

Packaging initiatives within Fresh dairy for sustainable packaging while also creating product differentiation.

Session abstract:
Environmental Goals
Packaging adaptations
Case study 1 & 2



Arla Foods in a nutshell



12,600+ OWNERS
(7 countries)

14+ BN. KG. MILK INTAKE



19,000+ COLLEAGUES



LURPAK



CASTELLO

4 BRANDS

10 BN. EURO REVENUE



THE 4TH LARGEST

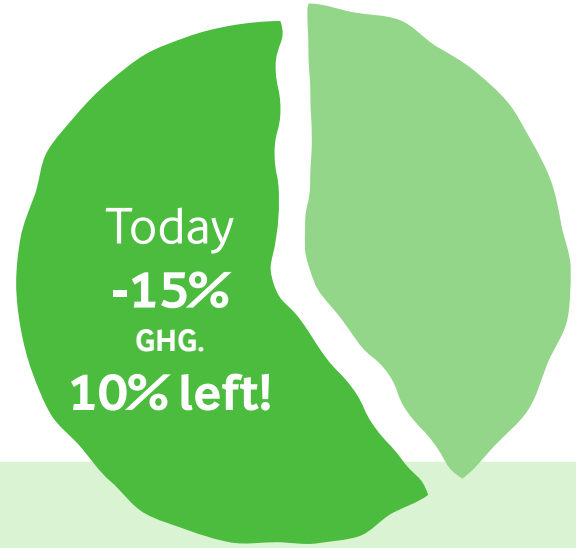


Arla Foods Environmental strategy 2020



Sustainable milk production

- ✓ Arla Foods strategi för hållbar mjölkproduktion
- ✓ Ansvarsfulla inköp av risk-råvaror (soja, palmolja och kakao)



Climate

- ✓ -25% greenhouse gas emissions from dairies, transports and packaging, comp 2005
- ✓ -30% greenhouse gas per kilo milk in an Arlafarm, comp 1990



Energy & water

- ✓ Energi- and water efficiency improvement by 3% yearly
- ✓ 50% of energy usage from renewable resources



