THE TERRIFYING TRUTH!

Every single minute, plastic waste enough to fill a garbage truck is dumped in the ocean. The plastic waste eventually ends up on beaches and interferes with wildlife and our food supply.

Fish in the ocean accidentally eat this plastic, and it is then transferred up the food chain from small fish to bigger fish, mammals, and eventually to us humans.

PLASTIC WASTE VS. FOOD WASTE

Plastics are versatile materials and they have become a vital part of our daily life, especially in the food industry. The use and production of plastic has exploded the last decades. While the material has many benefits, the way we use them is wasteful. Plastic products, especially packaging, are often designed to be used only once and then thrown away. The consequences of this are harder to ignore.

WHY IS PLASTIC PACKAGING AROUND GREENS NECESSARY?

Fruits and vegetables can contain up to 98% water and plastic wrapping is used to protect and maintain the freshness of the products. For instance, plastic packaging increases the shelf life of a cucumber from 3 to 14 days. Plastic is also used to protect the greens from other external factors such as light, temperature, oxygen, microorganisms, humidity, and for food safety.

Food waste has been identified as the biggest climate crisis and according to Friends of the Earth we waste about 1/3 of all food produced.

The food industry must find a balance between necessary plastic wrapping and food waste. We must identify ways of reducing unnecessary food wrapping, without increasing food waste. This is a collective responsibility between all parts of the value chain, from producers and suppliers to consumers.

- Society today is built on a **linear plastic system** that is based on production off of disposable plastic products. This way of utilizing resources is not sustainable in the long run and has created large amounts of plastic waste that ends up as waste in the nature.
- **A circular model** is built on plastic materials that are circulating by utilizing plastic waste as a resource in the production. In this way, the resources can be used many times before the quality of the plastic is impaired. We should circulate all the plastic used to keep it in the economy and out of the environment. This way plastic will never become waste or pollution.

Less than 9% of all plastic gets recycled.

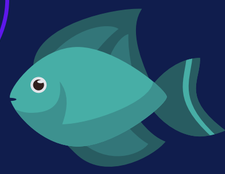
Every bit of plastic ever made still exists.

We have a PLASTIC PROBLEM!

How can we help you?

Yeah! A circular system is the main solution! Every part in the value chain must take responsibility - just hear us out!

Reduce and reuse plastic wrapping on fruits and vegetables!



Every year, 8 million tons of plastic ends up in the oceans.

PRODUCERS & SUPPLIERS

Producers must work on optimizing their plastic food wrapping by:

- Eliminating unnecessary plastic wrapping through redesign and innovation.
- Looking at sustainable alternatives to plastic wrapping.
- Ensuring that plastics we do need are reusable and recyclable. Participating in research projects to develop new plastic packaging that is designed for reusing and recycling can help them achieve this.
- Contributing to develop systems that include the collecting and sorting of plastics and then the rebuilding of a material that is reintroduced.

Suppliers must:

- Offer alternatives to plastic bags, like paper bags or reusable fruit bags.
- Provide information on how to recycle the packaging.
- Mark their packaging properly for sorting.
- Use their influence on producers and consumers.

CONSUMERS

Everyone can do something to reduce the amount of plastic that enters the ocean.

- Stop buying products with unnecessary food wrapping.
- Support organizations addressing plastic pollution.
- Reduce your use of single use products.
- Bring your own reusable carry net.
- Spread the word.
- Recycle properly.