



Media Release

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Designing the future of packaging, food waste and recycling for fresh produce

The Australian Fresh Produce Alliance (AFPA) and the Produce Marketing Association Australia New Zealand (PMA A-NZ) are today hosting a workshop to engage industry on the relationship between sustainable packaging design, food waste and recycling.

The workshop follows research commissioned by the AFPA on the role of packaging for Australian fresh produce, which highlighted the importance of packaging in reducing food waste and increasing product shelf life. The research report, completed by RMIT is available on the [AFPA website](#).

“What the RMIT research highlighted, was the importance of packaging working synergistically with the produce and the supply chain to better manage shelf life and quality, which in turn helps to reduce food waste” said AFPA CEO Michael Rogers.

AFPA members have previously committed to the APCO 2025 target of ensuring all packaging is reusable, recyclable or compostable. As part of this commitment, the AFPA has funded the development and publication of a *Packaging Materials Selector* that today will be made available to the fresh produce industry.

“At today’s workshop we are releasing a *Packaging Materials Selector*. The purpose of this tool is to help the fresh produce industry look at packaging types that match product and supply chain needs while considering end of life requirements” said Mr Rogers.

Presenters at the workshop include Keith Chessell from Sustainable Packaging Design and a panel discussion facilitated by PMA A-NZ CEO Darren Keating featuring Adam Quinlan, National Produce Operations Manager, Woolworths; apple and pear producer Rowan Little, General Manager, Montague; and Michael Rogers, AFPA CEO.

“The AFPA and our members acknowledge that packaging solutions cannot be developed in isolation. All industry stakeholders including manufacturers, growers, recyclers and retailers must work together to better manage sustainable packaging solutions that reduce food waste and enable the delivery of nutritious food to all Australians” said Mr Rogers.

The *Packaging Materials Selector* is available to download [here](#).

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About AFPA - The Australian Fresh Produce Alliance (AFPA) is made up of Australia’s key fresh produce growers and suppliers. AFPA members represent half the industry turnover of the Australian fresh produce (fruit and vegetables) sector - \$4.5 billion of the \$9.1 billion total; 1,000 plus growers through commercial arrangements and more than 15,000 direct employees through peak harvest, and up to 25,000 in the grower network.