

# Green Packy Awards

## Responsible Packaging Achievement

### P R E S S   R E L E A S E

#### **Initial Responsible Packaging Awards Announced**

**March 11, 2010 Natural Products Expo West, Anaheim, CA**

(<http://www.sustainablebizness.com/RespPkgAwards2010.pdf>)

The Responsible Packaging Awards are based on the Responsible Packaging Guidelines for the Organic Industry. (<http://www.sustainablebizness.com/10JanPkgGuidelines.pdf>) This has been a collaboration headed by Whole Foods Markets Green Mission's Responsible Packaging Forum over the past 4 years at both Natural Products Expos West and East. United Natural Foods Inc. and the Food Trade Sustainability Leadership Association have been key co-sponsors to this process.

There are 19 brand-owners award winners for the initial set of acknowledgments. (See Award Recipients) A brand may also be acknowledged in the future for either raising the bar further or for yet another attribute achieved. The next round of acknowledgments will occur at Expo East in Boston.

#### **The individual award is referred to as "A Green Packy".**

Why are we doing this? With the proliferation of "green, sustainable, responsible, degradable, bio-based, etc" packaging claims in tandem with the emergence of multiple packaging scorecards/metrics schemes it is time for the organic industry to put a stake in the ground to clearly define a shared vision for packaging responsibility in our industry. We must clearly define the "high bar" of principles and develop congruent metrics that will enable us to assess our progress towards that high bar.

We feel that the guidelines the grocery industry has developed thus far are a starting place, but these systems remain mostly focused on guiding manufacturers in how to do "less bad" with the packaging they send out the door, rather than providing guidance on how we can arrive at truly sustainable packaging that is in alignment with the whole-systems principles of organic, cradle to cradle, The Natural Step, zero waste, precautionary principle, and fair trade.

#### **Responsible Packaging Guidelines' Three Legs:**

There are three legs to the dialogue concerning responsible packaging:

1. Transparency of content and process in determining these guidelines, and which materials and inputs are preferred.
2. Extended Producer Responsibility (EPR) - a strategy designed to promote the integration of environmental and social costs associated with products throughout their life cycles into the market price of the products.
3. Ecological Principles drive the definition of "what is" either recyclable as a technical nutrient in manufacturing cycles, or compostable as a biological nutrient in nature.

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