



5 Year Action Plan

July 2010 – June 2015



waste less, achieve more

Prepared in partnership with Encycle Consulting.

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Site Locations

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Executive Summary

As a signatory to the Australian Packaging Covenant (“**APC**”) Harvey Fresh (1994) Ltd (“**Harvey Fresh**”) is committed to the Covenant’s overall objective of reducing the impact of packaging on the environment. This 5-year action plan sets out how Harvey Fresh will meet the signatory obligations, including measuring and reporting of progress. Harvey Fresh will seek to better understand the impact of Harvey Fresh’s packaging on the environment and implement initiatives that lessen the impact. Harvey Fresh’s role within the packaging supply-chain is as a brand owner. An initial priority will be to obtain base-line data in order to measure and report against Harvey Fresh’s Key Performance Indicators included in this action plan. Over the life-time of this Action Plan and in line with the Covenants objectives, Harvey Fresh will review packaging usage and aim, where possible, to minimise the environmental impact of our packaging.

Rosana Bonavita

Director

Harvey Fresh (1994) Ltd

Harvey Fresh Profile

Harvey Fresh is located 140 kilometres south of Perth in the farming town of Harvey, Western Australia. Harvey Fresh currently employ approximately 230 staff. In 1986 the family owned business "Harvey Fresh" was established on 100 hectares of land in the Harvey farming community. Today it has grown into a large thriving company operating two factories, a juice factory and a dairy factory and more recently in 1999 a winery was established producing premium wines from grapes grown in the Geographe Region of Western Australia. The juice factory produces freshly squeezed fruit juices using locally grown fruits from the South West of Western Australia and also sourcing fruit from 80 hectares of the Company's own orchards. The juice products include fresh juice, long life fruit juice, apple, pear and carrot juice concentrates. The dairy factory located on an adjacent 50 hectare property, produces a range of dairy products. These include fresh milk, flavoured milk, yoghurt, lactose free milk, high calcium milk, long life UHT milk and skim milk. As the business developed, a fruit juice concentrate plant was installed followed by a blow-mould division for the production of the Company's plastic bottles. Harvey Fresh also produces bottled water. The business has continued to grow into a well-known national and international manufacturer of fruit juices and dairy products.

Brands and types of packaging material

Harvey Fresh's main product ranges in Australia are sold under the following brand names:

Juice:

Harvey Fresh

Tempt

Country Fresh

Granny's

Dairy:

Harvey Fresh

Ferguson Valley

South West Milk Company

Extra

Vital

Moolish

Slite

Wine:

Harvey River Bridge Estate

Joseph River

H - On the Fringe

Billy Goat Hill

Scarlet Ridge

Other:

Aqua

COSI

Graci

The following packaging materials are used across Harvey Fresh's product range:

Recyclable:

Cardboard: plain, bleached, inked, sheeting

Plastics: PET, HDPE,

Liquid paper board cartons

Gable top liquid paper board cartons

Paper

Glass: wine bottles

Non-Recyclable:

Polystyrene

Plastics: Strapping, pallet-wrap, bags, caps, cups

Labels

As part of Harvey Fresh's APC commitment, all formats of packaging will be identified and reviewed using the Sustainable Packaging Guidelines (refer to Action Plan).

Action Plan Table

As a company and a brand owner, Harvey Fresh is in a good position to influence the packaging supply-chain of their raw materials and products. A key focus of this action plan is to recognise the importance of long term sustainability and the related environmental and social impacts of Harvey Fresh’s packaging and operations. By implementing this Action Plan, Harvey Fresh will be raising the awareness of the environmental impacts of packaging to their suppliers and customers. Educating and communicating good practice in sustainable packaging to their suppliers, customers and consumers will not only assist in improving waste minimisation and resource recovery, but will also improve production efficiencies and cost-effectiveness within Harvey Fresh.

Goal 1: Design

Optimise packaging to achieve resource efficiency and reduce environmental impact without compromising product quality & safety.

Covenant KPI's	Actions	Responsibility	Baseline data	Target or performance goal	Timeline Or milestones (MM/YY)
KPI 1 Proportion of signatories in the supply chain implementing the Sustainable Packaging Guidelines (SPG) for design or procurement of packaging Target: 70% of Covenant signatories with documented policies and procedures for evaluating and procuring packaging using the SPG or equivalent Target: 70% of Covenant signatories assessing 100% of new packaging and 50% of existing packaging against the guidelines	The Sustainable Packaging Guidelines (SPG) will be adopted for the design and procurement of packaging for each product line (please see appendix 1 & 2 for review template)	Jason Sorgiovanni	SPG currently not implemented	Will endeavour to adopt SPG for the design and procurement of packaging for all new product lines	Prior to procurement of new packaging
				Will endeavour to review the design and procurement of packaging for existing products against SPG	Two existing product lines will be reviewed using the SPG each year - starting July 2011
	Identify all types and formats of existing packaging used	Jason Sorgiovanni	No packaging types or formats currently reviewed against SPG	Identify all forms of packaging used	June 2011
	A packaging procurement policy will be written in line with the SPG	Jason Sorgiovanni	No procurement policy currently exists	To draft a procurement policy that is approved by a Director and implemented by the purchasing department	June 2011
KPI 2 National Recycling Rate for packaging - N/A	N/A	N/A	N/A	N/A	N/A

Goal 2: Recycling

The efficient collection and recycling of packaging.