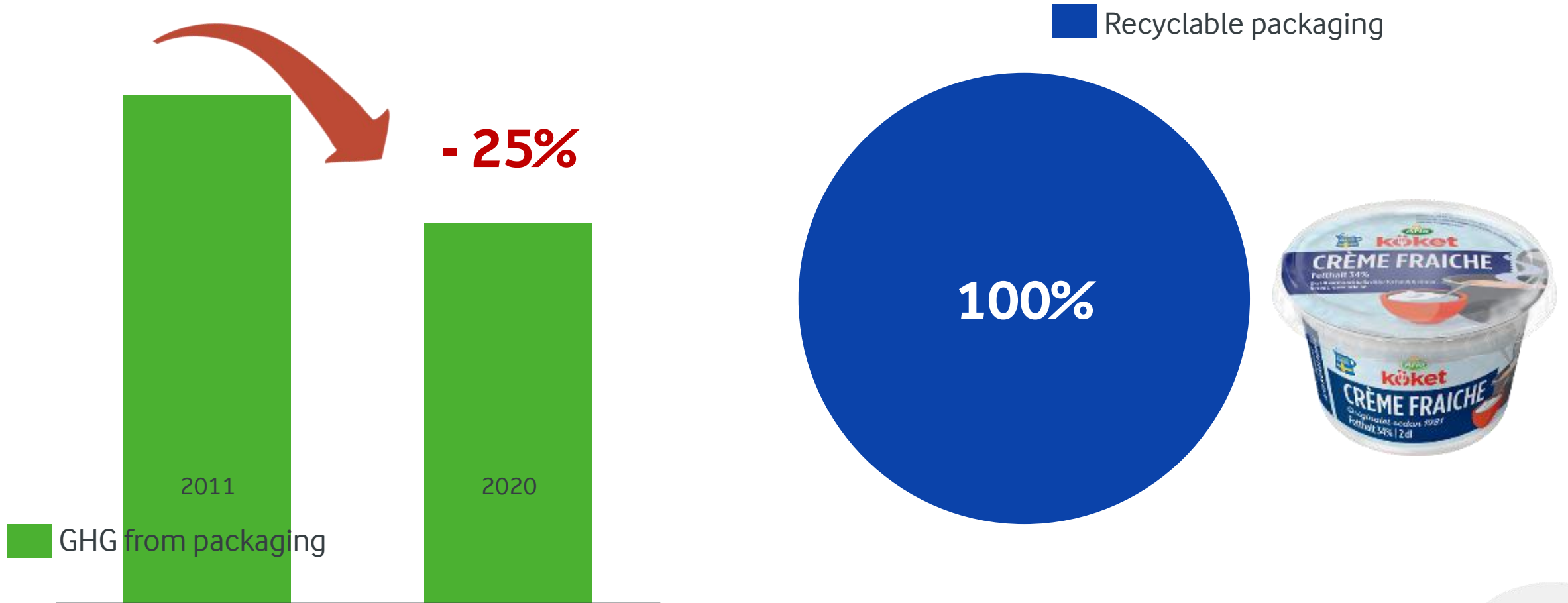
No waste

- ✓ No waste from production facilities
- ✓ Recyclable packaging
- ✓ Reduce by 50% foodwaste in the food chain incl consumers part



Clear targets when it comes to packaging

Greenhouse gases reduced by 25% and recyclable to be 100%.

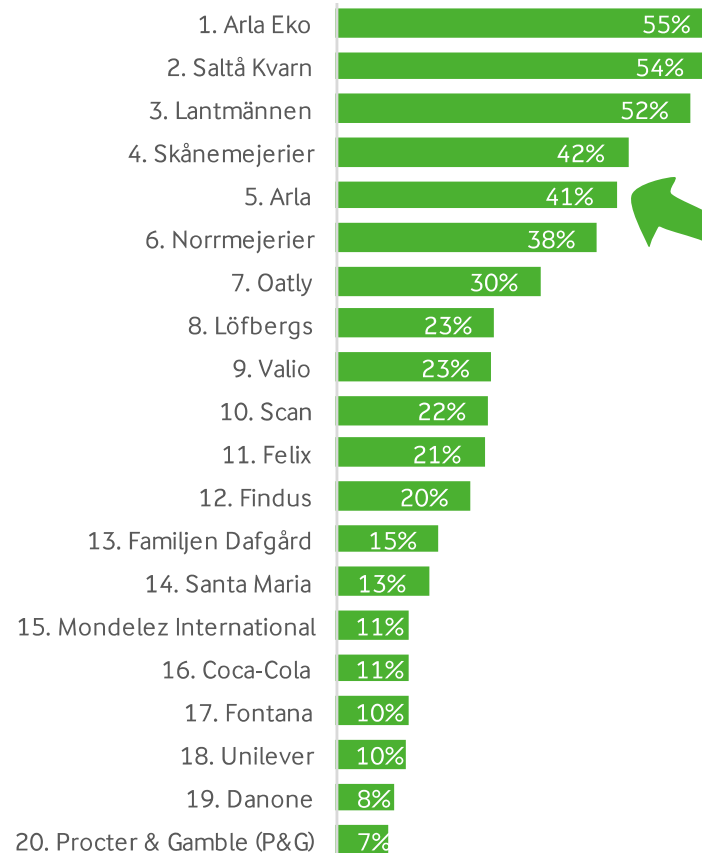


Consumers connect Arla with organic and sustainability

Arla EKO is positioned at the top when it comes to environmental responsibility

What do consumers think Arla is good at?

