

Packaging

We commit to deliver outstanding food packaging solutions that elevate food safety and reduce food waste and carbon footprint through innovation and the best available technology.

Food packaging is an area attracting increasing stakeholder interest, and in 2022, we committed to a new Group Packaging Strategy with clear targets in five areas: reduction, recyclable materials, recycled content, responsibility certified sourced fiber materials and phasing out hard-to-recycle materials. The strategy covers packaging across our value chain and all packaging categories from plastic to metal and paper-based materials.

To meet our targets, we will partner up with relevant suppliers in the development phase to co-create new packaging solutions and material compositions.

We have established a Packaging Committee tasked with securing resources to effectively implement the strategy, signing off on major initiatives and reviewing performance.

Our six packaging principles

1. We will not compromise on food safety, shelf life or the quality of our products when implementing new packaging.
2. We will not implement new packaging if it increases the likelihood of food being wasted anywhere in our supply chain by our customers or consumers.
3. We will reduce the amount of packaging materials as well as the complexity of packaging materials in our operations.
4. We want to actively stimulate the reuse of packaging materials and increase the use of recycled materials in our packaging.
5. We aim for recyclability – either circular or spiral – and we will actively increase the amount of recyclable packaging.
6. We want to actively engage with customers and consumers on the importance of food waste prevention, recyclability, and food packaging waste sorting practices.



Read our policies and statements on www.danishcrown.com

- [CSR Policy](#)
- [Everyday life](#)
- [Sustainability Report](#)
- [Supplier Code of Conduct](#)



Targets

To reduce all our packaging by 15% per tonne produced in 2025 relative to 2020/21 and by 30% in 2030.

To ensure that 90% of all our packaging materials are recyclable by 2025 and 100% are recyclable by 2030.

To ensure that 40% of all packaging materials are made from post-consumer recycled content in 2025, increasing to 60% by 2030.

To use 100% responsibility certified fiber packaging materials by 2025

To phase out hard-to-recycle materials by 2025.

Sustainable Development Goals

We support target 12 Responsible consumption and production. Food production and society's consumption patterns place a strain on natural resources and the environment.

We strive to make efficient use of natural resources, reduce our environmental impact, reduce food waste, and promote sustainable practices and consumption.

Activities in 2022/2023

- Developed Sustainable Packaging Design Guideline to be used in future packaging development.
- Introduced a new third-party Life Cycle Analysis (LCA) tool to be used to calculate the CO2 effect on current and future packaging solutions.
- Improved data on packaging materials to support strategy implementation.

Future activities

- Further implementation of the Packaging Strategy and supporting activities, including development of supplier-driven innovation programme.
- Initiation and execution of several projects across the value chain to reduce packaging volume, increase recyclability and recycled material in our packaging material.
- Further improvement of our packaging master data setup and EPR reporting ability.