



Weis Frozen Foods

The Australian Packaging Covenant

2-year Action Plan July 2015 - June 2017

Company Overview

Weis Frozen Foods Pty. Ltd. trade in Australia under the Weis brand. Products include ice cream and frozen confectionary sold as bars and tubs. The company employs 70-80 people and has an annual turnover in the 25-50 million dollar bracket. Weis place in the supply chain is as a Brand Owner. Packaging materials used by Weis include primary ice cream wrap and 1-litre tubs made from polypropylene, secondary cardboard packaging made from 100% recycled cardboard, and stretch wrap made from LDPE. This plan covers the period from July 2015 to June 2017.

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Executive summary

As we start the next Australian Packaging Covenant (APC) Plan for the time period 2015-2017, Weis have introduced a number of improvements to make efficient use of packaging and other resources to minimise the impact on the environment. All existing and new packaging have been reviewed against the Sustainable Packaging Guidelines. We will continue our on site re-use and recycle programs of paper, cardboard, metal and plastics, which will reduce waste to landfill by approximately 30 tonnes per year. A policy has been formalized to buy packaging with recycled content, for example our secondary bar packaging contain 80% recycled fibre. Weis is committed to taking responsibility for the packaging through its entire lifecycle. Applications of product stewardship include the display of recycling and disposal information on our packaging, and questions regarding sustainability in our Approved Supplier Program.

Our commitment to the Environment & the Covenant

Weis Frozen Foods Pty. Ltd. is committed to reducing the environmental impact of consumer packaging through the use of packaging that is resource efficient and recyclable, promote recovery and recycling of used packaging, and take actions to reduce the incidence and impacts of litter. Weis agrees to review packaging according to the Sustainable Packaging Guidelines, make best use of on-site recycling facilities, implement a buy-recycled policy and to apply the principles of product stewardship.

Julie Weis
Managing Director

Action Plan and Previous Achievements

Design

Formal packaging reviews have been conducted for all existing and new packaging, applying the design strategies outlined the Sustainable Packaging Guidelines. Percentage of packaging that has been reviewed is reported as Key Performance Indicator (KPI) 1. The reviews will be conducted by a team consisting of the Managing Director, Supply Chain, Brand and New Product Managers, Logistics Officer and Supply Chain Controller. The aim of the reviews is to have optimal packaging where material and other resources are used in the most efficient way, in order to minimise the impact on the environment and reduce litter without compromising the quality or safety of the product. In accordance with the APC, topics for review include fit-for purpose packaging, low impact materials and resource efficiency and recovery.

Previous achievements to reduce the use of resources through improved design include the elimination of composite cardboard packaging, which was replaced by single-material polypropylene tubs in 2005. The weight of the tub was reduced by 8% at the same time, and the shape of the tub was changed from round to square, which allowed a more efficient pallet configuration and subsequently increased the efficiency of transport.

Recycling

A formal buy-recycled policy was adopted in October 2011. Tonnage of recycled content in our consumer packaging is reported as KPI 3. During the base - line period July 2009 to June 2010, 28 tonnes of packaging with 80% recycled content and 133 tonnes of packaging with 100% recycled content was purchased.

Recycling and re-use systems are documented in a formal Waste Management Policy since 2008. The on-site recycling facilities include paper, cardboard, metal and plastics. It is the responsibility of all staff to dispose of waste in the correct way. Recycling is collected from all areas of the factory, including the production floor. The weight of material recycled annually is reported as KPI 2. During the period July 2009 to June 2010 approximately 33 tonnes of material was sent for recycling.

Re-use systems for packaging are in place wherever possible. For example, obsolete packaging is used for new product trials. Metal containers from fruit pulp deliveries are sold for use as stock feed containers since 2006 and local small business for re-purposing.

A principle is in place to purchase ingredients and other material in bulk packs when it is practically possible. Currently, wet ingredients i.e. glucose and cream are purchased in 1000 litre bulk pack. Similarly, chemicals are obtained in bulk 25 litre containers which are returned to the supplier after use.

The possibility to increase the recycled content of our secondary and tertiary packaging was investigated in 2006. The tertiary master cartons from 35% to 100%.

Product Stewardship

Weis is committed to take responsibility for the packaging throughout the lifecycle. Subsequently, actions have been identified to improve packaging design and recovery, reduce litter and decrease the demand for transportation and other resources.

As a primary objective of this new APC Action Plan, a policy is in place to review all packaging against the Sustainable Packaging Guidelines. In order to facilitate the packaging reviews, questions relating to the Sustainable Packaging Guidelines has been incorporated into our Approved Supplier Program from October 2011. In addition, consideration for packaging improvements will be permanently listed as a discussion point on the agenda at R&D, Supplier and Management meetings.

Information about recycling and appropriate disposal is displayed on the packaging in order to reduce litter. Labelling such as the use of the recycle logo will be reviewed again as a part of the SPG reviews.