1. Organic products
2. Local / small producers with geographic spread
3. Marketing with focus on sustainability
4. Environmental innovation
5. Recyclable & environmental packaging

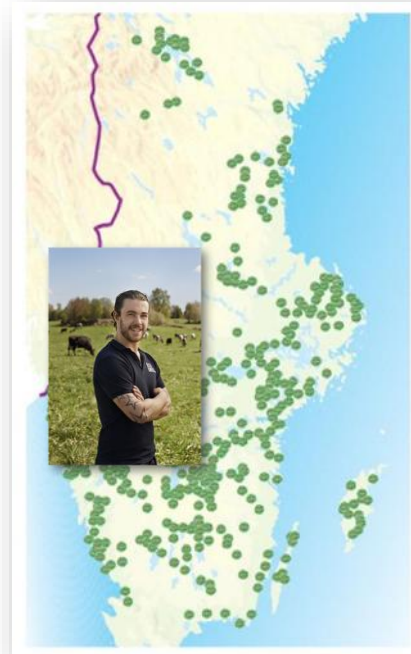


Arla EKO drives a more sustainable profile than the total Arla Brand..

Arla organic 2017



80+ organic products
58% market share in organic dairy



410 organic Arla farms
Total of 2800 Arla farms



Arla no 1 globally in
organic dairy

Packaging affects choices in store & 48% have resisted buying

48%

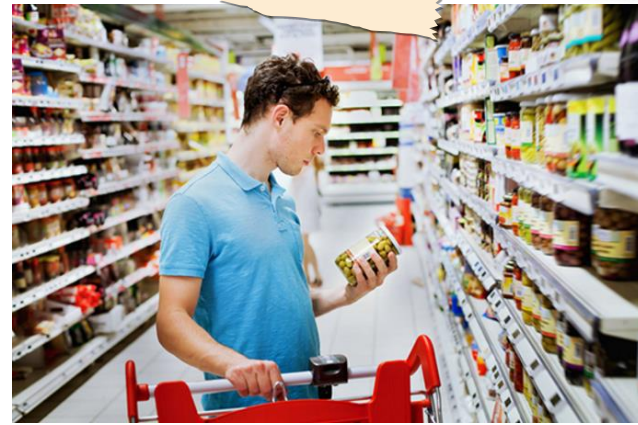
Have resisted buying because of the packaging

67%

Thinks carton is better for the environment

More women than men

answer that they make sustainable choices



Varannan svensk väljer produkt efter förpackningens miljövänlighet



TL JUN 14, 2011 08:59 CET

Svenskarna väljer miljövänliga produkter framför andra. Och nästan varannan svensk säger sig ha avstått från att köpa en viss produkt bara för att förpackningen inte har varit tillräckligt miljövänlig. Två av tre tycker att kartong är miljövänligast. Det visar en undersökning gjord av Grafiska Företagens Förbund i samarbete med Power of Print. I den undersökning som Power of Print låtit göra om svenska folkets attityd till förpackningar framkom att svenskarna vill köpa produkter med lite miljöpåverkan. Två av tre anser att kartong är den typ av förpackning som är

Plastbanta är ett nytt begrepp i svenska språket sedan förra året. Men vad innebär det och varför **plastbantar** man? Det ska vi reda ut här. **Plastbanta** innebär att man utesluter plastföremål ur sitt hem, eftersom plast kan innehålla skadliga kemikalier. 7 juli 2015

Plastbanta – den nya dieten? – Miljögiftsbloggen
<https://blogg.naturskyddsforeningen.se/miljogiftsbloggen/.../plastbanta-den-nya-dieten/>

apsradion

nyheterna Program Serier Kontakt

Kartong smartast för klimatet

Publicerat tisdag 1 september 2009 kl 06.44



Kartong är mest smart för miljön enligt IVL-studie. Foto: Kjell Gustafsson.

Kartong är den klimatsmartaste förpackningen visar e



Differentiate and vitalize to inspire and attract new and old consumers & retailers

First in Sweden



The Arla organic proposal changed in Q3 2017



Ann Freudenthal 29th of march

Först i Sverige med den grönaste förpackningen

Den nya gröna förpackningen är snällare mot naturen då den **minskar klimatpåverkan med 24 %!**
Vi har helt enkelt **avlägsnat näst yttersta skiktet** på förpackningen. Därför den bruna färgen!

Konsumenterna
älskade vår
förpackning!



