size optimised for 2x



Moved from MAP to vacuum skin



No product dehydration



Tear Tab & Peelable Top Film



Freezer Ready



Portion Control



Easy to Open



Design to Protect & Preserve

Save Food Packaging Guidelines



Contain & protect



Extend shelf life/preserve



Household convenience



Consumer education



Balance environmental impacts



Product: Cryovac® Darfresh on Tray vacuum skin technology

Company: Hazeldene's Chicken Farm & Sealed Air

Country: Australia

Hazeldene's is based at Lockwood, near Bendigo in Central Victoria. Strong and continuous development over more than 60 years has put Hazeldene's at the forefront of poultry production in Australia. It's obsession with producing the best chicken Australia has to offer sees it continue to strive for excellence in everything that it does.

Sealed Air partners with its customers to solve their most pressing resource challenges by delivering new solutions derived from its unmatched industry knowledge and expertise. These solutions create a more efficient, secure and less wasteful global food supply chain, and enhance e-commerce through fulfillment and packaging solutions to protect the worldwide movement of goods.

COORDINATED BY



ANZ REGIONAL AWARDS PROGRAM



INTERNATIONALLY ENDORSED BY



EXCLUSIVE ENTRY TO



When considering your services and products within the supply chain through to the end consumer, what is your organisation's understanding of food loss & waste?

Alan Adams MAIP, Sustainability Director - APAC region, Sealed Air says, *"Food loss is where the processes are not capable of capturing the food and therefore some part is lost. Food waste is where the food could turn it into a product, but for some reason it is wasted or as the product gets through the supply chain it is either not used, discarded or not consumed."*

What prompted your organisation to consider packaging design or redesign that aims to minimise food loss & waste?

The Hazeldene's Chicken Farm packaging was around 'how can the design team make sure that a premium product is differentiated on shelf', purveys the value to the consumer and enables wider product distribution. The design characteristics were really looking for something that could support the brand, but also provide that increased level of shelf life protection, and differentiation for The Bare Bird poultry brand.

What was the packaging like before the new design?

This was a new product release for Hazeldene's Chicken Farm, so it was not like they moved from one packaging to another. That said, the same types of cuts of chicken were all in Modified Atmosphere Packaging (MAP) before this design. The previous design included a tray, lidding film and a soaker pad that ended up in landfill.

What factors prompted you to enter the PIDA awards?

This new pack is a standout example of how a different approach to a traditional category can generate a new way of doing things with an amazing result.

What would traditionally yield a shelf life of 12 to 13 days, the Bare Bird brand was able to extend shelf life by 25%.

The celebration here was to show that you can do poultry in a different way. The packaging has been designed with a new format for the poultry category. It was so unique, with incredible shelf life benefits that it needed to be entered into the PIDA awards. The whole solution; the packaging, the 100% antibiotic free product, the provenance story all came together to create a new product that has carved out a very successful niche in the poultry retail space.



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When thinking about developing your award-winning packaging, what was the design considerations for minimising food loss & waste and why?

The new packaging was designed to provide added protection particularly for its bone-in products. Maximising the shelf-life of this free-range, antibiotic free, high value brand in the fresh chilled retail category was paramount.

Are these considerations implemented in your NPD process every single time?

Yes, designing packaging to reduce food waste is a critical design element.

Do you measure the impact in your product packaging design has on food loss & waste levels?

Absolutely. Loss and marked down rates are chargeable costs to the business, retailers track it and the brands follow it.



What do you believe is the most successful outcome/benefit from this design?

It is about highlighting that designing a great product with great packaging can just produce awesome results.

Is Save Food Packaging design comparatively more expensive than standard packaging? If so, could you estimate in percentage how much more?

No because the approach is different, you use less packaging in the tray, you have slightly more packaging in the film. Overall, you have less packaging that ends up in landfill, so a net total pack cost is similar.

As an award winner and a best practice leader, would you recommend/promote to other organisations the Save Food Packaging design benefits? If so, what would these be?

Yes! Consider designing the packaging and the product as a single product offer for maximum value, and to deliver maximum opportunity to reduce the food waste and deliver a great outcome to the consumer. The better experience the consumer has, the more likely they are to eat all of it.

As a winner of the PIDA awards, how valuable is the award to your organisation?

Alan Adams MAIP, Sustainability Director - APAC region, Sealed Air says, "For Hazeldene's, they love the recognition as well. The owner and second generation Hazeldene, John Hazeldene, came to the award ceremony, he just loved it. I would say fantastic recognition for a family-owned business and great recognition of the work that they do and recognition for their brand."

"They saw the award as an amazing recognition of the work they do and loved having the award in the business. From a Sealed Air perspective, it is brilliant to highlight the successes that can be delivered when we work together collaboratively to build a product which includes an amazing provenance story of their Bare Bird, the technology and of the packaging to deliver the shelf life, the differentiation, vertical merchandising all the great things that we did with this range."



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How is winning a Packaging that Saves Food Global Special Award, as well as a WorldStar Award valuable to your organisation and your customer?



2020 WINNER
WORLDSTAR
SAVE FOOD
SPECIAL AWARD



2020 WINNER
WORLDSTAR

Alan Adams MAIP, Sustainability Director - APAC region, Sealed Air says, "I would say for Hazeldene's Chicken Farm, amazing to get global recognition for a product that they're very proud of.

For Sealed Air, it is great to show the world that this packaging technology can have an impact and deliver an excellent product in a category where it has not been used before. Darfresh® and poultry had not really been used before so it is a wonderful opportunity to prove our value story."



The Australasian Packaging Innovation & Design (PIDA) Awards are an Australia and New Zealand program that is coordinated by the Australian Institute of Packaging (AIP). The awards recognise companies and individuals who are making a significant difference in their field across Australia and New Zealand. The PIDA Awards are the exclusive entry point for Australia and New Zealand for the prestigious WorldStar Packaging Awards.

The Design Innovation of the Year company awards recognise organisations that have designed innovative packaging within each of these six manufacturing categories:

- Food
- Beverage
- Health, Beauty & Wellness
- Domestic & Household
- Labelling & Decoration
- Outside of the Box

There are four special awards available:

- Sustainable Packaging Design
- Accessible & Inclusive Packaging Design
- Save Food Packaging Design
- Marketing Award

The **Save Food Packaging Design Special Award** is designed to recognise companies that are working to minimise or prevent food waste from paddock to plate using innovative and intuitive design features that can contain & protect, preserve and extend shelf life; all the while meeting global sustainable packaging targets. This is a WorldStar Packaging Award category.



The Australian Institute of Packaging (AIP) is the peak professional body for packaging education and training in Australasia. The AIP helps shape the careers of generations of packaging professionals – from packaging technologists to international packaging business leaders along with a host of people in associated disciplines – sales and marketing, purchasing, production and environment.

Australian Institute of Packaging

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