

PACKAGING THAT SAVES FOOD
ENTRY GUIDELINES

The AmeriStar Packaging that Saves Food Awards competition will offer three professional awards, in the areas of agriculture, foodservice and retail (primary packaging). One Student AmeriStar award will be offered, covering any aspect of packaging and food waste reduction. Details on each award are provided below.

AGRICULTURE

Packaging systems/format used to contain and distribute fresh produce from farm to wholesale market and/or retail outlet. Entries must demonstrate how their packaging protects the fresh produce and reduces/prevents damage during transit and/or display while also extending shelf life and minimizing food waste. This may be achieved by reducing crushing, enhanced cushioning, enhanced ventilation and avoiding double handling.

FOODSERVICE

Packaging systems/format used to contain and distribute food into foodservice establishments. Entries must demonstrate how their packaging contains, protects and distributes their food product from manufacturing location through to the foodservice establishment, while also extending shelf life and minimizing food waste. This may be achieved through bulk sizing, individual servings, opening and or dispensing features, resealable/recloseable features and improved communication on-pack.

RETAIL (PRIMARY PACKAGING)

Packaging system/format used to contain, protect and distribute food from manufacturer to retail shelf and then through to consumer use (e.g., in household, on-the-go). Entries must demonstrate how their packaging contains, protects and enables consumers to store and use the food item, while also minimizing food waste. This may be achieved through individual servings, bulk sizing, opening and or dispensing features, resealable/recloseable features and improved communication on-pack.

AWARDS CRITERIA

The AmeriStar judges will consider the following criteria in assessing the entries:

1. Relative to a replaced package design or a competitor's package design, what is the percentage reduction in food waste associated with the new design?
2. How well has the food waste reduction design been communicated via the packaging?
3. How well has the food waste reduction design been communicated via other means, e.g., media and promotion?
4. How easy is it to apply the design feature and minimize food waste?
5. How significant are the increased environmental impacts of the package design due to the new design aspects?

ENTRIES WILL BE ACCEPTED BETWEEN DEC. 5, 2016 AND MARCH 10, 2017. JUDGING WILL TAKE PLACE IN APRIL, 2017.

ADDITIONAL ENTRY GUIDELINES

- The package must be commercially now or not later than April 1, 2017.
- Careful consideration needs to be made to ensure the packaging is actually designed to contain, protect,

dispense and reseal.

- Food waste needs to be included in package design and Life Cycle Assessments (LCA) of packaging systems, which need to be broadened to include food production and food waste.
- The judges are not wanting to see competing elements, e.g., packages moving away from a recyclable packaging format through to a non-recyclable format.
- It is important that the application shows, through images and explanation and, if possible, package samples, how a packaging system/format has been modified to minimize food waste. Where possible, it should demonstrate extended shelf life (with before and after examples).
- The company entering the package needs to be able to identify particular aspects, functions and features of the packaging system/format/materials that enable food waste to be minimized. The judges will not consider entries in which the change/innovation is not clearly explained.
- There also needs to be a balance of the food-to-packaging ratio—it has to be fit for purpose—but at the same time, the packaging innovation should not be encouraging significant increases in package material use. It is important to achieve and show a balance of minimizing packaging material with minimizing food waste and also extending shelf life, where possible.
- Each award category is established around “packaging design that minimizes food waste and extends shelf life.” In other words, the award is not focused on a company redirecting its food waste from landfill to composting or animal feed. Although this is a positive change, it is not the focus of the AmeriStar Packaging that Saves Food Awards.

CONDITIONS OF ENTRY

North America packaging design and innovation. All entrants must confirm that their entry has been developed in North America and the packaging/product is commercially available now or will be available by April 1, 2017.

Judging. The Packaging that Saves Food Awards judges are all leading packaging experts. All entrants understand that the judges will hold the final decision on the winners, and that the judges will not discuss their decisions afterward.

Packaging samples. All entrants understand that packaging samples submitted to IoPP become the property of IoPP. Samples will not be returned to the entrant unless the entrant incurs all costs associated with return delivery.

Proprietary information. Should your submission include any proprietary information on your packaging design systems, please mark any relevant information as “private and confidential” so the judges understand that the information provided is for the sole purpose of evaluating the contest entry.

Promotions and marketing. IoPP and the WPO reserve the right to publish details of the winners of the Save Food Packaging Award on websites, in trade magazines and through online media outlets, nationally and internationally, to acknowledge the winners and raise the profile of the award program and also the effort to reduce food waste through packaging.

Winners announcement. IoPP will announce Save Food Packaging Awards winners, along with all other AmeriStar winners, in the spring of 2017.

ENTRY PROCEDURES

Please email to info@iopp.org a 700-word (maximum) overview in Word format on your packaging design system and how it incorporates minimizing food waste. Please also include the following two page-application form as well in your email.

The 700-word overview must include explanations regarding all applicable criteria.

Entry form:

SUBMITTING COMPANY NAME:

MAIN CONTACT NAME:

PHONE: _____ MOBILE: _____

EMAIL: _____

Please ensure that you indicate below the exact company name for the trophy, should your submission be successful:

ENTRY NAME:

PACKAGING TECHNOLOGISTS/DESIGNERS: _____

GRAPHIC DESIGNERS/AGENCIES: _____

BRAND OWNER: _____

PACKAGING SUPPLIERS WHO WERE INVOLVED IN PACKAGING DESIGN: _____

LIST ANY OTHER COMPANIES WHO WERE INVOLVED IN YOUR PACKAGING DESIGN:

PLEASE SELECT THE RELEVANT AWARD CATEGORY

(If the entry fits in to more than one category, please provide details of the role the pack plays in each category.)

▣ **AGRICULTURE.** Packaging systems/format used to contain and distribute fresh produce from farm to wholesale market and/or retail outlet. Entries must demonstrate how their packaging protects the fresh produce and reduces/prevents damage during transit and/or display while also extending shelf life and minimizing food waste. This may be achieved by reducing crushing, enhanced cushioning, enhanced ventilation and avoiding double handling.

▣ **FOOD SERVICES.** Packaging systems/format used to contain and distribute food into foodservice establishments. Entries must demonstrate how their packaging contains, protects and distributes their food product from manufacturing location through to the foodservice establishment, while also extending shelf life and minimizing food waste. This may be achieved through bulk sizing, individual servings, opening and or dispensing features, resealable/recloseable features and improved communication on-pack.

▣ **RETAIL.** Packaging system/format used to contain, protect and distribute food from manufacturer to retail shelf and then through to consumer use (e.g., in household, on-the-go). Entries must demonstrate how their packaging contains, protects and enables consumers to store and use the food item, while also minimizing food waste. This may be achieved through individual servings, bulk sizing, opening and or dispensing features, resealable/recloseable features and improved communication on-pack.

ACCEPTANCE STATEMENT

(Please sign and date the following statement and also include the name, job title and contact details for the primary contact for this entry in case the judges require any further information or clarification.)

▫ We agree that the packaging design submitted has been developed in North America and the packaging/product will be commercially available now or from April 1, 2017.

NAME: _____ TITLE: _____

EMAIL: _____

MOBILE: _____ PHONE: _____

SIGNATURE: _____ DATE: _____
