

# AUSTRALIAN DAIRY SUSTAINABLE PACKAGING ROADMAP

TO

# 2025



### Roadmap endorsement

The following companies have supported the development of and endorse the objectives described in the Australian Dairy Sustainable Packaging Roadmap 2021 – 2025.

#### ROADMAP DEVELOPER

Developers are the industry businesses and organisations that directly participated in the development of the Roadmap



#### ROADMAP SUPPORTER

Supporters are those who have endorsed and support the objectives and intentions outlined the Roadmap



## EXECUTIVE SUMMARY

The Australian Dairy Packaging Sustainability Roadmap to 2025 (Roadmap) was developed by the Australian Packaging Covenant Organisation (APCO) in consultation with, and input from Australian dairy brands drawn from across the APCO Membership and Dairy Australia's industry-led Sustainable Packaging Working Group.<sup>1</sup>

The Australian dairy industry's Dairy Promise is "to provide nutritious food for a healthier world".<sup>2</sup> In continuing to deliver on this Promise, the industry is committed to achieving ambitious sustainability targets at every stage of the value chain - from the farm to the consumer. These targets are outlined in the *Australian Dairy Industry Council's (ADIC) Dairy Sustainability Framework (ADSF)*.

Dairy manufacturers have already made significant progress on packaging sustainability, in areas such as reducing problematic and unnecessary single-use plastic packaging, designing for recycling at end-of-life and integrating recycled content into packaging, and there is much recent collaborative research driving progress in this space. The Roadmap builds on these achievements, supporting the industry's commitment to the *Australian Packaging Covenant*, the *2025 National*

*Packaging Targets (2025 Targets)*, the *ADIC Dairy Sustainability Framework*, the Australian Government's *National Waste Policy* and corresponding *Action Plan*, and the *National Plastics Plan*.

Through an action-oriented and evidence-based approach, the Roadmap crystallises a range of strategic actions that the dairy industry can voluntarily undertake to contribute to delivery of key national packaging targets and outcomes by 2025. The Roadmap also serves as a collective call to action, identifying external participants in the dairy packaging value chain – packaging manufacturers, plastic suppliers, retailers, waste and recycling companies and consumers – and the role they play in delivering the Roadmap objectives. The Roadmap offers a collaborative framework through which to deliver a more sustainable packaging system for the Australian dairy industry.

## National Packaging Targets

### OUTCOME 1:



**PACKAGING  
DESIGNED  
FOR  
CIRCULARITY**

# 100%

of packaging designed to be reusable, recyclable or compostable by 2025

### OUTCOME 2:



**IMPROVED  
COLLECTION  
& RECYCLING  
SYSTEMS**

# 80%

of supermarket products to be labelled with the ARL by December 2023  
Collection and recycling systems available for all packaging by 2025

### OUTCOME 3:



**EXPANDED  
MARKETS  
FOR USED  
PACKAGING**

# 50%

average post-consumer recycled content across all packaging by 2025

## Strategies

1. Eliminate problematic and unnecessary single-use plastic packaging.
2. Reduce packaging where feasible.
3. Use recycling and recycled content labels.
4. Reduce pigment in milk bottle caps.
5. Design soft plastics for recycling.
6. Introduce more business-to-business (B2B) packaging reuse systems where there is an environmental benefit.
7. Improve packaging data collection.
8. Support recovery systems for household soft plastics.
9. Introduce alternative collection systems for single stream dairy packaging.
10. Label all consumer packaging for recycling or disposal with the Australasian Recycling Label (ARL).
11. Advise consumers on optimal recycling of small items.
12. Support collection and recycling programs for hard-to-recycle packaging.
13. Increase post-consumer recycled content in packaging where safe to do so.
14. Purchase products made from recycled plastics to help build sustainable end markets.
15. Collaborate with supply chain partners to develop food grade recycled resins using advanced recycling technologies.
16. Undertake collaborative R&D to accelerate dairy industry progress in areas of technical complexity.
17. Implement the ARL for recycled content.

## Key Packaging Value Chain Contributors

- Brand Owners / Packaging Technologists
- Packaging Manufacturers / Convertors
- Recyclers / Raw Material Suppliers
- Retailers
- Customers / Consumers
- Brand Owners
- Waste Handlers
- Resource Recovery / Sortation
- Reuse Scheme Operators
- Retailers
- Government – National, State / Territory & Local
- Customers / Consumers
- Brand Owners
- Raw Material / Reprocessors / Recyclers
- Suppliers
- Resource Recovery / Sortation
- Packaging Manufacturers / Convertors
- Customers / Consumers

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Some of the strategic approaches outlined will be achievable by individual manufacturers working in collaboration with their packaging suppliers, while others will require support from groups outside their businesses - packaging suppliers, researchers, governments and recyclers. Circumstances of individual companies vary, and it may not be feasible, or environmentally beneficial, to apply every strategic approach identified in the Roadmap to every single product. Each dairy product has its own supply chain and specific technical, food safety and consumer requirements that will influence packaging design and company decision making.

