



Signatory Name: Goodman Fielder Ltd

The question numbers in this report refer to the numbers in the report template. Not all questions are displayed in this report.

Status: Completed

The content in this APC Annual Report is hereby endorsed by the Chief Executive Officer, or equivalent officer of the organisation.

Yes

5. Industry sector (please select 1 only):

- Brand Owner / Wholesaler / Retailer
- Packaging Manufacturer
- Waste Management
- Other - Commercial Organisation
- Community Group
- Industry Association
- Government
- Raw Material Supplier
- Other:

6. Industry type (please select 1 only):

- Food & Beverage
- Pharmaceutical / Personal Care / Medical
- Hardware
- Homewares
- Communications / Electronics
- Clothing / Footwear / Fashion
- Chemicals / Agriculture
- Fuel
- Large Retailer
- Tobacco
- Shipping Company
- Airline
- Other:

7. Please indicate your organisation's reporting period:

- Financial Year: 1 July 2012 – 30 June 2013
- Calendar Year: 1 January 2013 – 31 December 2013

Goal 1: Design

KPI 1: % of signatories with documented policies and procedures for evaluating and procuring packaging using the SPGs or equivalent.

8. Does your company have documented policies and procedures for evaluating and procuring packaging using the SPGs or equivalent?

Yes No

Provide details of policies and procedures

Projects and new products go through our Accolade system. This includes packaging related questions, and where appropriate SPG reviews, be completed as part of a phased pre approval 'gate' process

9. Of the types of packaging **existing at the beginning of the reporting period**, what percentage had been reviewed using the Sustainable Packaging Guidelines (SPG) by the end of the reporting period?

%

10. Have any new types of packaging been introduced during the reporting period?

Yes No

11. If yes, of the **new types of packaging introduced during the reporting period**, what percentage have been reviewed using the Sustainable Packaging Guidelines (SPG) by the end of the reporting period?

%

12. Please indicate your progress this year towards achieving your annual targets and milestones for KPI 1

	Target: According to your Action Plan, what did you set out to do?	Actual: What did you achieve?
1.	Include SPG assessments in product development and packaging change procedures by 31 December 2011.	Achieved - These are now requested as part of the Accolade process for all new packaging lines being implemented.
2.	To assess Home Ingredient's major packaging categories against the SPGs (expected to cover approx. 70% of GFL's packaging by weight) by 30 June 2015.	On Track - 'flow wrap' flexible and PET reviews were conducted in FY13
3.	Undertake an evaluation of the technical and financial feasibility of reducing bread bag thickness from 23um to 20um. Complete the feasibility assessment and determine if initiative should progress to project proposal by 30th June 2011	The current gauge is worlds best practice for these bags. Trials have indicated a further reduction would not achieve any environmental or economic benefit due to a much higher bag failure rate and associated product loss
4.	Incorporate LCAs into the product development and packaging change procedures, in situations where two or more alternative packaging formats are being considered for an individual product by 31 December 2011	GLF uses the Accolade tool to drive the design and review of new packaging options for the business. It does not formally include LCA's as other factors are designed to eliminate packaging options based on a wide range of factors (functionality, price, recyclability, shelf appeal and the like). To date this has yet to deliver a situation where 2 forms of packaging have 'tied' for progressing to the marketplace, hence requiring an LCA.

13. Describe any constraints or opportunities that affected performance under this KPI

Our grocery packaging includes a wide variety of bottles and jars. This packaging was assessed by a cross functional team to see what, if any, improvements could be made. During FY13 substantial investigations were held on a move from Glass to recycled content PET (rPET) for our bottles and jars. This new packaging will be introduced to the market in FY14 and will result in an annual reduction in packaging of up to 4000 tonnes. In addition it helps provides a marketplace for Australian made, recycled content, food grade PET.

Goal 2: Recycling

KPI 3: % signatories applying on-site recovery systems for used packaging.

