

Junee Prime Lamb

WINS 2022 WORLDSTAR PACKAGING THAT SAVES FOOD SPECIAL AWARD



★ 2022 WORLDSTAR
PACKAGING THAT SAVES FOOD
SPECIAL AWARD ★
BRONZE WINNER



Junee Prime Lamb Junee Prime Lamb & SEE

KEY FEATURES

- ★ Meat contributes 20% of the carbon footprint in landfill
- ★ No more leaking packs
- ★ No more food & water waste due to leaks
- ★ Withstand rigours of storage & transport
- ★ Packaging ratio is improved
- ★ Australasian Recycling Label (ARL compliant)
- ★ Vacuum, shrink barrier bags increase shelf life to 90 days
- ★ Ideal for export market
- ★ Tear puncture, tear and abrasion resistant design
- ★ High oxygen barrier properties
- ★ Built-in bone guard protection in areas that need it the most
- ★ Bone Guard can be purposefully positioned in bag



Family owned and operated since 1997, Junee Prime Lamb has quickly grown to become one of the leading producers of premium quality Australian lamb. From humble beginnings processing lamb, beef and pork for local customers, they now specialise exclusively in prime Australian lamb and supply to many parts of the world.



SEE partners with its customers to solve their most pressing resource challenges by delivering new solutions derived from its unmatched industry knowledge and expertise. These solutions create a more efficient, secure and less wasteful global food supply chain and enhance e-commerce through fulfillment and packaging solutions to protect the worldwide movement of goods.



AUSTRALIA

REGIONAL AWARDS PROGRAM



COORDINATED BY



Junee Prime Lamb

When considering your services and products within the supply chain through to the end consumer, what is your organisation's understanding of food loss & waste?

Alan Adams, Sustainability Director - APAC region, SEE says, *"Food loss is where we are unable to get it into the supply chain and into a format where it's capable of being consumed. While food waste is edible product we have gotten into the supply chain that is lost. Food that is wasted somewhere along the way, either through the supply chain or in people's homes. In this particular case the definition's really important because food loss would be about meat on the carcass that we are unable to recover, that is just lost. But once we get it off the carcass and put it into a shrink bag and put it into the supply chain and it gets damaged along the way that is waste."*

What prompted your organisation to consider packaging design or redesign that aims to minimise food loss & waste?

Cost and food waste. Every time a pack fails, it is a cost to the supply chain and a cost to the business, and our planet.

What was the packaging like before the new design?

It was a single structure vacuum shrink bag, so a vacuum shrink bag with a consistent thickness.

When thinking about developing your award-winning packaging, what was the design considerations for minimising food loss & waste and why?

This was about understanding where the damage occurs and coming up with the design that could provide the robustness to stop that damage occurring during the supply chain.

Are these considerations implemented in your NPD process every single time?

SEE audits supply chains and looks for opportunities to root out and eliminate food waste anywhere along the supply chain. Ideally, they would have no reworks, no repacks and no products lost due to punctures or failures on the pack.



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Do you measure the impact in your product packaging design has on food loss & waste levels?

Absolutely every lost pack is accounted for and there is a chargeback and reporting program for it. There is a very clear focus on the loss rates.

What do you believe is the most successful outcome/benefit from this design?

Direct impact on reducing food waste and cost within the supply chain.

Is Save Food Packaging design comparatively more expensive than standard packaging? If so, could you estimate in percentage how much more?

It is true to say that the packaging was more expensive. Bag for bag, it was a more expensive bag. However that is a tiny cost in relation to losing your whole cuts of meat along the supply chain.

“Anyone who has bought meat in the supermarket recently will understand that meat is so valuable and we cannot afford to have whole cuts of meat lost because of a problem in the supply chain. We need to do it right at the start through the packaging.”

As an award winner and a best practice leader, would you recommend/promote to other organisations the Save Food Packaging design benefits? If so, what would these be?

Yes. Do not accept any level of waste in the supply chain. It can be attacked, it can be solved, and it should be.





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What does winning global WorldStar Packaging Award mean to you and your team?

“It’s hard not to get excited about. It celebrates the strength of partnerships, it celebrates great outcomes and it inspires the industry to continue making changes that make our planet better than we find it.” says Alan Adams, Sustainability Director - APAC region, SEE.



WorldStar Packaging Awards

Owned & Operated by the World Packaging Organisation the WorldStar Packaging Awards is the pre-eminent awards program in the world.

Only packaging that has won recognition in a recognised national or regional competition, either in the present year or the previous year is eligible to apply for WorldStar Competition. Currently, 73 competitions from 39 countries and regions are recognised by WPO as qualifying for entry to the WorldStar Packaging Awards program.

There are 18 General award categories and 5 special awards including Accessible Packaging Design, Marketing, Sustainable Packaging Design, Packaging that Saves Food and the President’s Award.

WorldStar Special Award - Save Food

The **Save Food Packaging Design Special Award** is designed to recognise companies that are working to minimise or prevent food waste from paddock to plate using innovative and intuitive design features that can contain & protect, preserve and extend shelf life; all the while meeting global sustainable packaging targets.

www.worldstar.org

About The World Packaging Organisation

The World Packaging Organisation is a non-profit, non-governmental, international federation of national packaging institutes and associations, regional packaging federations and other interested parties including corporations and trade associations.

www.worldpackaging.org



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