

The Industry Council for research on Packaging & the Environment



Major international companies from every stage of the supply chain



Packaging protects far more resources than it uses



Total Food



Energy for one person's weekly consumption of food
MJ / person / week



51%
Food supply
170MJ/wk



6.5%
Primary
packaging
25MJ/wk



3.5%
Transport
packaging
12MJ/wk



3.5%
Transport
from factory
12MJ/wk



3.0%
Retailing
10MJ/wk



1.5%
Travel to
shops
5MJ/wk



17.0%
Home storage
58MJ/wk



14.0%
Home cooking
46MJ/wk



Packaging prevents far more waste than it generates



**PACKAGING
MAKES FOOD
LAST LONGER**

When damaged food is
unsaleable, 100% of the resources
used to produce it is wasted.
That's a lot of waste.

thepowerofpackaging.com

Packaging keeps food fresher for longer at home

LOVE
FOOD
hate waste

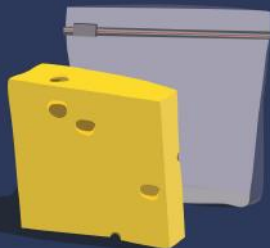
Never let
me go



Until
lunch do
us part



You
make my
shelf life
complete



Come on,
come on,
lets stay
together



THE TRUTH ABOUT FOOD WASTE

7.2

MILLION TONNES
OF FOOD AND
DRINK ARE THROWN
AWAY EVERY YEAR

OF ALL THE FOOD WE BUY, VISITORS & MANURE
19%
WASTED WOULD FEED
Nine Wembley
Stadiums

4.4

MILLION TONNES
COULD HAVE BEEN
EATEN

WASTED PACKAGING
17 million tonnes CO₂
THIS IS THE SAME AS THE AMOUNT OF CO₂ PRODUCED BY
One fifth of all cars

2.6

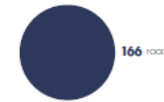
MILLION TONNES
WEREN'T USED IN
TIME

WASTED COUPONS
£6.7 billion
AND COSTS YOUR APPROXIMATE LOYALTY CARD
£270

88

% OF PEOPLE THINK
THAT PACKAGING
IS A BIGGER OR
EQUAL PROBLEM
TO FOOD WASTE

BUT COMPARED TO THE CO₂ EMISSIONS OF THE FOOD WE BUY AND THE PACKAGING IT COMES IN (IN MILLION TONNES)



61

% OF PEOPLE THINK
FRUIT AND VEG
Goes off quicker
IN ITS PACKAGING

HOW MUCH LONGER DOES PACKAGING MAKE FOOD LAST?



13

% KNOW THAT
STORING FOOD
IN ITS ORIGINAL
PACKAGING WILL
KEEP IT FRESHER
FOR LONGER

■ STORED IN ORIGINAL PACKAGING ■ STORED PARCEL

All data is from the UK. For more tips on the best way to store your food go to lovefoodhatewaste.com

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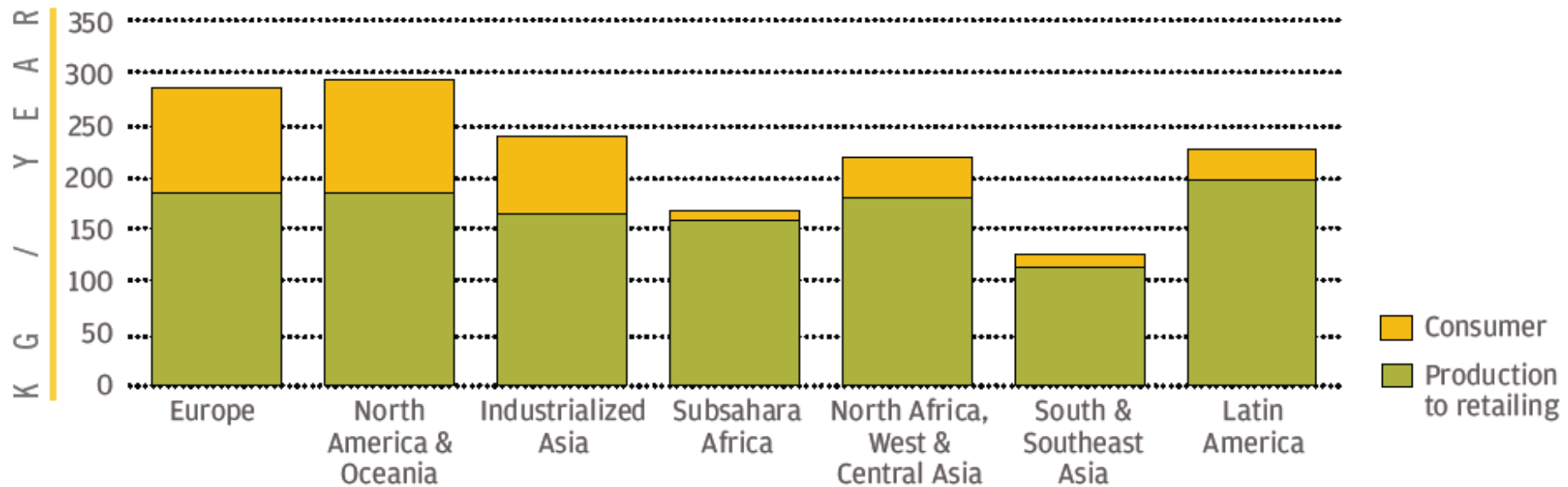


LOVE
FOOD
hate waste
.com

Packaging helps prevent food waste in developed and developing countries



PER CAPITA FOOD LOSSES AND WASTE, AT CONSUMPTION AND PRE-CONSUMPTION STAGES



Source: FAO 2013

Innovative packaging – environmental and social



Vacuum skin pack



Calorie-portion



Pigment replaces label



Reclosable pack



Dip & squeeze – reduced packaging



Single-use portions for developing markets





- **FOOD WASTE
MANIFESTO**

- To support the launch of #pumpkin rescue we have launched a 5-point manifesto calling on communities, retailers and the Government to take action to end food waste.

- **TWEETATHON**

- #pumpkinrescue tweetathon on the 31st October will promote discussion around our poll results, which showed 64% throw away edible pumpkin flesh. Supported by relevant organisations and celebrity chefs.

Packaging prevents and reduces food waste



- We need to tell people that packaging:
 - prevents waste in the supply chain
 - reduces waste at home by keeping food fresher for longer
- Advise people to buy packaged food if they want it fresh and want to keep it fresher for longer

Wasting food wastes all the
resources invested in producing it



Thank you



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