

# Food Packaging Charter



YOUR M&S

# The Whole Package

Marks & Spencer is passionate about offering a wide range of delicious, nutritious, wholesome and safe foods, and we recognise that packaging plays an important role in helping to deliver that to our customers. However, we also know that in today's society, as more people want to lessen their impact on the environment, they are becoming more aware of packaging. We are committed to responding to this change by applying our three key principles:

- reducing packaging
- maximising recyclability
- using the most sustainable materials available to us

These areas are outlined in more detail in this document.

Our approach to packaging is about achieving the right balance. We want to ensure our products remain protected, hygienic and that additional food waste is not created. At the same time, we want to use packaging from the most sustainable sources, which in turn can be recycled. To us, this means using packaging responsibly.

At the moment, 74% of M&S Food packaging is made from widely recyclable material (April 2008). A further 17% could be, but it depends on the facilities available locally. By 2012, we want over 90% of our packaging to be recyclable across the majority of Local Authorities. Where it isn't possible, we will consider compostable alternatives.

We're also committed to all key materials used in M&S Food packaging – from plastic and glass to tin and aluminium – having some recycled content in them. Where available, we will use recycled material that is sourced in the region where the packaging is made. This will help create a market for consumer waste.

We know we have an important role to play when it comes to addressing packaging issues, but we also want to make it easy for our customers to help cut down on the amount of packaging going to landfill by disposing of it in the right way – the clear, simple labels we have on all our packaging let customers know where and how something can be recycled. We're also working with partners to encourage the development of recycling facilities to make this even easier.

We will continue to take advice from the leading experts and listen to our customers to ensure we deliver our goal of responsible packaging. Also, in the future, as we understand more about the impact packaging can have on climate change, we will use this to help inform our decision making.

## OUR PLAN A COMMITMENTS

We have four key commitments around food packaging as part of our Plan A Waste Pillar:

- We will reduce our non-glass product packaging by 25% by 2012.
- We will use only recyclable or compostable packaging by 2012.
- We will increase the use of sustainable raw materials in our packaging.
- All our packaging will also carry clear and honest labelling to indicate its recyclability.

## THE WAY WE WILL ACHIEVE THIS

With the help of our customers and other external groups, we will identify M&S Food products where there is excessive packaging and optimise the packaging design by reducing the weight, footprint or number of layers that are used.

We'll increase the amount of packaging made from 'widely recyclable' material from 70% to over 90%.

All the cardboard in our packaging will be Forest Stewardship Council (FSC) accredited or where possible we will include a recycled content of over 50% post-consumer waste.

All the plastic in our packaging will have some recycled content, which will reduce the need to use virgin material made from oil, as well as creating a local market for consumer waste.

All the other materials in our packaging (tin, aluminium and glass, for example) will have some recycled content.

There'll be clear, simple labelling on all our packaging letting customers know how to dispose of it responsibly.

We'll have recycling facilities in our cafés and support local recycling schemes in offices to allow customers to dispose of their packaging when eating out of the home. Our partners can then recycle it to use in new packaging.

We are committed to creating new local markets for recycled material, such as PET and HDPE plastics.

## FOOD PACKAGING - THE WHOLE PROCESS

We recognise the importance of packaging throughout the supply chain to transport products from the farm or factory through to the customer's home. Foods need to be protected to ensure safety, freshness and quality. The product packaging is only one part of this picture - as illustrated below - and sometimes minimal or no packaging around the product when it's on the shelf means more packaging in transit.

