

Responsible Packaging Solutions: Focus on Organic Produce

March 13, 2008

Collaboration between

Whole Foods Green Mission

Tom Wright SustainableBizness.com

Watershed Media

Food Trade Sustainability Leadership Program



**UO Resource Innovations Sustainable Food Systems Program
can assist the trade and individual businesses to design and
implement successful sustainable business models**

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Agenda

8:30 AM Welcome

8:45 AM Searching for Solutions in an Overpackaged World

Daniel Imhoff, Author and Director of Watershed Media

9:15 AM Alternative Materials: Reusable, Compostable, Recyclable

Transport Packaging:

- Reusable containers and pallets
- Fiber box alternatives to waxed boxes

Retail Packaging:

- Alternatives to petroleum based clamshells

Q & A

10:30AM Group Collaboration: Making Waxed Cardboard Obsolete in Organic Produce Industry

12:00 PM Organic Lunch

Group Collaboration: Making Waxed Cardboard Obsolete in the Organic Produce Industry

Questions:

1. What are the features of a sustainable alternative to the waxed cardboard box?
2. Think through the system conditions? (i.e. funding, recovery and reuse loops, changes in laws, changes in retailer behavior and changes in retailer/producer collaboration)
3. What are the impediments to pursuing a sustainable alternative or eliminating packaging?