Covenant KPI's	Actions	Responsibility	Baseline data	Target or performance goal	Timeline Or milestones (MM/YY)
KPI 3 Proportion of signatories with on-site recovery systems for recycling used packaging	Continue on-site cardboard recycling	David Italiano	Recycling facilities for un-salvageable cardboard exists at the main facility	Continue to recycle all waste cardboard. Continue to re-use cardboard packaging where possible	N/A
	Continue on-site plastic re-use and measure the quantity of material re-used each year	David Italiano	Waste plastic from the PET blow moulding process is re-used	Continue to re-use PET blow moulding materials	N/A
	Continue cardboard baling	David Italiano	Cardboard baling is currently being done	Continue cardboard baling	N/A
	Identify forms and quantities of waste / recyclables created from manufacturing and administration operations	David Italiano	None currently	To collate annual baseline data to report against	Annually
	Investigate the option of co-mingled recycling from administration and staff canteen areas	David Italiano	No current co-mingled recycling	Y / N	June 2011
	Establish an internal APC / waste co-ordinator	Jason Sorgiovanni	No current waste co-ordinator	To establish a waste co-ordinator	June 2011
KPI 4 Proportion of signatories with a policy to buy products made from recycled packaging All Covenant signatories will have a formal, documented policy of buying recycled products or materials	Purchase office paper with recycled content for all Head Office and site offices	Jason Sorgiovanni	Office paper currently used does not contain recycled content	Will consider recycled content parameter when reviewing office paper procurement	Prior to review of office supplies procurement
KPI 5 Additional tonnes of material reprocessed in primary and secondary markets as a result of Covenant funded projects	N/A	N/A	N/A	N/A	N/A

Goal 3: Product Stewardship

A demonstrated commitment to product stewardship by the supply chain and other signatories.

Covenant KPI's	Actions	Responsibility	Baseline data	Target or performance goal	Timeline Or milestones (MM/YY)
KPI 6 Proportion of signatories that have formal processes for working with others to improve design and recycling of packaging Target: 70% of Covenant signatories are implementing formal policies and procedures in working with others to improve design, procurement and recovery of packaging	To write a formal policy for working with retailers to recover cardboard boxes for re-use or recycling	Jason Sorgiovanni	No formal policy currently exists	To draft a sustainable supply-chain policy approved by a Director for implementation by the relevant departments	June 2013
	Review pallet configuration and distribution packaging materials and identify opportunities to reduce packaging used	Jason Sorgiovanni	No current baseline data	Were possible will identify and consider opportunities for reducing amount of tertiary packaging used in distribution	One review per year
KPI 7 Proportion of signatories demonstrating other product stewardship outcomes	Investigate the option of using re-usable containers to provide products to retailers and establish a system for retrieving empty containers	Jason Sorgiovanni	Reusable milk crates currently used	N/A	N/A
	Investigate the option of using PACIA's plastic identification codes on plastic packaging	Jason Sorgiovanni	No PACIA codes are currently used	In line with KPI 1 (identifying types and formats of existing packaging used)	Two plastic packaging materials to be reviewed and coded (when viable) each year
KPI 8 Reduction in the number of packaging items in litter	Investigate the option of using other recycling identification codes / logos / labelling on non-plastic packaging (e.g. card, paper)	Jason Sorgiovanni	No codes / logos currently used	In line with KPI 1 (identifying types and formats of existing packaging used)	Two non-plastic packaging materials to be reviewed and coded (when viable) each year
	Include 'do not litter' signage on all products that might be consumed in 'away from home' places	Alicia Sorgiovanni	Signage not currently used in relation to all products	Will endeavour to include signage on new products and will consider including signing on current products	Ongoing

Existing practices and achievements

- Harvey Fresh currently re-use cardboard packaging when it is fit to do so.
- Harvey fresh currently collect cardboard and paper for recycling at the Harvey site.
- Plastic waste from blow-mould bottle production is re-granulated and reused.
- Harvey Fresh re-use Palicons and Eurotainers during distribution of products.
- Harvey Fresh currently recover and re-use milk crates (tertiary packaging) used for distribution.