



## Saving packaging materials

Plastics are one of the key areas of Alberta's sustainability strategy. Our approach and goals are focused primarily on private label packaging, where we can track all steps along the value chain. Gradually, we are succeeding in reducing plastics and replacing packaging with recyclable alternatives with higher circularity.

We have been working on plastic reduction for several years. We have achieved large savings of hundreds of tonnes of material, especially in the fruit and vegetable range, by 2021, which is our reporting starting point. In 2022, we focused on other categories, especially meat and fish packaging. We have also increased the proportion of recycle in packaging and bottles that allow this, and we have successfully looked at mono-material options that facilitate recycling and contribute to better plastic circularity.



One example of plastic packaging reduction is the product of the private label Česká chuť - Ham from the Bone. The packaging was changed from a foil-covered tray to a 'pouch pack'. This switch has resulted in a 26% saving in plastic. We therefore expect a total saving of 1.5 tonnes of plastic in total sales for 2024.



Old design



New design



Contact

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