

## Packaging watercress for a more **sustainable food system**

**Your carbon footprint** is the total volume of greenhouse gas emissions caused by your day-to-day activities.

These gases include **carbon dioxide (CO<sub>2</sub>)**, emissions which are one of the leading causes of climate change.

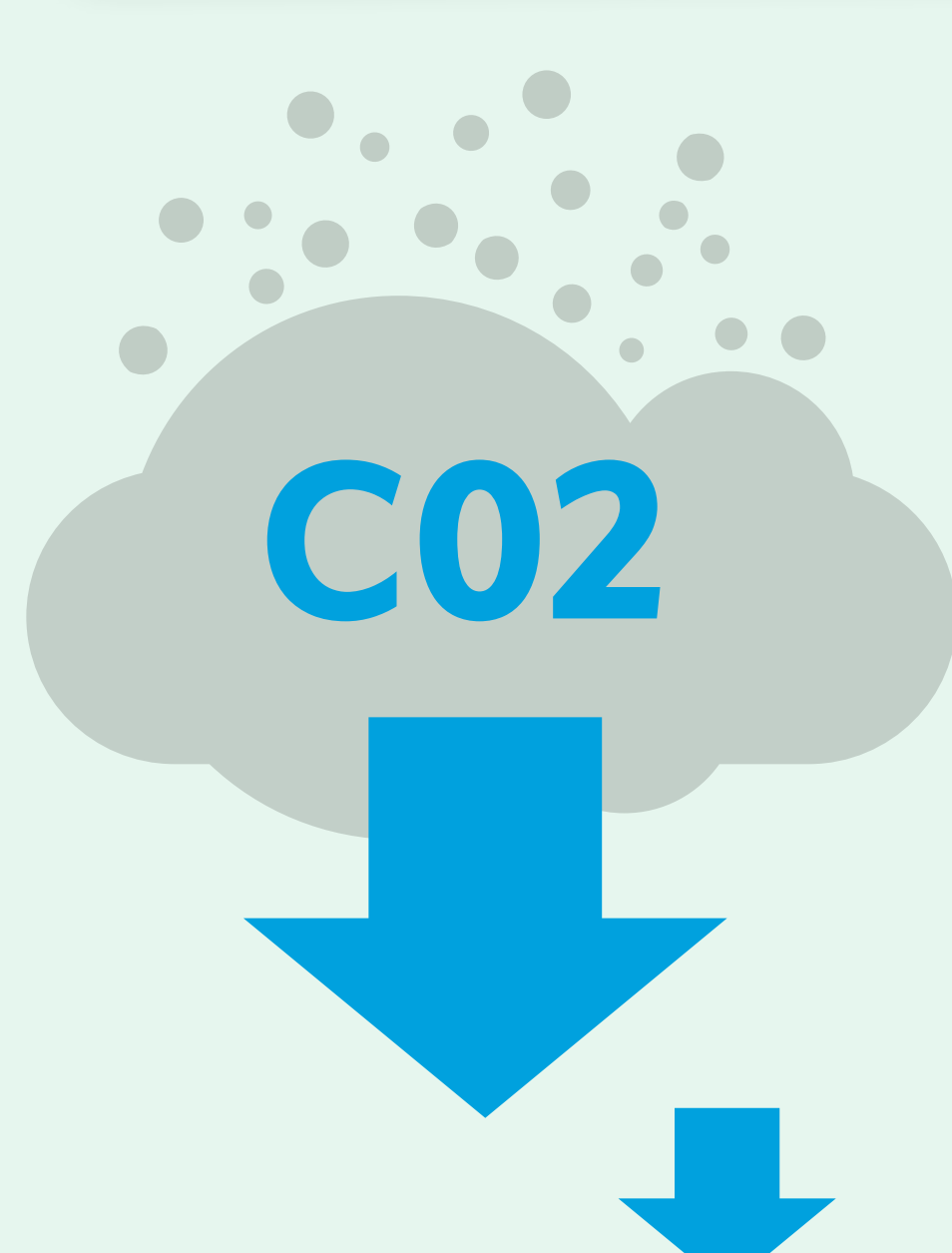
**30%** of your carbon footprint has its roots in the production and distribution of **food**.



And **innovative packaging** has an essential role to play in that, by extending the shelf-life of fresh produce



**Tailored permeability films and bags** protect against touch while simultaneously stabilising the humidity and temperature of the produce<sup>2</sup>



Innovations in packaging are enabling producers and retailers to aid in the fight against food waste and therefore **reduce CO<sub>2</sub> emissions**



oPP-films specifically designed for fresh produce reduce food spoilage and extend shelf-life, while being **lightweight and recyclable**<sup>3</sup>

**BY REDUCING FOOD WASTE, WE CAN CREATE A MORE SUSTAINABLE FOOD SYSTEM.**

**Click here** to learn more about our range of fresh produce packaging

Source: Denkstatt GmbH in cooperation with ARA AG (Austrian packaging recycling association) and further partners from the sectors retail, packaging production and science (Denkstatt 2014).

1. A study by Project Drawdown, a coalition of experts focused on climate change solutions, ranks reducing food waste as the No. 3 action item out of 80 – to the tune of more than 70 gigatons of carbon reduction.

2. Data provided by EMO Eigenmarken GmbH /PfeifferHandelsgruppe.