Mjök



Fil



Cream
1L+5dl



Nya förpackningen
är starkare inom:

- ✓ Förmedlar miljö
- ✓ Känns mer omtänksam
- ✓ Sticker ut mest i mejerihyllan

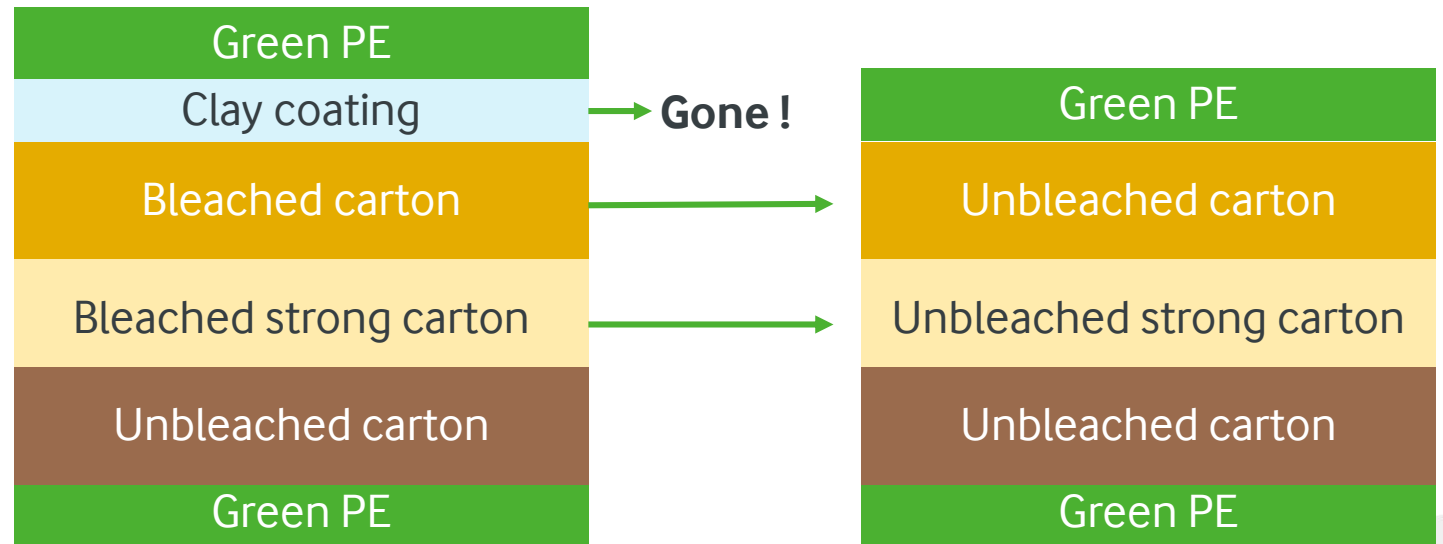
24% reduced carbon footprint from carton are obtained through:

NO BLEACHING IN THE PROCESS

- no bleaching reduces the energy and chemical consumption
- Less fibers needed to obtain the same stiffness value (bleaching tend to soften the fibers)
- better yield

CLAY COAT LAYER GONE

- saves raw-materials
- avoids production and use of some chemicals
- reduces weight by 3%



Then when the news is good – invest in broad media – OOH...

**NYHET!
UTSIDAN
HAR
KOMMIT
IKAPP
INSIDAN.**

Ny kartong med 24% lägre klimatpåverkan jämfört med tidigare kartong.*
Läs mer på arla.se/eko




Arla
upptäck
det goda

*Källa: Beräkning gjord av Elopak 2017

**UTSIDAN HAR
KOMMIT IKAPP
INSIDAN.**

Nyhet! Nu har flera av våra förpackningar 24% lägre klimatpåverkan jämfört med tidigare kartong.*



Arla
upptäck
det goda

*Källa: Beräkning gjord av Elopak 2017

**”DET KÄNNES
JÄTTEBRA MED
NYA, GRÖNARE
FÖRPACKNINGAR!”**

Nu har flera av våra förpackningar 24% lägre klimatpåverkan jämfört med tidigare kartong.* Du hittar dem i närmaste mejeridisk.



