

MY FOOD CHOICE & HEALTHSHARE NSW



**2016 SAVE FOOD PACKAGING
DESIGN OF THE YEAR - FOOD SERVICES
HIGH COMMENDATION**



My Food Choice & HealthShare NSW

My Food Choice

Key Outcomes and Measurement

56%

reduction in
waste



Pre-packaged ready
meal for hospitals



PET

CPET recyclable
packaging



Clear on-Pack
communication



12 month
shelf life



Peelable & resealable



Consumer Convenience



Portion control



Freezer ready

Save Food Packaging Guidelines



Extend shelf life/
preserve



Easy to Open
& Grip



Accessible
Design



Balance environmental
impacts



HealthShare

Product:

My Food Choice

Company:

HealthShare NSW

Country:

Australia

HealthShare NSW supports NSW Health to deliver clinical care and help drive system-wide improvements. As the largest government shared services organisation in Australia, HealthShare NSW is a statewide body of more than 7,500 employees who support the delivery of patient care in NSW Health. They play an increasing role in caring directly for public hospital patients, providing them with clinically appropriate transport, nutritious hospital meals, and a clean and comfortable hospital experience.

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?

Fergal Barry, Sustainability Innovation Manager for Clinical Support Services, HealthShare NSW says, "There are different ways that food can be lost, one part is in food preparation. The other part is when products expire or go out of date or cannot be served because they are past that use by date.

A major source of food loss is where the patient does not eat the food, which could be for many reasons. It could be that they are unwell or not hungry or in some cases, they do not like what they have been served but also, historically, hard to open packaging was a barrier to nutrition.

If the patient cannot open it, they cannot eat it. So that is a challenge for all consumers in society, i.e. hard to open packaging, but particularly the frail the elderly people with arthritis, or they might have a broken arm or so."

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

Hard to open and hard to read packaging was the primary reason that HealthShare NSW looked at packaging design, but also the sustainability of the packaging as well, i.e. the packaging materials. They wanted to develop the most sustainable food service delivery model in Australia and that means integrating sustainability into every part of the process that includes the packaging.

What was the packaging like before the new design?

HealthShare NSW had a scenario where a very high percentage of patients that were frail elderly or in poor health, had difficulty opening the packaging, or being able to read the labels. As a result, if you can open it, you can eat it.

What factors prompted you to enter the PIDA awards?

One of the factors here is, if the patient cannot open packaging, first of all, that creates food loss, it contributes to malnutrition. It is also a loss of dignity if someone cannot open their biscuits with their tea or coffee.

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

There is an awareness that food generates significantly more emissions, up to 90% of emissions in the supply chain. If the patient cannot open it, you are delivering a bad health outcome, but you are also delivering a bad environmental outcome. It is critical that the packaging be sustainable, easy to open and read. But also, more importantly, packaging allowed the team to go from 1-3 choices per meal, to up to 18 choices per meal. Using packaging, and technology meant that instead of a patient, ending up with only 1 choice, because they were not there when the meal was ordered, or only 3 choices, packaging delivered the opportunity to give up to 18 choices per meal, and ordered within 2-4 hours of the meal versus the day before. So quite simply, if you get to order what you want, when you want it, it is easy to open and the meal you want to eat, it significantly improves the patient experience and reduces food waste.

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

HealthShare NSW commissioned two separate sets of packaging design specifications around easy to open and easy to read packaging. They took it back, right to the design stage. When suppliers are designing packaging, either for the health system, or for the general public, they know how to get it right up front and avoid hard to open and read packaging.



How does HealthShare NSW measure the impact your product's packaging design has on food loss waste levels?

For the suppliers or brand owners to design good packaging, HealthShare NSW gives them packaging design specifications. There is also a sustainable packaging procurement tool, which estimates the percentage of packaging that patients, and the general public can safely open. Also with new products, they will consult with the team so it meets all of the health and nutritional and safety requirements but also the sustainability requirements. With this Save Food Packaging, HealthShare NSW developed the Save Food Packaging with three different suppliers using the specifications and in consultation with Arthritis Australia to end up with easy to open and easy to read packaging for patients.

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

A 70% reduction in un-opened food packaging for patients and over 50% reduction in all food waste.

It is a massive number. What it communicates is if you give people what they want, when they want it, and it is easy to open and easy to read, they are a lot more likely to open it or a lot more likely to eat it. That delivers better health outcomes, a better patient experience, and reduction in food waste to landfill, resulting in a reduction in emissions. Also looking to ensure that the packaging material is sustainable as well.

That is the only way to work, so collaboration. The HealthShare NSW vision is to make sustainability part of their DNA and that includes sustainable packaging.



Was the award-winning Save Food Packaging design comparatively more expensive than standard packaging? If so, could you estimate in percentage how much more?

Sometimes with packaging, it is less, for example, when serving cereal in the health system, the industry used to have those little portion control boxes, with an outer cardboard boxes and inner plastic bags. That was deemed to be hard to open for a very high percentage of patients, they have now switched to an easy open and easy to read bag. That is less packaging material and that is either the same or lower cost. Therefore, it depends on the product. In some cases it is more expensive, but HealthShare NSW has to deliver packaging that patients want to eat from and are able to open, so sometimes that costs more.

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?

So first of all, HealthShare NSW collaborated with Health Purchasing Victoria which is now called HealthShare Victoria) to adopt the same path of packaging specifications, and also this sustainable packaging development tool which recognises and rewards suppliers for easy to open and easy to use packaging.

Those specifications and the procurement tool are now adopted in half of the public hospitals in Australia, and available nationally through the Institute of Hospitality and Healthcare (IHHC). HealthShare NSW's measure of success is, first and foremost, the outcome for patients in New South Wales hospitals. But also, their aim is whenever there are learnings and innovations in tools, they like to share those with the public and private sector and the health system to move, environmental outcomes forward for all of Australia, wherever possible.



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

“With the My Food Choice packaging, there were three suppliers. ‘The award was for a collaboration and innovation with suppliers to deliver, sustainable, easy to open and easy to read packaging.

We would like to challenge those perceptions that we can collaborate and innovate and lead for change in sustainability,” says Fergal Barry, Sustainability Innovation Manager for Clinical Support Services, HealthShare NSW



How is winning WorldStar Packaging Awards valuable to your organisation?

Fergal Barry, Sustainability Innovation Manager for Clinical Support Services, HealthShare NSW says, “I think the most important part is the patient outcome. The fact that the patient experience is improved, and that leads to increased nutrition and reduce food waste. But it is important for our staff and our organisation to know that we can lead for change in this area. That leadership is based on collaboration and innovation. It is also a good measure of success to know where we sit in the marketplace, and how close we are to lead for change and sustainability.”



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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