



Better quality of life, through
better packaging, for more people

PRESS RELEASE

WPO recognises the ‘International Day of Awareness of Food Loss and Waste’ on 29 September



The World Packaging Organisation is inviting all members across the globe to observe the date, which is coordinated by Food and Agriculture Organisation (FAO).

September, 2021 - The ‘International Day of Awareness of Food Loss and Waste’ is designed to make a clear call to action for both the public and private sectors to prioritise actions and move ahead with innovation to reduce food loss and waste. “It is known that 1/3 of all food produced in the world is wasted and when food is lost or wasted, all the resources that were used to produce this food - including water, land, energy, labour and capital - go to waste. Environmentally food that is lost or wasted is responsible for 8% of global greenhouse gas emissions. If food waste were a country, it would be the third largest GHG emitter behind the USA and China”, explains Pierre Pienaar, **WPO** President. According to him, “packaging can play an integral role in minimising food waste at the start of the value chain so that waste can be prevented in the households.”.

“Avoiding food waste is a critical packaging issue and one that food producers, manufacturers, brand owners, retailers and consumers need to better understand. Without adequate intuitive packaging design features and fit-for-purpose packaging, food can potentially be wasted all the way through the supply chain to the consumer. By modifying packaging designs and ensuring that Save Food Packaging Guidelines are followed food waste and loss can be minimised and/or prevented”, completes Nerida Kelton, **WPO** Vice President Sustainability & Save Food.

Both **WPO** Executives agree that the most innovative and intuitive Save Food Packaging uses design features that can contain & protect, preserve, extend shelf life, easily open and reseal, provide consumer convenience and portion control; all the while meeting global sustainable packaging targets.

Opportunities for packaging design to minimise food waste can include better facilitation or communication around portion control, date labelling, extension of shelf life, protection, resealability and openability, serving size, food safety/freshness information, information on storage options and improved communication on packs.

WPO has been working on the issue of Food Waste and the role that packaging plays for many years now and as the organisation developed a special award category for innovative and intuitive ‘Save Food Packaging Design’ in the annual WorldStar Packaging Awards. As Nerida Kelton explains: “The Packaging that Saves Food Special Award is designed to raise the profile of the critical role of packaging to reduce food waste and therefore reduce product’s overall environmental impact and recognises companies that are developing innovative and sustainable packaging that minimises food losses and food waste, extends shelf life and improves the supply of food. The **WPO** encourage all businesses to consider entering this award category to help showcase Best Practice Save Food Packaging Design across the globe.”

How to be part of the ‘International Day of Awareness of Food Loss and Waste’ initiative?

“Begin in your own home”, advises Pierre Pienaar, **WPO** President. To help with this, **WPO** has provided some ideas and tips on how to minimise food waste at home.

- *Learn the difference between A Use By date and a Best before Date. Share this knowledge with your workplace, friends and family*
- *Buy smaller packs that suit your household numbers*
- *Plan Ahead and only buy what you need*
- *Don’t cook more than you need*
- *Buy resealable packaging*
- *Buy Freezer ready meals*
- *Look at innovative ways to use leftovers in more meals*
- *Store Food in the right places e.g.: freezer vs refrigerator vs room temperature*
- *Set your refrigerator to the correct temperature*
- *ALWAYS donate extra food to neighbours, friends or foodbanks*
- *Compost your food waste*
- *Get some chickens*
- *Nominate a few Meat Free Days during the week*
- *Let the WPO know what steps you have made to help minimise food waste in your home, work and extended family.*
- *Spread the message on social media #FLWDay #reducingfoodlossandwaste #stopfoodwaste #savefoodpackaging #worldpackagingorganisation*

WPO prepared a special edition of ‘World Pack Talk Show’, with Nerida Kelton, about the ‘International Day of Awareness of Food Loss and Waste’. Access it at WPO YouTube <https://www.youtube.com/watch?v=IDfMju4EGzA&list=PLk84A5sL-GIEWGdKz0NQCpPMNT-kOTgQ4&index=1>

About WPO

World Packaging Organisation (WPO) is a non-profit, non-governmental, international federation of packaging institutes, associations, federations and other interested parties including corporations and trade associations. Its mission is "Better quality of life through better packaging for more people". WPO joins 53 different countries.

Press information:

Liliam Benzi

WPO Press & Communication Liaison Officer

ldbcom@uol.com.br



(+ 55 11) 99989-1597



liliambenzi



WPO – World Packaging Organization



[linkedin.com/in/WPO World Packaging Organization](https://www.linkedin.com/in/WPO World Packaging Organization)



WorldPackOrg1



worldpackagingorg



YouTube World Packaging Organisation
