

**Subject: How packaging can save food from being wasted?**

The war on waste continues as the latest food waste figures estimate roughly a third of all food produced goes to waste. The UN wants to tackle this and has set an ambitious target to halve per capita global food waste at the retail and consumer level and reduce food losses along production and supply chains by 2030 under its Sustainable Development Goal 12.3.

Food waste has many costs, whether its financial, hunger, or carbon dioxide, the impact of wasted food is significant. A recent Economist article explored the different ways that retailers, producers and suppliers can tackle food waste through improving processes, better forecasting to packaging innovations. In particular the article focuses on packaging and how it can support food waste reductions. Packaging reduces oxidation of the product maintaining freshness for longer which means less food is wasted.

In the article, the [Economist](#) highlights the 300g breast fillet split pack for the ability to keep food fresher for longer, in addition to supporting consumer demand for portion control. Please click on the link below for the full article.

The pre-portioned packaging enables consumers to separate the pack without breaking the all-important seal, keeping food fresher for longer. This is one step towards an exciting reduction in food waste and we are proud that the split pack is getting recognized as part of this cause!

What is your experience of packaging innovations and do you think they can help reduce food waste?