



## 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: Complete

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 2013 – 30 June 2014
- Calendar Year: 1 January 2014 – 31 December 2014

**8. Please indicate the entire period your accepted APC Action Plan covers (e.g. 2011-2014)**

Start Date:

End Date:

## Goal 1: Design

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

9. 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.

10. 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?

%

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

Yes  No

12. 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

%

13. 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 - currently 50% of GF's packaging by weight and volume has been reviewed.
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 30 <sup>th</sup> 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.

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

The uncertainty stemming from the PIDRIS process, and the subsequent uncertainty regarding the future of the APC has made it difficult to obtain internal stakeholder engagement with longer term packaging strategies.

**Goal 2: Recycling**

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

15. 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

16. 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 FY14 GF Australia was generating 19.29% less waste per tonne of production than it was in FY10. Waste management projects at key bakeries throughout 2014 and 2015 mean we are confident of exceeding our 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.	Taking divestments into account there are 6 sites which generate just over 60% of our waste. Each of these have had a waste audit done in recent years
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.

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

The takeover of the business by First Pacific and Wilmar, and the reassignment of some key procurement resources has meant the proposed national waste service provider project was delayed by nearly 12 months. This work has picked up again in FY15

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

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

- Yes  No

Please explain why not

A formal policy around purchasing recycled content packaging is not a current business priority.

19. Is this policy actively used?

- Yes  No

20. 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.

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

A large safety program is currently underway around traffic management (the separation of people and mobile equipment) at our manufacturing sites. The procurement and site safety facilitators are working with REPLAS to use their recycled flexible plastic materials wherever possible to provide physical separation. This provides the business with the opportunity to not only support collecting materials from customers (via the RED Group program) but also to help create a market for the product.

The only constraint is the lack of compelling business case for including a 'buy recycled' component to the procurement policies.

**Goal 3: Product Stewardship**

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

22. 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.

Extensive preparation for Packaging Innovation workshops with Major Packaging Suppliers Amcor and the PACT group was conducted in Q4 F14. These workshops , to be held in August 2014 will seek to deliver Innovative Packaging solutions for Goodman Fielder consumers and Goodman Fielders Supply Chain. Packaging Sustainability will be an important component of the workshops

23. 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	SPG reviews are initially done with an internal audience and packaging suppliers are included as and when required. For example to respond to a question raised during the internal assessment

2.	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
3.	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.

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

Last year we reported that as part of collaborating with our suppliers we changed the supply of our shaker bottles moving from a Sydney to a Melbourne plant to be closer to our manufacturing facility to achieve reductions in the total mileage travelled by our packaging. We have since begun evaluating recycled content HDPE for those shaker bottles to further improve the overall sustainability of the product (including it's packaging).

**KPI 7: % signatories showing other Product Stewardship outcomes.**

**25. 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.
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

26. 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

All our manufacturing sites in Au & NZ achieved Roundtable on Sustainable Palm Oil (RSPO) supply chain certification in FY14

A comprehensive energy monitoring program for some trial bakeries was commenced. This is providing us with a highly granular level understanding of the energy usage on site and provide direction for business wide efficiency projects.

Goodman Fielder has been an active participant in Office of Environment & Heritages programs including a trial of co-digestion treatment for our trade waste with Sydney Water.

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

We were unable to make full use of some CTIP funding due to a change in trading circumstances and the extended timeframe for the acquisition of the business

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

28. 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 2014 Clean Up Australia Day state reports or the 2013-14 National Litter index indicate that Goodman Fielder related packaging were identified in the litter stream

29. 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.

As our packaging range is not a litter concern it isn't appropriate to assign resources to addressing it. We are aware of the opportunity to participate in Clean Up Australia day (or similar campaigns) however the business prefers to focus on Earth Hour as a business wide, rather than Au specific, environmental program.

## 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.

### 30. Key achievements or good news stories

The Goodman Fielder safety community has a major project underway to improve traffic management (the separation of people and mobile plant) across the business. GF has worked with the procurement teams, site safety facilitators and operations managers to ensure that wherever possible REPLAS products ([www.replas.com.au](http://www.replas.com.au)) are purchased as part of this project.

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

As raised in several discussions with the APC the challenge for GF relates to the need to update its 5 year action plan to improve the currency of the targets balanced against the uncertainty relating to the future of the APC and regulatory / co regulatory framework we will find ourselves in. i.e. how do we justify the resources and time required to develop a formalised multi year packaging action plan when the regulatory requirement for that may no longer exist.