Arla
upptäck
det goda

Veronica,
ekologisk mjölkbonde,
Nöbble Gård, Smöland.



*Källa: Beräkning gjord av Elopak 2017

Instore campaigns to democratize organic – organic at the same price during 2 weeks



Strong consumer trend for environmental packaging

All our 2 dl packaging are changed into new paper cups . Climate impact is half!

Packaging innovation



Climate effect in % compared to earlier plastic cup



Packaging is a marketing tool used to reflect the brand



A large stack of blue plastic cups is shown on a pallet. The cups are arranged in a grid-like pattern. Some cups are wrapped in clear plastic film, while others are not. The text overlay indicates a saving of 100,000 kg of PS film, with a saving of 4 g per cup.

Saving 100.000 kg PS film (4 g / cup)

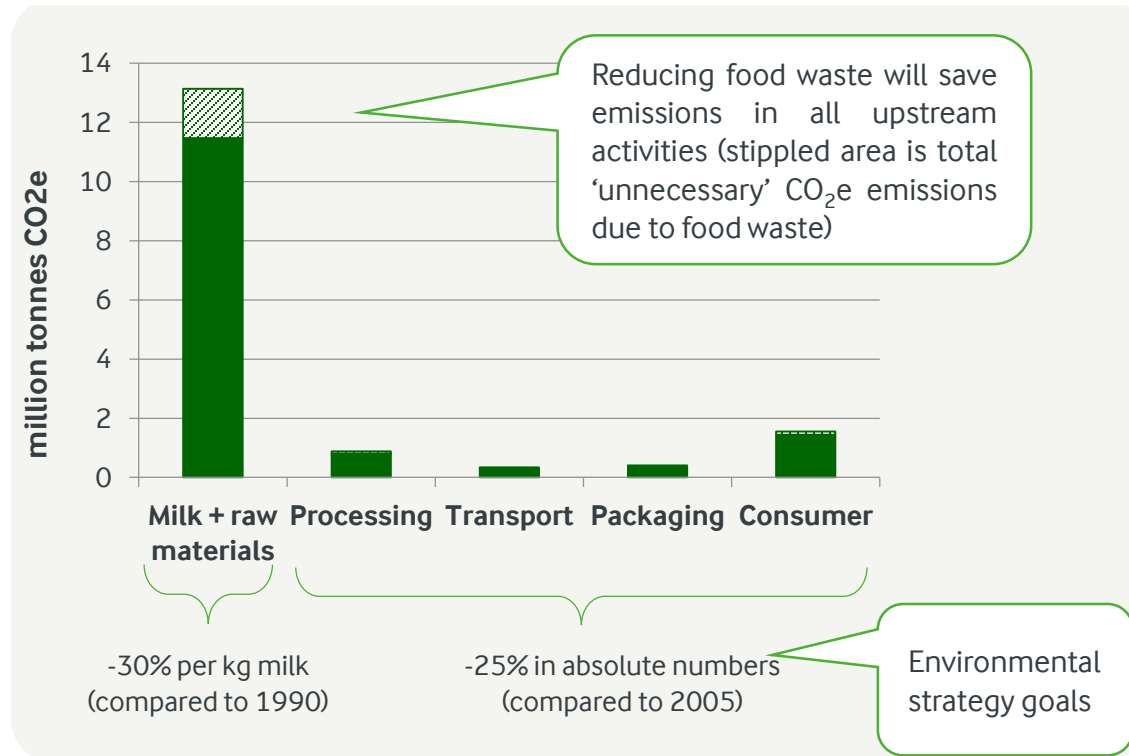
The image shows a large industrial storage area filled with stacks of aluminum ingots. Each stack is held together by bright green plastic straps. The ingots are rectangular with a distinctive pyramid-shaped protrusion on their top surface. The stacks are arranged in neat rows, extending into the background. A white rectangular box with a black border is superimposed over the upper middle part of the image, containing text.

