

JUNEE PRIME LAMB & SEALED AIR



**2021 SAVE FOOD PACKAGING DESIGN
OF THE YEAR - AGRICULTURE
SILVER WINNER**



**2022 WINNER
WORLDSTAR
SAVE FOOD
SPECIAL AWARD**

**2022 WINNER
WORLDSTAR**



Junee Prime Lamb & Sealed Air

Junee Prime Lamb

Key Outcomes and Measurement



ARL compliant and recyclable through REDcycle



Vacuum, shrink barrier bags increase shelf life to 90 days



Bone Guard can be purposefully positioned in bag



High oxygen barrier properties



Tear puncture, tear and abrasion resistant design



No more leaking packs

Save Food Packaging Guidelines



Contain & protect



Extend shelf life/preserve



Household convenience



Consumer education



Balance environmental impacts



Sealed Air®

Product: Junee Prime Lamb

Company: Junee Prime Lamb & Sealed Air

Country: Australia

Family owned and operated since 1997, Junee Prime Lamb has quickly grown to become one of the leading producers of premium quality Australian lamb. From humble beginnings processing lamb, beef and pork for local customers, they now specialise exclusively in prime Australian lamb and supply to many parts of the world.

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



JUNEE PRIME LAMB & SEALED AIR

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 we are unable to get it into the supply chain and into a format where it's capable of being consumed. While food waste is edible product we have gotten into the supply chain that is lost. Food that is wasted somewhere along the way, either through the supply chain or in people's homes. In this particular case the definition's really important because food loss would be about meat on the carcass that we are unable to recover, that is just lost. But once we get it off the carcass and put it into a shrink bag and put it into the supply chain and it gets damaged along the way that is waste."

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

Cost and food waste. Every time a pack fails, it is a cost to the supply chain and a cost to the business, and our planet.

What was the packaging like before the new design?

It was a single structure vacuum shrink bag, so a vacuum shrink bag with a consistent thickness.

What factors prompted you to enter the PIDA awards?

This was a really great opportunity to highlight how the innovation within the supply chain can reduce food waste. If the food waste is still there we need to work to eliminate it as quite simply it is unacceptable to have waste that can be avoided.

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

This was about understanding where the damage occurs and coming up with the design that could provide the robustness to stop that damage occurring during the supply chain.

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

Sealed Air audits supply chains and looks for opportunities to root out and eliminate food waste anywhere along the supply chain. Ideally, they would have no reworks, no repacks and no products lost due to punctures or failures on the pack.



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

Absolutely every lost pack is accounted for and there is a chargeback and reporting program for it. There is a very clear focus on the loss rates.

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

Direct impact on reducing food waste and cost within the supply chain.

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

It is true to say that the packaging was more expensive. Bag for bag, it was a more expensive bag. However that is a tiny cost in relation to losing your whole cuts of meat along the supply chain.

"Anyone who has bought meat in the supermarket recently will understand that meat is so valuable and we cannot afford to have whole cuts of meat lost because of a problem in the supply chain. We need to do it right at the start through the packaging."

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. Do not accept any level of waste in the supply chain. It can be attacked, it can be solved, and it should be.



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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, "From the Sealed Air perspective, this one is obviously really high value. I love to be involved in the awards and have recognition of the effort and team, and in this case additionally I think shine a light on the fact that the supply chain for lots of products is behind the scenes, as consumers, as everyday shoppers we're not aware of it.

Sophie Sumner, Sealed Air, Communications Manager APAC says, "From Junee Prime Lamb's perspective, we do know it has been great recognition for their brand. It also assists them when it comes to their supplier sustainability rating as well. They are great stories that they can promote."

Alan concludes, "They are an incredibly proud company and love to see recognition of the great work that they do. I think this is something that is very true of Junee Prime Lamb and perhaps all the farming community. There is great pride in the produce. Everyone wants to see that their produce is looked after. To deliver, no losses, no waste and have the very best eating experience for consumers at the end of the day, the farming community cares deeply about what happens to its product all the way along the supply chain."



How is winning a Save Food Special Award and a general WorldStar Award valuable to your organisation?

"It's hard not to get excited about. It celebrates the strength of partnerships, it celebrates great outcomes and it inspires the industry to continue making changes that make our planet better than we find it." says Alan Adams MAIP, Sustainability Director - APAC region, Sealed Air



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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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