

Towards sustainable packaging in the bakery industry *Vision paper*

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Fedima, the Federation of European Manufacturers and Suppliers of Ingredients to the Bakery, Confectionery and Patisserie Industries, is committed to creating a favourable policy environment ensuring a sustainable and an innovative bakery industry.

Fedima and its member organisations are operating halfway along the supply chain, between 'farm' and 'fork'. They are at the crossroads between production and consumption of bread and patisserie, and thus well placed to work towards a more sustainable bakery industry by supporting balanced legislation, working towards achieving the United Nations' (UN) Sustainable Development Goals and safeguarding consumers' well-being.

The environmental challenge posed by the growing proliferation of plastics and their hazardous presence in nature is raising serious public concerns and is strongly influencing the direction of our businesses and industry. Packaging has an increasingly essential role to play in preventing food waste and promoting sustainability in response to the undesired pollution it causes.

Sustainable food packaging requires the active involvement of various stakeholders along the supply chain from farm to fork. Fedima is committed to the transition to a circular economy at EU level by:

- (i) reducing packaging where feasible,
- (ii) increasing reuse of packaging materials,
- (iii) using recyclable packaging materials with the goal of increasing recycling rates in packaging within the bakery value chain,
- (iv) calling to action its key stakeholders in packaging material supply, collection, sorting as well as in recycling of emptied packaging.

This goal must come hand in hand with the preservation of the quality and safety of food products at each stage of production and supply.

In this paper, **Fedima outlines a vision for the bakery ingredient industry to achieve sustainable packaging by 2025.** The Federation is also calling on stakeholders in the packaging supply chain, primarily suppliers of packaging materials serving the bakery ingredient sector, to play a proactive and committed role in supporting our businesses to achieve our packaging sustainability goals by 2025.

Fedima's sustainable packaging priorities for 2025 are built around the circular economy concept and cascade into 3 focus points along our supply chain.

Within the bakery ingredients industry, Fedima and its members call for

- ✓ **Plastic buckets:** all plastic buckets used in the industry to be **100% recyclable** in accordance with the [RecyClass definition](#)¹, meaning as bulk material either in polypropylene (PP) or polyethylene (PE).
 - This means that labels and other decorations should be aligned with the RecyClass guidelines. As much as possible, these labels and decorations should not interfere with the recycling process.

- ✓ **Paper bags:** all bulk paper bags used in the industry to be **100% recyclable**, in compliance with the upcoming CEPI guidelines (cf. 4evergreen initiative). Target levels (e.g. min. 95%) may therefore change over time based on newly published guidelines.
More concretely, paper bags containing plastic liners or plastic coatings should be:
 - composed of **minimum 95% of paper**, to allow them to be recycled as paper;
 - or designed with paper and plastic layers which are easy to separate by hand or by equipment in order to allow a separate collection and recycling of both material streams.

- ✓ The development and systematic use of simple and clear guidance for end-users (bakers and consumers) on the disposal of packaging with symbols or logos, most preferably EU-harmonised, on the packaging or label.

This paper concentrates on plastic buckets and paper bags, which are the most used packaging formats and materials of our industry segment. However, with regard to other plastic packaging formats (i.e. flexibles used for preformed or inline formed, filled and sealed applications), Fedima advises the wide use of the [RecyClass guidelines](#) and [Ceflex guidelines](#).

In all scenarios, food quality (shelf life) and food safety compliance are key requirements in the packaging design phase, on which no compromise should be made.

For the packaging value chain, Fedima and its members call for

- ✓ The recognition and acceptance by the bakery ingredient industry **only of packaging suppliers that are actively engaged in the development of reusable or recyclable solutions and are committed to "design for recycling" guidelines** (for example, Ceflex, RecyClass and 4evergreen guidelines)

¹ Plastics must meet four conditions for a product to be considered recyclable:

1. The product must be made with a plastic that is collected for recycling, has market value and/or is supported by a legislatively mandated program.
2. The product must be sorted and aggregated into defined streams for recycling processes.
3. The product can be processed and reclaimed/recycled with commercial recycling processes.
4. The recycled plastic becomes a raw material that is used in the production of new products.

- ✓ The development of circularity through the collection and sorting of food grade packaging by Fedima's stakeholders down the value chain. In particular, **we call on companies active in collection, sorting and recycling to act and harmonise upon the setting up of the waste stream and recycling in our operating field (B2B), as well as bring guidance and stewardship towards our sector.**
- ✓ Supporting and implementing innovations within collection, sorting (cf. HolyGrail 2.0) and recycling (cf. chemical recycling) processes.

To public authorities:

- ✓ **Fedima and its members call for a harmonisation at EU level of recyclability labelling, disposal processes and waste collection.**
- ✓ We call for an increased availability of waste collection, sorting and recycling infrastructure at local level, which would contribute to the increased recycling of paper and corrugated, polypropylene and polyethylene in a B2B and B2C environment and bring it back to a circular economy model for food packaging.
 - In this regard, Fedima supports initiatives put forward by FoodDrinkEurope and the European Union, such as the Circular Economy Action Plan, critically analysing them and proposing actions where possible.

Every actor in the food industry has a role to play in sustainable packaging. Fedima recognises its responsibility on this topic and commits our industry to the ambition of making it a reality. We acknowledge that in order to achieve our vision and to implement effective circularity, a strong collaboration with partners and stakeholders in our industry and beyond is needed. Going forward, our industry and its stakeholders need to proactively embrace sustainability and Fedima is directing its full focus and power towards it.

This ambition should reflect the state of the industry **after 2025** and must serve as a goal and solution to overcome the current challenges that food packaging and its material components pose to the environment. Fedima and its member organisations commit to contribute to this goal by supporting the industry's demands for innovation and sustainability.