



**AUSTRALIAN PACKAGING COVENANT
ACTION PLAN**

**CERES NATURAL FOODS P/L
ABN 16675886566**

JULY 2015 – JUNE 2020

1 EXECUTIVE SUMMARY

The company believes in using minimal packaging that protects the product and ensures shelf life; it does not believe in using excessive, unnecessary or fancy packaging.

The company has, does and will use (within certain constraints mentioned below) materials which are recyclable, have been made from recycled materials in the packaging, and will continue to use the recycle logo on retail units where space permits, and to exhort consumers not to litter and to be aware of the need to conserve the planet's resources.

The company will continue to utilise waste from production and inwards goods: cardboard waste is recycled; milk and rice/corn cake waste is provided for stock feed.

We have always been conscious of conserving the planet's resources and energy, and have naturally followed what today could be called an environmental management system. Where space permits on retail units, we have always included the recycle logo and messages about not littering and conserving resources.

The policy of lean, clean and green comes from the Managing Director and founder of the company – Don Lazzaro. The Action Plan is endorsed by the Managing Director, and the policy direction for packaging will remain his overall responsibility:

Design and Labelling

- To use words and/or icons on consumer/retail packaging where space permits:
 - Recycle (if appropriate material for recycling)
 - Dispose of thoughtfully
 - Don't litter
 - Conserve resources
- To use minimal packaging, both for consumer/retail and tertiary packaging, whilst ensuring shelf life for consumer/retail products.
- To never use excessive or superfluous packaging.
- To stay within the sustainable packaging guidelines (SPG).

Production

- As we are in the food industry, it is not usual to package consumer/retail units in material made from recycled materials.
- To use tertiary packaging made from 100% recycled materials.
- To recycle any packaging received from suppliers which is able to be recycled.
- To sustain our Environmental Statement and Policy - We aim to be a carbon neutral company. This is in keeping with the philosophy of the company in that we believe food should stay as close to its natural state as possible, and that our products are ecologically sustainable and are chemical-free, without the addition of artificial additives. As a carbon neutral company, we need to minimise the excess use of energy where ever possible because energy consumption contributes to greenhouse gases and global warming. Every employee can help reduce excess energy use.

- To constantly review overall use of energy and water in manufacturing, the warehouse and offices in an endeavour to keep use and costs to a minimum.
- To ensure production equipment is continually serviced and maintained.

Research and Market Development

- To stay abreast of latest developments in food packaging
- To liaise with suppliers about developments in food packaging

Education

- To present the message to consumers that the planet's resources and energy should be conserved. To this end, appropriate words/icons are included in consumer/retail package/label.
- To encourage staff to think about the environment and to re-use resources, particularly paper.
- To request that staff participate in our 'carbon neutral' goal (see Production above).

Wholesaling and Retailing

As we are in the food industry, there is no way to minimise reach and extent of sales.

- To reduce the impacts of secondary and tertiary packaging.
- To use point of sale material sparingly.
- To maximise loads on trucks for freight outwards and inwards.

2 COMPANY SUMMARY/HISTORY

Ceres Natural Foods P/L is a brand owner: we wholesale, manufacture, import and export a comprehensive range of packaged organic and natural foods at/from our Drouin site. Our turn-over is in the range \$25-\$50m range pa.

We manufacture under the brands:

Pureharvest;
Organic Valley, and
Living Planet.

As our site in Drouin incorporates food warehousing and manufacturing, is a dairy, and is an AQIS Registered Premises for Quarantine, we must comply with many regulations regarding production, waste disposal, review of labelling, etc. We have based our Food Safety Plan incorporating HACCP on the British Retailers' Consortium (BRC) Food Plan.

Our packaging has, does and will always comply with all food grade requirements and our products come in aseptic sleeves for long life beverages, flame sealed sleeves for chilled beverages, glass for bottles, glass and plastic for jars, film for pillow pack and similar formats, and cardboard for transport shippers.

3 COVENANT CONTACT OFFICER

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4 SCHEDULE FOR PACKAGING REVIEWS

Trends and supplier products are monitored throughout year. Product packaging complies with all food grade requirements:

- aseptic sleeves for long life beverages
- flame sealed sleeves for chilled beverages
- glass for bottles and jars
- glass and plastic for jars
- film for pillow pack and similar formats
- cardboard for transport shippers.

5 ACTION PLAN KPI SUMMARY TABLE

Covenant performance goals and KPIs	Actions	Responsibility	Baseline data	Target or performance goal	Timeline/ milestones (MM/YY)
KPI 1 <i>Proportion of signatories in the supply chain implementing the SPG for design or procurement of packaging.</i>	Based on policy of using minimal packaging in appropriate food grade packaging, review (minimum of) 50% of existing packaging over the next 5 years, and review all new packaging over next 5 years.	Co-responsibility between Production and Purchasing & Logistics together with Managing Director.	All current products in minimal packaging in appropriate food grade packaging. Each future product to also be in minimal packaging	100% of products – ie existing and new/planned manufactured by Ceres Natural Foods P/L.	Review annually 1 March each year.
KPI 3 <i>Proportion of signatories with on-site recovery systems for recycling used packaging.</i>	Recycle cardboard; re-use clean office paper for drafts, etc, then shredded for use by Warehouse. Return or sell large metal drums returned to consignor or sold. Use large plastic drums used for water storage units on farm, etc.	Warehouse Manager.	Systems/procedures established some years ago and are currently in place.	100% of products – ie existing and new/planned manufactured by Ceres Natural Foods P/L.	Review annually 1 March each year.
KPI 4 <i>Proportion of signatories with a policy to buy products made from recycled packaging.</i>	Use cardboard in transport shippers/outers from recycled materials and is 100% recyclable.	Purchasing & Logistics Manager.	Already in place.	100% of products – ie existing and new/planned manufactured by Ceres Natural Foods P/L.	Review annually 1 March each year.

Covenant performance goals and KPIs	Actions	Responsibility	Baseline data	Target or performance goal	Timeline/ milestones (MM/YY)
KPI 6 Proportion of signatories that have formal processes for working with others to improve design and recycling of packaging.	Liaise with packaging suppliers to keep abreast of trends and new products. Note: retail food products must be in appropriate food grade packaging: with aseptic sleeves and pillow pack type products in particular, recycled materials cannot be used (must be virgin grade).	Purchasing Manager liaises with suppliers re new packaging, whilst Operations Manager and Managing Director keep abreast of trends.	System/procedure already in place.	100% of products – ie existing and new/planned manufactured by Ceres Natural Foods P/L.	Review annually 1 March each year.
KPI 7 Proportion of signatories demonstrating other product stewardship outcomes.	Retain policy of minimal packaging.	Production, Purchasing & Logistics, Managing Director.	Already in place.	100% of products – ie existing and new/planned manufactured by Ceres Natural Foods P/L.	Review annually 1 March each year.
KPI 8 Reduction in the number of packaging items in litter.	Use recycle logo on all packaging which can be recycled; use 'dispose of thoughtfully' or similar on packaging which is currently not recyclable.	Managing Director.	Already in place.	100% of products – ie existing and new/planned manufactured by Ceres Natural Foods P/L.	Review annually 1 March each year.