Saving 25.000 kg Aluminium (0,9 g / cup)

Climate impact from an LCA-perspective of Arla products

Packaging has a minor impact

Total greenhouse gas emissions from cow to consumer



- Packaging contributes with less than 10 % of the total greenhouse gas emissions of Arla products, with a variation between different categories
 - Milk (3,3%)
 - Crème fraiche (7,6%)
 - Cottage Cheese (8,6%)
 - Butter (3,5%)
 - Yellow Cheese (0,3%) etc.

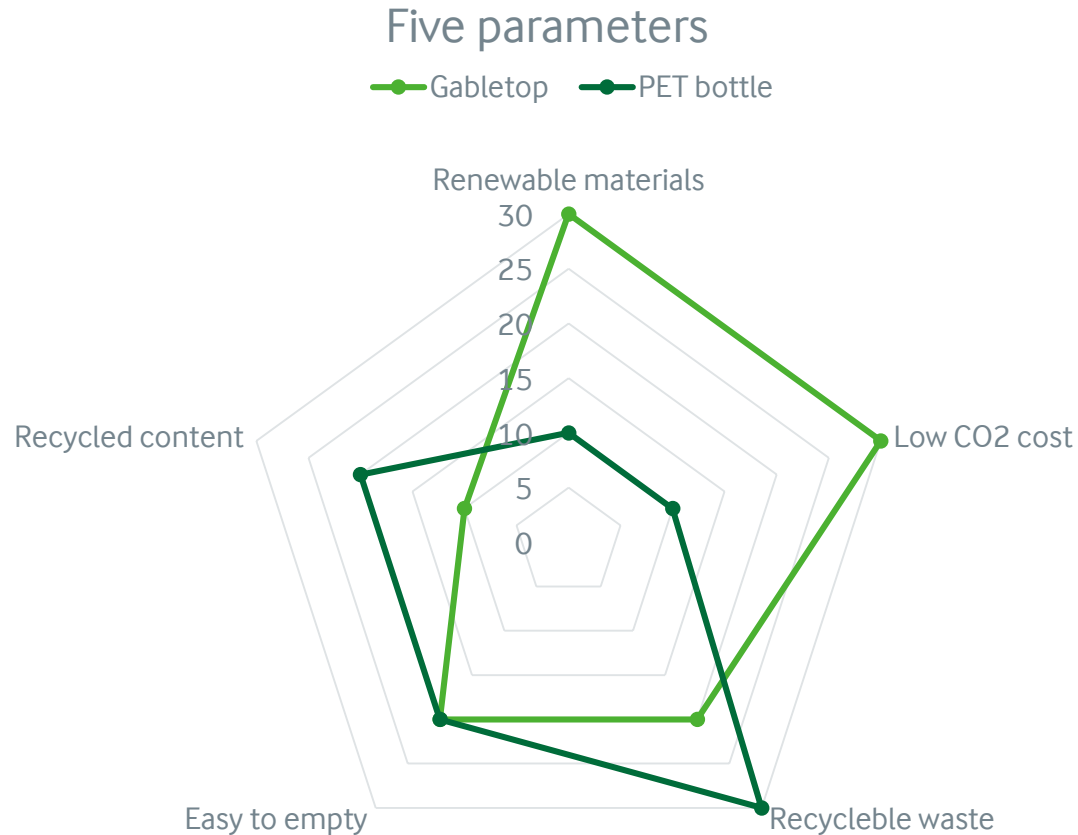
(Source: Flysjö, 2012)

Work stream for reduced CO2 foot print and recyclability

1. 100% packaging recyclability, e.g materials suitable for recycling, technically and commercially
2. Use more recycled materials in packaging
3. Use more bio-based based materials / plastics
4. Explore new sustainable materials and packaging solutions
5. Design packaging for reduced food waste

Packaging Star

A holistic comparison of environmental impact



Renewable materials:

Good produced from 95% renewable resources

Low CO2

Good less than x g CO2 pr Kg product.

(A milk carton 30 g CO2e, which is considered very low.)

Recyclable waste

Good the packaging is graded "High" for recycling collection

Easy to empty

Good The packaging and the product fit each other. Food waste is eliminated.