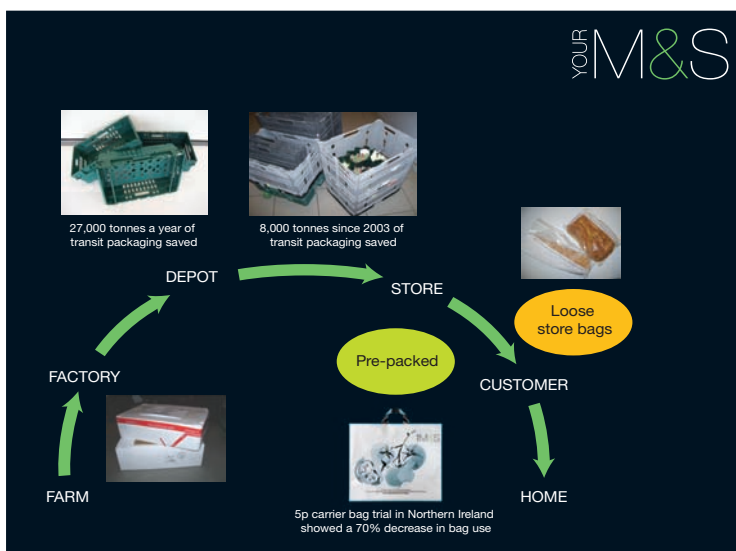


Figure 1

The Total Picture of Packaging Use (April 2008)



# Reduction of Food Packaging

## OUR COMMITMENT IS TO REDUCE OUR NON-GLASS PRODUCT PACKAGING BY 25% BY 2012

We first started to look at how we could reduce our packaging in the late 1960s and tackled our biggest use of packaging - how we transported our product from the farm or factory to the store. We were the first major retailer to launch a returnable tray to replace most of the cardboard boxes in the supply chain. Over 70% of our food is now transported in returnable trays, saving over 27,000 tonnes of cardboard from going to waste each year. We believe this is the highest percentage of product transported in returnable trays of any major food retailer in the UK. We have since extended this approach to how we transport flowers and plants, leading to a further 8,000 tonnes of cardboard saved since launch in 2003.

However, we are now ensuring we only use an appropriate level of packaging across all M&S Food products. We have three main commitments for our packaging reduction:

### WORK WITH EXTERNAL PARTIES

Our first commitment was to look at our whole range of food packaging with customer groups and external stakeholders such as the Women's Institute and the government agency, the Waste & Resources Action Programme (WRAP). From this we were able to determine which current products were excessively packaged. We completed this review by May 2008 and will phase out accordingly.

### ACHIEVE THE RIGHT BALANCE

We have set ourselves a clear target to reduce our non-glass packaging by 25% by 2012. As we achieve this, we will take customers' priorities into account whilst also addressing the heaviest areas by weight. Fig. 2 demonstrates customers' perceptions versus the actual tonnage of packaging used.



Figure 2

Customer perception of packaging versus actual tonnage used (December 2007)

# Recyclability of Food Packaging

## OUR COMMITMENT IS TO MAKE ALL OUR PACKAGING EITHER RECYCLABLE OR COMPOSTABLE

It would be relatively straightforward to reduce all our packaging to the lightest material. However, this might not have the best environmental or quality impact for that product. For example, the lightest material might make the pack non-recyclable. We will always think through the options to make considered decisions.

In June 2008 74% (by weight) of our packs can be widely recycled\*, a further 17% are recyclable 'where facilities exist' leaving less than 10% that is currently not recyclable.

## WORK WITH EXTERNAL PARTIES

To enable our customer to recycle packaging requires a national infrastructure covering a wide range of packaging materials. That is why we are working with Local Government, National Government and other organisations. For example, we have supported Tetrapak to drive the provision of collection facilities for liquid cartons across the UK from less than 20% of local authorities in April 2007 to 70% by September of the same year. The move was backed by the Local Government Association, who commented "If we are to make further step changes in increasing the proportion of waste which is recycled, we need concerted action by all parts of the producer-retailer-disposer chain. A good example of this approach is the recent work led by M&S to encourage Tetrapak to increase availability of recycling facilities for the Tetra Packaging format".

We recognise that plastics are particularly complex in terms of recycling and we are therefore committed to simplifying the number of plastics we use. As a first step, we removed all PVC from our food packaging by 1 January 2000. Again, though, we'll balance this reduction programme with maintaining the optimum level of protection and performance, to ensure the quality, safety and freshness of our food and drink.

## DEVELOP THE MARKET

To support the ongoing development of an infrastructure for the collection, sorting and reprocessing of packaging material, we recognise the need for a local market for the recycled material. The use of post-consumer waste is well established for materials such as glass, tin and steel. We also began using recycled board with a minimum of 50% post-consumer waste in 1997 and in 2007 recycled board represented over 12% of our cardboard.