As an initial step, industry is working together to collect and aggregate more detailed baseline data on dairy packaging to establish an accurate benchmark of current industry performance. This will enable Australian dairy manufacturers to develop more specific and measurable targets in the short term, for objectives such as increased recycled content in certain formats (e.g., milk bottles). Improved data collection will also enable industry to effectively monitor and report on progress against the objectives outlined in the Roadmap.

### COLLECTIVE IMPACT – A call to action

APCO operates under the *Collective Impact Framework* (CIF), a powerful collaborative tool used globally to tackle complex social and environmental challenges (see Figure 1). The CIF provides a structured platform to deliver an inclusive, cross-disciplinary approach to the establishment of a circular economy for packaging in Australia.

Acknowledging the diversity of organisations that comprise the packaging value chain (see Figure 2), APCO's Collective Impact approach seeks to bring together that diversity to consolidate efforts and maximise opportunity to deliver packaging sustainability and meet the 2025 Targets.



Figure 1: Collective impact framework

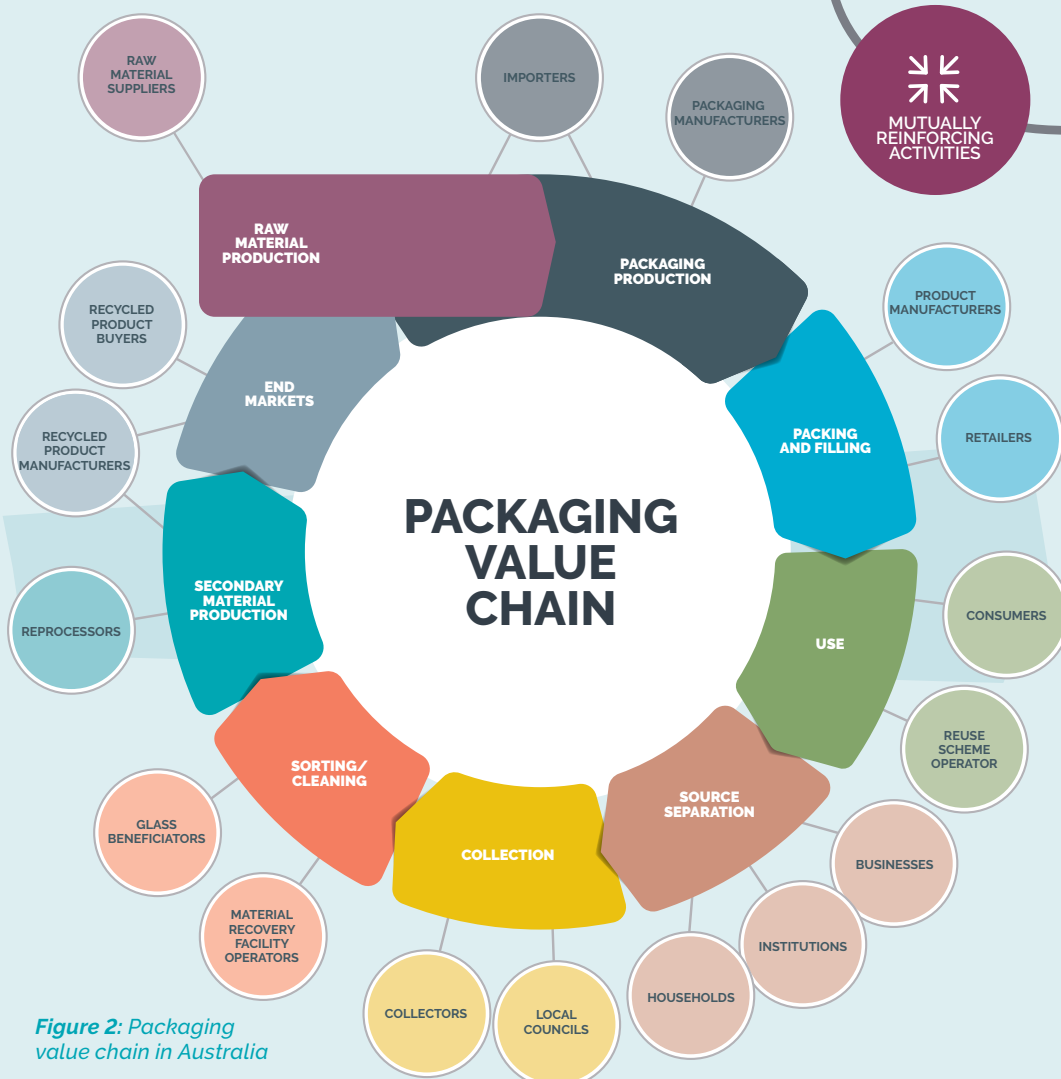
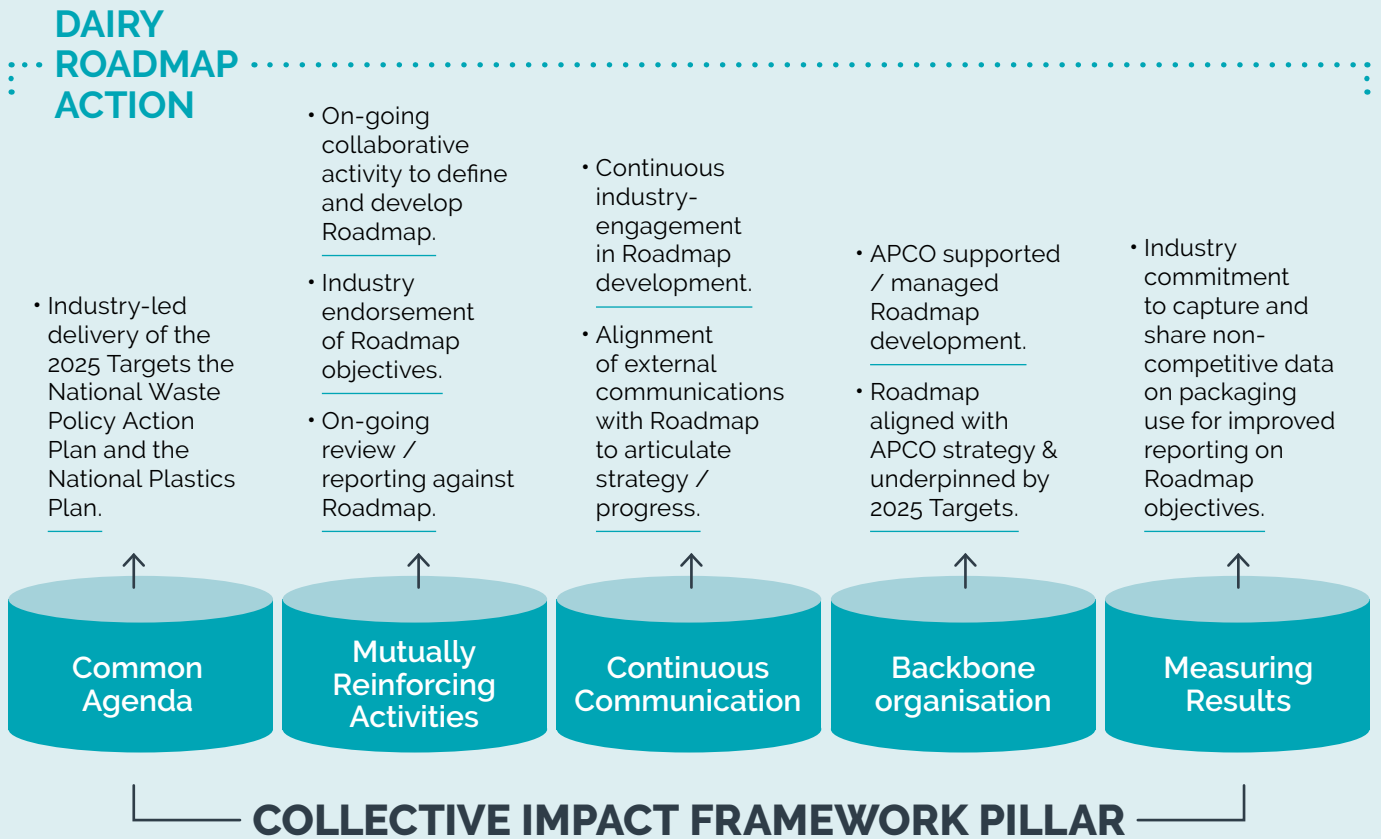


