

Paul Stainton



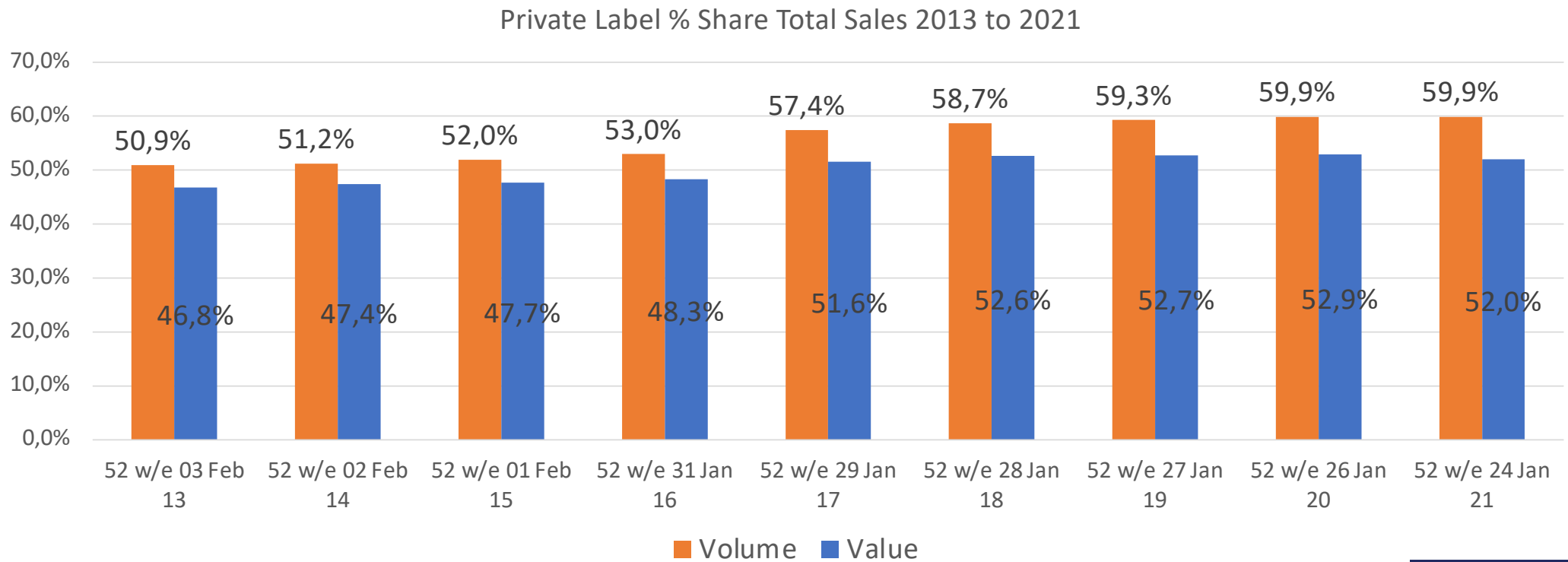
Richard Harrow



Today

- UK Sustainable progress - WRAP
- Food Waste
- Plastics
- Impact in store
- Impact on Private Labels
- Suppliers leading the way

Importance of Private Label in the UK



WRAP and The Courtauld Commitment



WRAP and The Courtauld Commitment

Food waste



A 20% per person reduction in food and drink waste associated with the production and consumption of food and drink in the UK, post farm gate.

Greenhouse gases



A 20% per person reduction in the greenhouse gas (GHG) emissions associated with production and consumption of food and drink in the UK.

Water



A reduction in impact associated with water use and water stress in the supply chain.



Sainsbury's

Lamb Weston® 
SEEING POSSIBILITIES IN POTATOES



 **FareShare**
fighting hunger,
tackling food waste

IPLC

Food Surplus

wrap



Too Good To Go



IPLC

Cost



In Store Impact



ASDA Sustainable Store – October 2020



- 15 huge refill stations
- Includes leading UK brands such as Kellogg's, PG Tips, Taylors of Harrogate, Vimto, Persil and Asda's own brand rice and pasta
- 53 fresh produce lines sold in loose and unwrapped
- Plants and flowers sold either unwrapped or with a paper wrapping
- Removal of the outer plastic wrapping on Heinz and Asda Brand canned multipacks including beans and soups
- Recycling facilities for items such as crisp and biscuit packets, plastic toys, cosmetic containers and toothpaste tubes
- Reverse vending machine for cans, plastic and glass drinks bottles

UK Plastics Pact



Eliminate problematic or unnecessary single-use packaging through redesign, innovation or alternative (reuse) delivery model.

100% of plastics packaging to be reusable, recyclable or compostable.

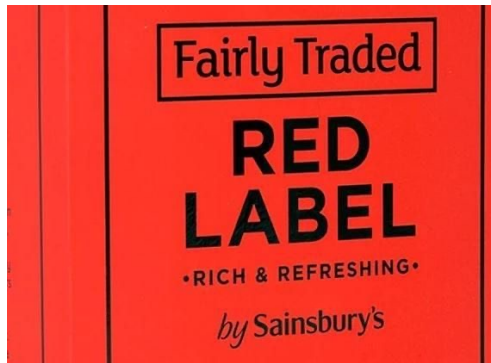
70% of plastics packaging effectively recycled or composted.

30% average recycled content across all plastic packaging.

Plastics Tax effective Apr 2022 – packaging not containing at least 30% recycled plastic subject to £200/tonne tax



Private Label Sustainable Developments



Sainsbury's
Plant-based tea
bag material



Aldi UK
All canned drinks
plastic to card

Tesco removes
multipacks and
replaces by
multibuy



Asda removing
plastic bags from
loose Fruit & Veg



Plant Based – Veganuary ranges



Plant Based – Vegan Private Label



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Ocado packaging relaunch – March 2021



- 530 items – “improving green credentials a high priority”
- Removed 640,000 plastic nets & 9m non essential packaging components
- 27t less plastic
- Product information printed directly onto egg boxes – saving 10t of paper p.a.
- Bright artwork to look great on screens of all sizes as well as at home

Suppliers on the front foot

- Greencore Group UK:
- Donate all surplus products to local communities by 2022
- Deforestation-free supply chain by 2025
- All packaging recyclable or reusable by 2025
- Reduce food waste by 50% by 2030
- Sustainable sourcing of all raw materials by 2030
- Split NPD equally between animal protein and plant-rich alternatives by 2030
- Achieve net zero emissions by 2040



Suppliers on the front foot

FEI Foods beats Mars to launch recyclable microwaveable pouch



Rice pack maker FEI Foods has beaten fmcg giant Mars Food in the race to create a recyclable microwaveable pouch. The Grocer, 6 March 2021

Key is not to forget Pricing

- Price Match or simply lower Better Tier to discounter retail price



Key Take-Outs

- Sustainability is now a key consideration in all Private Label development
- Retailers must not fall behind on pledges made and not fall behind the competition
- Suppliers who are on the “front foot” will be favoured
- Understand your customers KPI's and those of categories you are in
- Less packaging = less cost = keener pricing
- Collaboration is the key

Thank you!