14. Do you have on-site recovery systems for recycling used packaging?

- Yes at all facilities/ sites
 Yes at some, but not all facilities/ sites
 No

15. Please indicate your progress this year towards achieving your annual targets and milestones for KPI 3

	Target: According to your Action Plan, what did you set out to do?	Actual: What did you achieve?
1.	To decrease the rate that landfill waste is generated at our Australian manufacturing sites by 20% from 2010 levels by 30th June 2015	After taking divestments into account, by the end of FY13 GF Australia was generating 12% less waste per tonne of production than it was in FY10. Manufacturing issues at a particular site through FY13 caused us to miss our targetted 16% reduction. Taking the anomaly aside and the proposed national waste contract (see elsewhere in report) into account GF still expects to meet it's 20% target
2.	To undertake waste audits at enough sites to cover at least 60% of the waste generated by GFL's Australian manufacturing sites.	Waste consultant audits have been conducted at various sites from 2010 to 2013. The national waste contract will include waste audits being conducted at each GF manufacturing site.
3.	Review packaging waste streams to identify and implement avoidance, reuse and recycling opportunities at the GFL manufacturing facility at Erskine Park. Identify opportunities to reduce waste to landfill by 20% by 30 June 2011	In FY10 Erskine Park generated 26.5 Kg's of waste per tonne of production. In FY11 they generated 15.1 Kg's per tonne of production - a 43% decrease. This focus has continued and in FY13 they produced 11.6 Tonnes of waste per tonne of production

16. Describe any constraints or opportunities that affected performance under this KPI

GF has multiple waste companies servicing our sites. This leads to challenges in obtaining consolidated reporting, minimal leveraging of our overall scale and challenges to standardise good practices across sites. In FY13 a review of our waste services was undertaken and the process to tender for a national service provider commenced. A contract is expected to be awarded by end of FY14 with benefits being realised through FY15 and beyond

KPI 4: Signatories implement formal policy of buying packaging made from recycled products.

17. Does your company have a formal policy of buying packaging made from recycled packaging?

- Yes
 No

Please explain why not

A formal policy around purchasing recycled content packaging is not a current business priority. As the example of rPET shows GFL assess the merits of each packaging format and where possible includes recycled content.

18. Is this policy actively used?

- Yes
 No

19. Please indicate your progress this year towards achieving your annual targets and milestones for KPI 4

	Target: According to your Action Plan, what did you set out to do?	Actual: What did you achieve?
1.	Include a "buy recycled" statement into GFL's Packaging Procurement Policy by 31 December 2011	This target has not been achieved.

20. Describe any constraints or opportunities that affected performance under this KPI

In the food industry currently there are very few sources of recycled content materials which meet all the requirements of packaging. Where GFL can adopt recycled content (rPET) it has invested considerable resources into moving from glass to rPET (with >50% recycled content). These products are due for release into the Australian market in 2014

Goal 3: Product Stewardship

KPI 6: % signatories with formal processes to work collaboratively on packaging design and / or recycling.

21. Does your company have formal processes in place for collaborating with other companies or organisations on improved packaging designs and/or recycling which aims to reduce or eliminate waste?

- Yes No

Provide details of policies and procedures (including names of policies/ procedures)

GFL has Quarterly Business Reviews (QBR) in place with it's major packaging providers. Whilst these largely focus on generic account KPI's they also provide a forum for discussing improvements.

In addition to the formal QBR's we've found that working towards a 'trusted advisor' relationship with a focus on shared value for both organisations provides the best outcomes. An example of this is the supply of our shaker bottles moving from a Sydney to a Melbourne plant to be closer to our manufacturing facility. By focussing on the impacts across our supply chain we achieved reductions in the total mileage travelled by our packaging.

22. Please indicate your progress this year towards achieving your annual targets and milestones for KPI 6

	Target: According to your Action Plan, what did you set out to do?	Actual: What did you achieve?
1.	To ensure that relevant packaging suppliers are involved in SPG assessments	Input from Visy, Amcor and others were included in the SPG reviews conducted
2.	Evaluate specialist software options for improving palletisation and transport efficiencies and acquire and implement the most suitable software package . Selection, acquisition and implementation of a software solution by 30th June 2011	New software for optimising carton design and palletisation efficiency has been introduced to the Baking business.
3.	Identify opportunities to work with manufacturer to standardise colours to reduce ink and improve packaging manufacturing efficiencies. Complete feasibility assessment of moving to a standardised printing process for all new prints by 30th June 2011	The feasibility assessment was completed as scheduled and since that time the entire bakery range now has standardised reduced levels of ink and printing efficiencies

23. Describe any constraints or opportunities that affected performance under this KPI

Opportunity - The launch of Visy's recycled content food grade PET plant enabled GFL to work collaboratively with them on the design, rPET content and multiple technical aspects of switching to a rPET product.

KPI 7: % signatories showing other Product Stewardship outcomes.