Figure 2: Packaging value chain in Australia

## The Roadmap was developed under the 5 key pillars of collective impact:



Dairy manufacturers are committed to the objectives outlined within this Roadmap, including continuous review of all packaging to identify and implement opportunities for elimination, reduction, reuse, recyclability and increased rates of recycled content. It is, however, recognised that they will not be able to achieve them in isolation.

The success of the industry to achieve their goals will require the support from external stakeholders including:



**Packaging manufacturers and researchers** – to innovate and increase the recyclability of dairy packaging formats.



**Recyclers** – to meet demand for food-grade recycled resins, to allow manufacturers to meet recycled content targets without compromising product quality and safety.



**National, state, territory and local governments** – to provide fit-for-purpose regulatory frameworks, to ensure safety standards and verification of end-to-end resource recovery and recycling systems, through inter alia:

- the *National Environment Protection (Used Packaging Materials) Measure 2011* (NEPM)
- Food Standards Australia and New Zealand (FSANZ)
- Industry-based regulators
- other instruments as required,

to support achievement of the 2025 Targets and ensure appropriate safety standards are in place.



**Consumers** – to make sustainable packaging choices and correctly dispose of dairy packaging at end-of-life.



To contact APCO please visit our website  
[www.apco.org.au](http://www.apco.org.au)