Following an extensive innovation programme with key partners, we were the first major food retailer in the UK to develop a safe system for the use and labelling of recycled materials in our plastics. Not only does this reduce the amount of virgin material sourced from oil in our packaging, but helps to drive a local market for municipal recycling.

\*As defined by WRAP.

Since 2004 we've used 8000 tonnes of recycled PET (rPET) plastic across Produce, Food To Go, Chilled Drinks and Deli products. During 2007/08 63% of our PET packaging contained a minimum of 50% post-consumer waste. We are the first major food retailer to have extended this further to the plastic films on our packs.

The next step in our journey to drive a recycled content in our plastic packaging was to launch in 2007 a 10% recycled content in all our organic milk bottles, made from HDPE. As more recycled material becomes available locally, we are committed to driving this to 50% recycled content across all milk lines.

Our aspiration is to achieve a 50% recycled content across all plastic packaging, as material becomes available.

To support this we have been a key partner in the development of the first reprocessing plant in the UK for the recycling of plastic food-grade material. The plant, operated by Closed Loop in Dagenham opened in 2008 and will truly allow us to 'Close the Loop' by both providing materials into the plant from our operations as well as acting as an outlet for local councils to send plastics from household waste. Through our supply chain, we are also committed to taking one third of the production output to make our packaging.

## OUT OF HOME RECYCLING

Finally, we have also considered packaging discarded outside the home, specifically for our 'Food To Go' offer such as sandwiches and drinks. For our customers who'd like to recycle at work we have partnered with Closed Loop to offer a total collection and recycling service in offices of four cities from April 2008.

We intend to roll this service out across the UK by 2010. This will mean all our Food To Go Packaging will be recyclable (with a few exceptions such as crisp packets, where more complex packaging is needed to maintain the freshness and eating quality). (see figure 3)



## LABELLING WITH RECYCLING INFORMATION

We have worked with the government agency, WRAP, to develop a clear and honest system for labelling all our packs with recycling information. Over 83% (April 2008) of our packaging is labelled with clear icons; the only packs that aren't labelled are either too small, the products have no packaging or the products are harvested seasonally such as wines.

Since this launch, we have joined up with other retailers so that customers will see the same scheme on the back of packs, regardless of where they shop.

SOURCES		DISPOSAL		
SLEEVE	SLEEVE	SLEEVE	TRAY	FILM
50% RECYCLED PAPER	FSC	paper	plastica	plastica
MINIMUM	MIXED SOURCES	WIDELY RECYCLED	CHECK LOCAL RECYCLING	NOT CURRENTLY RECYCLABLE



Figure 3

Out of home recycling of plastic using Closed Loop "system".



# Sustainable Raw Materials

We are committed to increasing the sustainability of key packaging raw materials. We are making more and more packaging from sustainable materials, from well managed sources that can be used again and again.

## FOREST STEWARDSHIP COUNCIL

We are committed to using virgin material that has been sourced from forests accredited by the Forest Stewardship Council (FSC). We were the first major UK retailer to label cardboard packaging with the FSC logo in 2004 and have grown the amount we use so that over 40% of our cardboard has either a recycled content or is labelled with the FSC logo.

## PAPER PULP

Another part of our sustainable materials strategy is our packaging made from paper pulp, which is recyclable or compostable. It's a similar material to traditional egg boxes, which we now use across much of our fruit packaging.

In 2007, we replaced foamed plastic trays across all apple and hard pears and are committed to extending it to all stone fruit and soft pears (with the obvious caveat that the fruit is delivered to the customer in perfect condition).

## BIO-PLASTICS

In addition to growing the amount of recycled content in our plastics to reduce the amount of virgin material sourced from oil, we have also been working with partners to investigate developments in bioplastics. We believe that it is important to understand this area of packaging innovation, however this remains only a niche area of our packaging portfolio.

We are committed to only using feedstocks that are not sourced from food crops and in line with our position on non-GM foods, we've also made sure that we buy only non-GM feedstocks of high amylose maize or corn.

# Plan A.



**Five years.  
Five commitments.  
One world.  
100 things to change.**



**Climate Change.**



**Waste.**



**Sustainable Raw Materials.**



**Fair Partner.**



**Health.**

**Plan A.  
Because there is no Plan B.**

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