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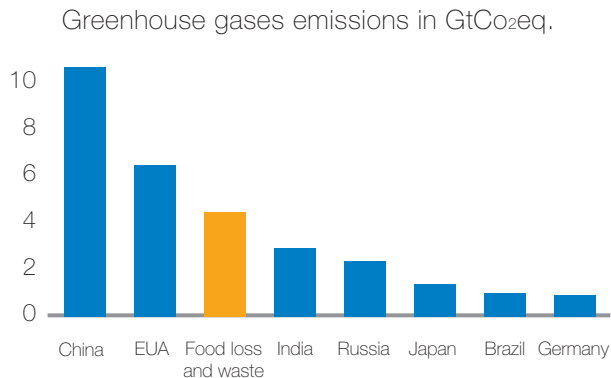
Packaging that
saves food

www.worldpackaging.org

Packaging that saves food

Do you know that:

- 1/3 of all food is either wasted or lost – an amount that would be enough to meet global food needs.
- Over 840 million people are starving today.
- The carbon footprint of food lost, worldwide, each year, is the equivalent of about 3.3 gigatons of CO₂.



About 1.3 billion ton of food is actually thrown away each year, either because it spoils due to incorrect storage or inappropriate transport methods, or because it no longer meets the standards of the trade and consumers.

Studies have shown that in less developed countries food tends to be lost at pre-harvest, harvest and initial handling phase. With increasing development, food waste tends to move up the distribution chain to retail and consumption level. Here food is more likely thrown away when still edible.

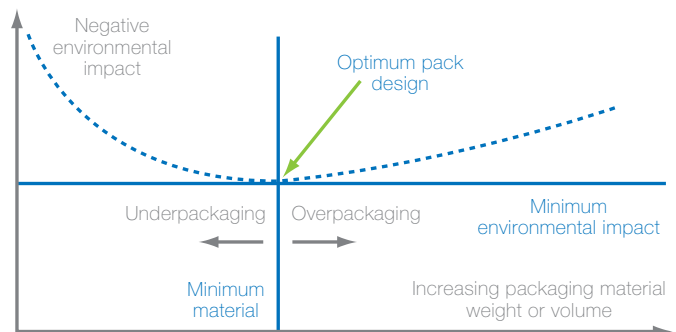
Let's take action together!

WPO is committed to promote the debate of the role of packaging in preventing food loss in order to gain further understanding on how to secure a global resource-conserving food supply, making use of the use of expertise from the packaging and process industry. And we want to invite you to be part of this!

How your packaging can possibly contribute with solutions to Save Food:

- Appropriate packaging to resist to logistics impacts.
- Appropriate materials to conserve the product longer.
- Modern packaging such as active and intelligent packaging interact with the product and consumers.
- Portion sized packaging to cope with different consumers' demands.
- Re-closable packaging to keep consuming conditions and freshness.
- Convenient packaging to drive dosing, pouring, meal preparation.

- Hygienic processing and packaging to guarantee food safety.
- Clear communication to consumers to drive a better use of the product.
- Dimension your packaging to fit for purpose following the principle of "as little as possible, as much as necessary".



Need inspiration?

WPO WorldStar Special Award "Packaging that Saves Food"

In cooperation with Save Food Initiative and Interpack, WPO organizes a WorldStar "Packaging that Saves Food" Special Award to highlight the role of packaging in preventing food losses and food waste.



We call for smart and sustainable packaging concepts to improve the supply of food to a growing global population. Are you ready for this?

Similar awards are launched in WPO member countries, e.g. Australia, Brazil, Croatia, Czechia, India and Hungary, among others. Join through your national packaging organisation.

Save Food Packaging and Initiatives

In the coming years, WPO will be highlighting Save Food issues in all events it participates. And during Interpack 2020 in Düsseldorf (Germany), WPO will strive to show again national and regional award winning packaging solutions that contribute in saving food.

Follow the latest updates on www.worldpackaging.org.

And for more information please contact WPO Board Member (Australia/NZ) Mrs. Nerida Kelton nerida@aipack.com.au.

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