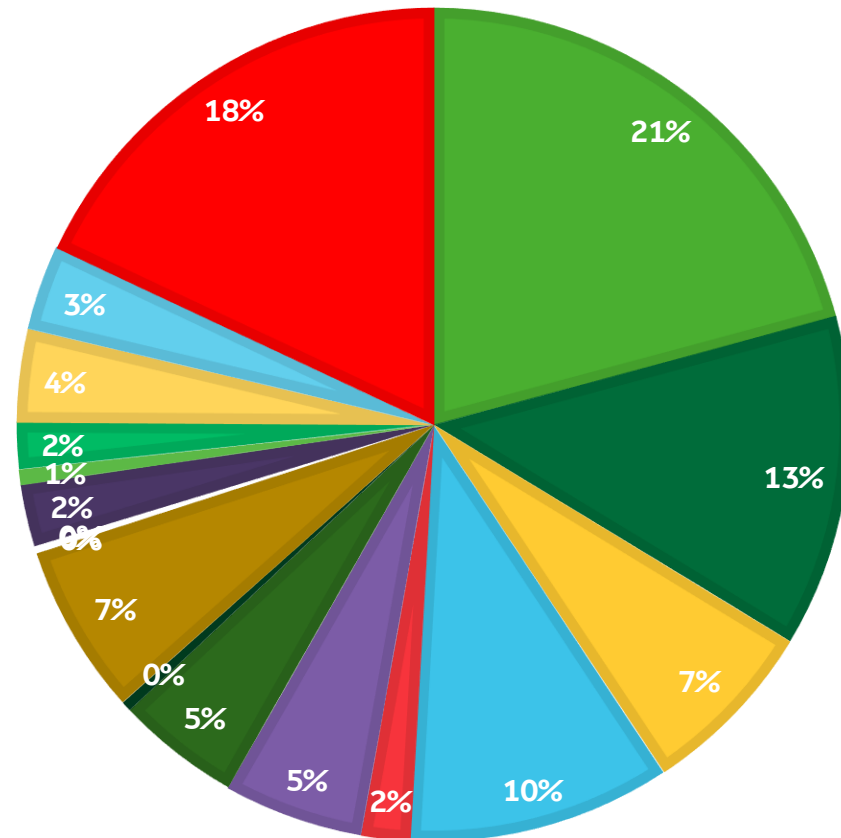
Recycled content

Good the packaging is made from minimum xx% of recycled materials

Proportion of different types of plastics that are collected

FTI statistics for 2016 (weight %)

■ PE folie
 ■ PP Hårdplast
 ■ PET Flaskor
 ■ HDPE
 ■ PS
 ■ Pet tråg
 ■ LDPE Laminat
 ■ LDPE Alu
 ■ PP Film
■ Svart film
■ Annan film
■ PP Svart
■ Pet Svart
■ EPS
■ Annan plast
■ 3D avfall
■ Avfall



Packaging recyclability

Current status



Overview of Packaging material Carbon Footprint

Packaging Material	ton CO2eq per ton material
LDPE (film)	2,2
PP (inj. moulded)	2,5
HDPE virgin (inj. moulded)	2,3
HDPE recycled	1,4
PS (thermoformed)	2,8
PET virgin (film)	3,3
PET recycled	0,8
PA (nylon film)	9,8
EVOH (film)	7,7
Cartons for Milk	0,9
Paper	0,9
Corrugated cardboard	0,9
Glass	0,9
Steel	2,1
Aluminum (foil)	9,4

Food waste related to packaging

No quantification of food waste

- No quantification of the food left in packaging due to e.g. sticky products, unsuitable shapes etc.
- Some Arla-initiatives to address packaging related food waste:
 - Offering consumers different packaging size (all markets)
 - Yoghurt packaging with separable top to facilitate emptying of product and packaging material recycling (SE and DK)
 - Packaging designed to fold and empty easily (NL)



Arla SE initiatives for reducing CO2 footprint from packaging



Total CO₂ reduction / year: 2060 ton!

Corresponds to the same CO₂ as 60 million carrying bags



2060 ton CO₂e
Like going go to Thailand and back 824 times each year



Thank you!

Torkel Bergengren

