



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

PRESS RELEASE

WPO to recognise International Day of Awareness of Food Loss and Waste on 29 September



September 29, 2023 The **WPO (World Packaging Organisation – www.worldpackaging.org)** will be observing the International Day of Awareness of Food Loss and Waste celebrated today, 29 September, which is coordinated by Food and Agriculture Organisation (FAO). The date 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.

According to **WPO** President, Pierre Pienaar, ‘**WPO** recognises the value in, and importance of, Food Loss & Waste as packaging can play a significant role in minimising food loss through better packaging. This Organisation will continue to ensure people across the globe are made aware of the importance of packaging by promoting packaging awareness through our expansive global network, as well as educating through our vast international training programs.”

Five aspects that each of us can do to reduce food waste is to:

- Buy more wisely.
- Use your refrigerator wisely. Some foods keep better outside of the refrigerator.
- Buy only what we can consume in 5 days.
- Check your fridge temperature - should be no warmer than 5°C.
- Store potatoes and onions away from each other

WPO – World Packaging Organisation is a non-profit, non-governmental, international federation of packaging institutes, associations, federations and other interested parties including corporations and trade associations. For more information, contact WPO at www.worldpackaging.org.

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WPO Senior Vice President for Marketing and President-Elect, Luciana Pellegrino, added: “**WPO** is committed to supporting the International Day of Awareness of Food Loss and Waste. Packaging plays a critical role in minimising food loss and waste by providing essential protection, preservation, and efficient distribution of food products. As a global organisation dedicated to advancing the technology, science, and innovation of packaging, **WPO** recognises the imperative of sustainable packaging solutions in reducing food waste globally. Through collaborative efforts and on-going innovation, we can effectively address this pressing issue and make a significant positive impact on society.”

Luciana completes: “We continue to work with our members to develop innovative packaging solutions that can help to further reduce food loss and waste and make a positive impact on the environment and society. By contributing to the achievement of the Sustainable Development Goals, we strive to create a more sustainable and food-secure world for all.”

WPO Vice President Sustainability & Save Food, Nerida Kelton, also added that “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 embedding the Save Food Packaging Guidelines into design principles at the start, packaging can play a role in minimising food loss or waste across the value chain. 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,” said Nerida.

WPO has been working on the issue of Food Waste and the role that packaging plays for many years now and the organisation has developed a special award category for innovative and intuitive Save Food Packaging Design in the annual WorldStar Packaging Awards. “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. **WPO** encourages all businesses to consider entering this award category to help showcase Best Practice Save Food Packaging Design across the globe”, complete **WPO** Vice President Events and WorldStar Coordinator, Soha Atallah.

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 76 members from around the globe, which also includes Honorary Members, Affiliate Members and a Regional Federation.

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