

PACKAGING THAT SAVES FOOD AWARDS **NEW**
AWARDS PROGRAM

The Institute of Packaging Professionals, in support of Messe Düsseldorf and the Food and Agriculture Organization of the United Nations' (FAO) global [Packaging that Saves Food initiative](#), has established the Packaging that Saves Food Awards for North America as a new category of IoPP's AmeriStar Packaging Awards competition. The awards also support the World Packaging Organisation's (WPO) effort to bring attention to the role packaging can play in minimizing food loss and food waste.

The Save Food Packaging Awards will launch with the 2017 AmeriStar competition, and they recognize companies that are developing innovative and sustainable packaging that minimizes food losses and food waste, extends shelf life and improves the supply of food.

Why the Packaging that Saves Food Awards? According to the World Packaging Organisation, one-third of all food is either wasted or lost—an amount that would be enough to meet global food needs. A growing world population needs sufficient food. More than 840 million people are starving today, including in the U.S. To feed them adequately, food production under the existing conditions needs to increase significantly. This would require more arable land, water consumption, animal feed and fertilizers, and have significant adverse effects on the environment.

Curbing and minimizing food loss and waste can considerably limit the scope of additional resource requirements because a quarter of the food that is currently lost and wasted already would be sufficient to feed the starving world population. About 1.3 billion tons of food is thrown away each year, either because it spoils due to incorrect storage or in appropriate methods, or because it no longer meets the standards of the trade and consumers. Furthermore, a lot of food is not eaten because, for example, consumers purchase quantities that are too large.

In developed countries such as the U.S., food waste tends to move up the distribution chain to the retail and consumption levels, and food is likely to be thrown away when still edible.

FAO studies on the scale and reasons for food loss in different regions of the world highlighted **the role of packaging in preventing such loss in order to gain further understanding on how to secure a global resource-conserving food supply**. An essential element is the use of expertise from the packaging and process industry. Efficient logistics are the key to minimizing food loss effectively on route to trade and consumers. This includes state-of-the-art processing methods, as well as intelligent packaging systems that ensure comprehensive protection.

Possible packaging solutions:

- Appropriate packaging
- Appropriate materials
- Modern packaging, such as active and intelligent packaging
- Portion-sized packaging
- Reclosable packaging
- Convenient packaging
- Hygienic processing and packaging

IoPP's Packaging that Saves Food Awards Program

In support of the Packaging that Saves Food initiative and the WPO, IoPP's AmeriStar Awards program now includes special professional and student awards for Packaging that Saves Food. One professional award each will be awarded in the areas of agriculture, foodservice and retail (primary packaging). In addition, the Student AmeriStar Awards program will honor one entry that best meets any or all of the

judging criteria.

The winners will go on to compete in WPO's WorldStar Awards program, and be on display for international recognition at WPO's "Save Food" exhibition at Interpack 2017 next May in Dusseldorf, Germany.

ARE YOU UP FOR THE CHALLENGE?

AMERISTAR ENTRIES WILL BE ACCEPTED BETWEEN DEC. 5, 2016 AND MARCH 10, 2017. JUDGING WILL TAKE PLACE IN APRIL 2017.

What are potential candidates for the AmeriStar Packaging that Saves Food Awards?

Opportunities for packaging design to reduce or eliminate food waste can include:

- Better facilitation or communication around

portioning

- Expiration date/best-before extension or better

clarification • Leftover storage solutions

The application may highlight a wide range of design factors that have helped to prevent food waste, including:

- Mechanical protection
- Physical and chemical protection
- Resealability
- Easy to open, grip, dose and empty
- Contains the correct product quantity and serving

size • Food safety/freshness information

- Expiration date and best-before information
- Information on storage options
- Labeling

Questions? Please contact info@iopp.org.