



Judging Criteria

AmeriStar judges will score each criteria listed within each section below on a scale of 1-5. 5= strongly agree, 1=strongly disagree.

Innovation

- The package demonstrates an application of a “new idea”.
- The package demonstrates a creative use of existing ideas.
- The package makes use of new design, material or technique.
- The design successfully transfers packaging principles from other industries.
- The package reflects important new marketing strategies.
- The package reflects new manufacturing advances.

Product Protection

- The package successfully protects the biological, chemical and/or physical integrity of the product.
- The original product protection requirements, as specified, are sufficiently addressed by this package design.
- The testing specified sufficiently addresses the need for protection for this application.
- The package successfully meets the test requirements expressed (evidence shown)

Economics

- The package addresses a specific economic concern.
- The package design results in cost savings. Cost savings may be demonstrated by any or all of the following:
 - *Distribution Improvements*
 - *Damage Reduction*
 - *Packing/Processing Efficiencies*
 - *Machinability*
 - *Material Standardization*
 - *Labor Costs*
 - *Warehousing/Storage costs*
 - *Material Costs*
- This design addresses the package’s life cycle, as demonstrated by any/all of the following:
 - *Reusability*
 - *Recyclability*
 - *Material Reduction*
 - *Improved Material Strength*
 - *Density Improvements*



Package Performance

- The package is easily filled, opened, dispensed, reclosed, stored.
- It can be run on existing packaging machinery.
- It is easily integrated into the existing distribution system.
- The package offers significant new benefits in handling, storage and warehousing.

Marketing

- The structural design contributes to product image or shelf impact.
- The package design improves or contributes to acceptance of the product.
- The package's marketing appeal has been significantly improved by the redesign

Environmental Impact

- The package successfully addresses current and appropriate environmental concerns.
- The package design has eliminated, avoided or reduced unnecessary materials.
- Design consideration includes reusable and/or recyclable materials/systems where available.
- The package uses recycled materials where possible.
- The design has considered end-of-life scenarios for the package.
- The design minimizes the potential negative effects the package and its components will have on the environment.
- The design has undergone a life cycle review—"cradle to grave."



Judging Criteria - Packaging That Saves Food Awards

The AmeriStar judges will consider the following criteria in assessing the entries:

1. Relative to a replaced package design or a competitor's package design, what is the percentage reduction in food waste associated with the new design?
2. How well has the food waste reduction design been communicated via the packaging?
3. How well has the food waste reduction design been communicated via other means, e.g., media and promotions?
4. How easy is it to apply the design feature and minimize food waste?
5. Are there increased positive environmental impacts of the package design due to the new design aspects?

ADDITIONAL JUDGING CRITERIA

- Food waste needs to be included in package design and Life Cycle Assessments (LCA) of packaging systems, which need to be broadened to include food production and food waste.
- The judges are not wanting to see competing elements, e.g., packages moving away from a recyclable packaging format through to a non-recyclable format.
- It is important that the application shows, through images and explanation and, if possible, package samples, how a packaging system/format has been modified to minimize food waste. Where possible, it should demonstrate extended shelf life (with before and after examples).
- The company entering the package needs to be able to identify particular aspects, functions and features of the packaging system/format/materials that enable food waste to be minimized. The judges will not consider entries in which the change/innovation is not clearly explained.
- There also needs to be a balance of the food-to-packaging ratio—it has to be fit for purpose—but at the same time the packaging innovation should not be encouraging significant increases in package material use. It is important to achieve and show a balance of minimizing packaging material with minimizing food waste and also extending shelf life, where possible.
- Each award category is established around “packaging design that minimizes food waste and extends shelf life.” In other words, the award is not focused on a company redirecting its food waste from landfill to composting or animal feed. While this is a positive change, it is not the focus of the AmeriStar Save Food Packaging Awards.