In order to reduce transport miles, distance from source is taken into account when purchasing raw materials and packaging, sourcing locally when possible.

New infrastructure with increased on-site cold storage is now commissioned and operational since September 2011, which will help reduce the need for transportation. The freon freezer systems has been 90% phased out and replaced with more energy efficiently ammonia compressors. The balance is planned for commissioning over the next 3 years. Additional rainwater tanks have been obtained to increase the water storage capacity on site to 132,000 litres (6 x 22,000lt tanks) This captured water is used as the primary supply for operation of refrigeration condensers.

Table 1. Schedule for Packaging Reviews.

Packaging description	Notes	Review timeline
Polypropylene tubs and lids.	Recyclable*	July 2017
Polypropylene wraps with a layer of food grade cold seal.	Recyclable*	July 2017
Formakote Spectra with UV Coating.	100% Recyclable.	July 2017
Master cartons made from corrugated fibre board.	Recyclable. Contains 100% recycled fibre.	July 2017
LDPE stretch wrap, paper stickers, tape and ketone-based ink.	Miscellaneous group of low-use material.	July 2017

* This material can be recycled; however the absence of adequate kerbside recycling systems for polypropylene leads to a reduced recycling rate in Australia.

Table 2. Action Plan Table

Performance goals and KPI's	Targets	Actions	Responsibility	Baseline data	Timeline
<p>Design - Optimise packaging to achieve resource efficiency and reduce environmental impact without compromising product quality and safety.</p> <p>KPI 1. Sustainable Packaging Guidelines are implemented for 100% of packaging.</p>	<p>Packaging designed to avoid or minimise the use of materials and other resources.</p> <p>Optimise recyclability and recycled content.</p> <p>Reduce the impact of litter.</p>	<p>Review of all existing and new packaging using the Principles and Strategies for Sustainable Packaging (Table 3 in the APC).</p>	<p>Supply Chain Manager, Supply Controller, Orora Cartons, Orora Fibre, VIP Plastics Ampcor Flexibles</p>	<p>0% of packaging reviewed in 2010.</p>	<p>Review of all finished product packaging underway.</p> <p>Supply agreements with major packaging suppliers now include design and material reviews on a quarterly basis.</p> <p>Review of all new packaging before release.</p>
<p>Recycling - The efficient collection and recycling of packaging.</p> <p>KPI 3. On-site recovery system for recycling used packaging.</p> <p>KPI 3. Buy-recycled policy in place.</p>	<p>Continuous progress in the recycling and re-using rate.</p> <p>Reduced amount of waste to landfill.</p>	<p>Adoption of a Waste Management Policy.</p> <p>On-site recycling facilities for paper, cardboard, metal and plastics.</p> <p>Arrangements for external reuse of consumer packaging.</p>	<p>Logistics Officer Warehouse Officer J.J. Richards Waste Management Services Production Manager All staff</p>	<p>33 tonnes of recycled paper, cardboard, metal and plastics in 2010.</p> <p>Five tonnes of cardboard boxes sold for re-use in 2010.</p>	<p>In place since 2008</p>
	<p>Maximise the amount of recycled content in the packaging.</p>	<p>Formal adoption of a Buy-recycled policy.</p>	<p>Brand Manager, New Products Manager</p>	<p>28 ton of packaging with 80% recycled content and 133 ton of packaging with 100% recycled content purchased in 2010.</p>	<p>In place since 2011</p>
<p>Recycling cont. – Use of</p>	<p>Active reduction in the</p>	<p>3 major suppliers will supply</p>	<p>Supply Chain</p>	<p>Existing internal</p>	<p>phased into service</p>

100% Recycled plastic pallets for internal storage	use of hardwood pallets for internal loop use.	product to WFF on 100% recycled plastic pallets. WFF will eliminate internal use of timber pallets.	Manager, Supply Controller	plastic pallet fleet of 200 units will be increased to 2,100 recycled plastic pallets	over the period Oct 2016 to Mar 2017
Product Stewardship – A demonstrated commitment to minimise environmental impact of the packaging through the lifecycle of the product.	Continuous improvement in packaging design and recovery.	Questions regarding recycled content and environmental management systems included in the Approved Supplier Program Consideration for packaging improvements is listed as a discussion point on the itineraries at R&D, Supplier and Management meetings and also included in formal supply agreements with WFF's 3 major packaging suppliers	Brand Manager, New Products Manager, Supply Chain Manager, Supply Controller Packaging Suppliers		In place since 2011 In place since 2011, enhanced with supply agreements in 2016
	Reduction in litter.	Recycling and disposal information displayed on the packaging.	Brand Manager, New Products Manager		In place since 2009
	Reduced transport of product and packaging.	Sourcing materials and ingredients locally. New infrastructure.	Supply Chain Manager, Logistics Officer, New Products Manager Supply Chain Manager		In place since 2005 In place since 2011