24. Please indicate your progress this year towards achieving your annual targets and milestones for KPI 7

	Target: According to your Action Plan, what did you set out to do?	Actual: What did you achieve?
1.	Implement strategies to improve retention rates of reusable packaging (e.g. bread crates and dollies) and achieve a 40% improvement from 2008/2009 levels by 30th June 2015	In 2011 GFL conducted a trial in Western Australia, working with contract drivers, to improve tracking and retention of dollies. No measurable improvement was identified. The restructure in FY12 delayed any next steps pieces of work based on the learnings from the trial. Resource constraints and the national waste service review has meant this project will not be investigated further at this stage. One of the outcomes of appointing a national waste service provider is traction on business waste improvements of our waste streams and on site recycling / retention rates
2.	To use a sustainable packaging consultant to facilitate and document at least one SPG assessment and use the learnings to customise the process and make future SPG assessments as effective as possible by 30th June 2011	This assessment was done and inputs from the process were included in the design of the SPG tool used in FY13 for the review of flow wrap flexible and PET packaging
3.	Work with new packaging supplier to reduce the weight of white wings cartons for four carton sizes. Achieve a 10% reduction in carton weight across the 4 products by 30 June 2011	Achieved an average 12% reduction in carton weight resulting in a reduction of approximately 40 tonnes of packaging per annum

25. Since the beginning of the reporting period, has your company had any other outcomes related to product stewardship?

Yes No

If yes, please give examples of other product stewardship outcomes

Goodman Fielder joined the REDgroup program in Sept 2012. This program collects flexible packaging at instore drop off points and turns them into park benches, bollards, signs etc. We are excited to have participated in a program which means 70% of the population have access to a REDcycle drop off location within 20 kilometres of their homes

26. Describe any constraints or opportunities that affected performance under this KPI

Opportunities - Since the launch of the REDcycle program over 2.6 T of Goodman Fielder packaging was collected in FY13. This equates to over 868,000 bread bags

KPI 8: Reductions in packaging items in the litter stream.

27. Please indicate your progress this year towards achieving your annual targets and milestones for KPI 8

	Target: According to your Action Plan, what did you set out to do?	Actual: What did you achieve?
1.	That GFL's brands do not significantly contribute to the Australian litter stream	Neither the 2013 Clean Up Australia Day report or the 2013 National Litter index indicate that Goodman Fielder products form items specifically attributable to GF products were identified in the litter stream

28. Describe any constraints or opportunities that affected performance under this KPI

All manufacturing sites include Litter as part of their 'land & water contamination' checklists. Identified sources of on site litter are entered into the sites management system and actioned according to the risk rating and resource requirements to address.

Contracts with businesses that collect our waste bread / bread returns include requirements to ensure packaging does not end up as litter and is appropriately disposed of.

Your Experiences

This section lets you share with us any achievements, good news stories and areas of difficulties in making progress against your plan and the Covenant goals and KPIs.

29. Key achievements or good news stories

The ongoing success of the REDGroup flexible plastic recycling program relies on a market for the recovered material. Replas are able to transform the recovered material into a wide range of useful products and GFL have been working closely with Replas to identify opportunities to use their products within our operations.

Erskine Park had recently erected pedestrian barriers at their site and needed to install something to prevent forklifts and pallets from damaging the new barriers. The team found that Replas' recycled plastic "wheel stops" would be perfect for this task and have the added benefit of being yellow all the way through (eliminating the need for repainting). The 32 wheel stops installed represent 352 kilograms of recycled plastic that could otherwise have gone to landfill (which is the weight of nearly 60,000 bread bags).

30. Areas of difficulties in making progress against your plan, Covenant goals or KPIs

Packaging - GFL is a resource lean organisation and these resources have many competing demands on their attention. For FY13 available resources focussed on the rPET work as the primary sustainable packaging initiative.

Amending GFL's action plan requires a substantial amount of resources to design, review and sign off on proposed changes. The pending Federal Legislative changes being discussed in the Packaging Impacts Decision Regulation Impact Statement (PIDRIS) has meant GFL could not justify the allocation of those resources to review it's Action Plan in FY13.

Waste - Difficulty in getting a clear, robust picture of our waste streams, largely due to the multiple suppliers providing the services has been a barrier. Comprehensive reporting and site engagement programs are a feature of the national waste tender document for FY14 which should drive improvements in this space