

# The Grocer

The Green Issue 2020

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## **Feature 1: Green packaging targets by Emma Weinbren (emma.weinbren@wrbm.com)**

A host of brands have set targets on the recyclability and sustainability of their packaging. In fact, failing to have a plan to make your product more environmentally friendly is seen as a serious omission. But the nature and challenges involved in these targets vary widely within different food and drink categories. Crisp packets, for example, are still a notoriously tricky area. Water bottles are easier to make recyclable, but there are questions over the availability of recycled plastic. Then there are areas that have attracted a number of commitments, such as pouches. So what are the leading brands in fmcg doing? How onerous are their targets? How will they make these a reality? What will happen if they don't meet those targets?

## **Feature 2: The future of environmentally friendly transport by George Nott (George.nott@wrbm.com)**

Several supermarkets and suppliers are launching more environmentally sound vehicles. In some cases, existing models are being refined to find greater fuel efficiencies, in other more radical ideas are being put to the test like lorries that run on natural gas. There's also a slew of electric alternatives on trial.

What's driving the effort towards less environmentally harmful vehicles? And are they having an impact?

What impact will the rise of online deliveries have on the environment? The WEF has warned if trends continue our roads could be clogged with pollution emitting delivery vehicles within years. And are more radical ideas needed (for example, cargo tube system Magway)? Perhaps a return to more traditional means of delivery like milkrounds? Or rail is more beneficial?

## **Feature 3: How has Covid impacted on food waste efforts? By Ian Quinn (ian.quinn@wrbm.com)**

Food waste has remained top of mind during the Covid-19 crisis, as more people rely on surplus food than ever before. Supermarkets and suppliers have rallied around to ensure donations continue, and momentum is lost.

Now we will have a full report on their efforts. In September Wrap and IGD release an update to their Food Waste Roadmap Report – which sees scores of food businesses report on their progress to Target, Measure and Act on the issue. The Champions 12.3 UN meeting on food waste in September also promises to reveal more about how things are advancing.

So is progress still being made? Has momentum continued at the same level amid the disruption of coronavirus? Are more companies committing to the cause, or are other priorities coming first? And will the government need to do more to ensure targets and needs are met?