



*Reducing plastic packaging in seafood
supply chains*

Christina Dixon, Environmental Investigation Agency (EIA) /
Rethink Plastic Alliance

Introduction



Public concern about plastic



Plastic risks in seafood supply chains



- Rising concern about 'ghost gear' and intersection with IUU
- Food security and plastic contamination
- Use of Styrofoam, polystyrene and packing bands used in fishing operations
- High amounts of plastic packaging

The role of grocery retailers

- **From the shelf:** Single-use and non-recyclable packaging and items
- **Through the supply chain:** Branded goods, agriplastics and fisheries
- **Changing behaviour:** Customer, staff and policy engagement



Above: UK plastic in Malaysia



Bottom left: Sperm whale stranded on Spanish shore, 2018



Bottom right: Plastic retrieved from stomach of dead sperm whale, 2018

The role of grocery retailers

Extreme concern

- A quarter of UK consumers 'extremely concerned' about plastic packaging in grocery stores
- 72% think supermarkets are not doing enough

Reduction and refill

- 91% believe supermarkets should reduce packaging
- 86% support move to refillable and reusable packaging
- Over half would choose to shop at a supermarket that doesn't over-package

Impacts being felt

- In a poll of 300 UK small retailers, the majority (54%) had seen sales of plastic packaged goods fall, and a third said consumers are buying more unwrapped goods and bringing their own bags and containers



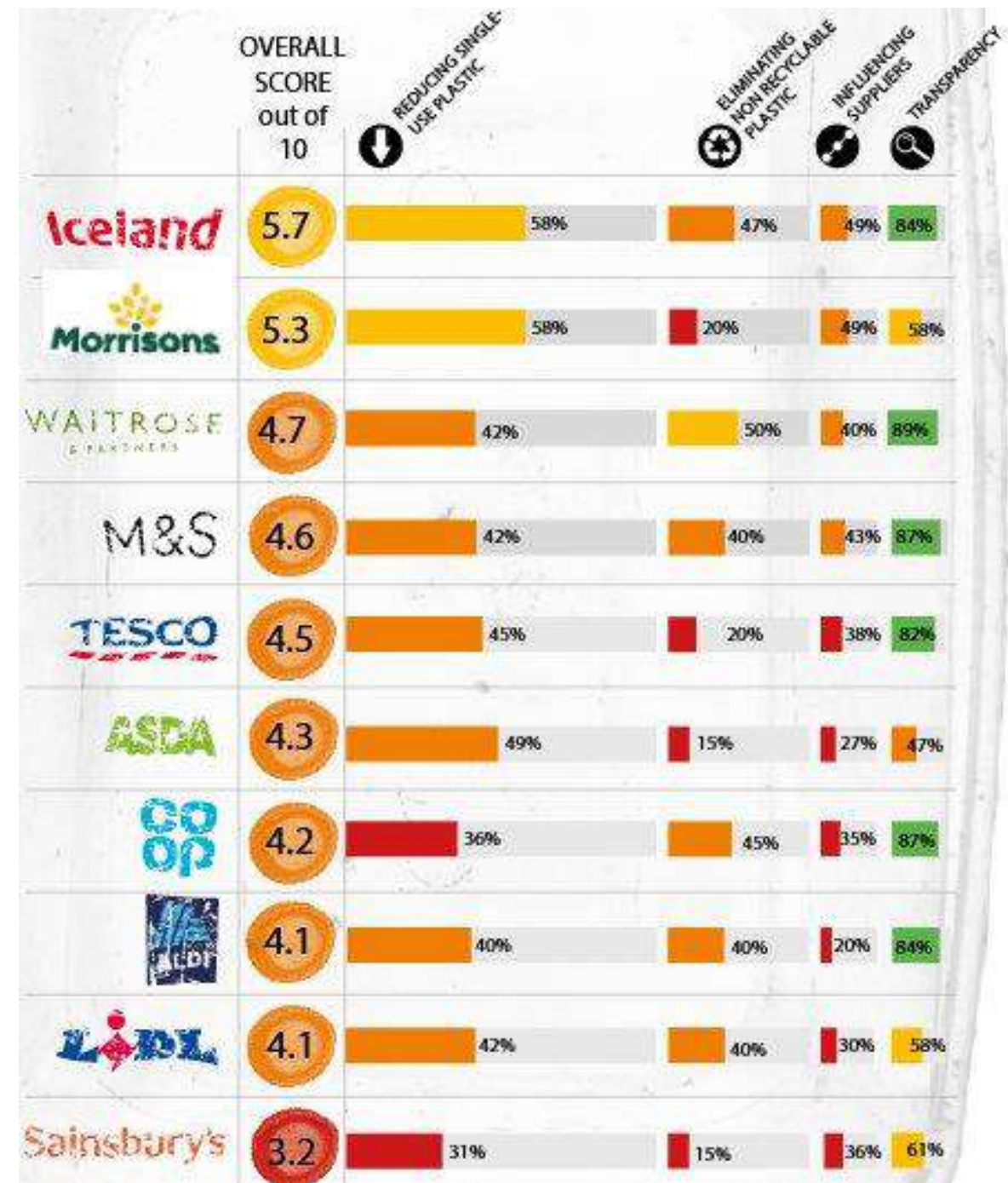
Sources:

- Populus polling undertaken for Greenpeace UK, 2018
- IPSOS MORI, 2018: <https://www.ipsos.com/sites/default/files/inline-images/plastic-what-do.jpg>
- Convenience Store, 2018: <https://www.conveniencestore.co.uk/news/small-retailers-report-sales-drop-in-plastic-packagedproducts/571903.article>

EIA and Greenpeace UK supermarket survey

Key requests for grocery retailers:

- Set year-on-year targets to reduce single-use plastic footprint
- Urgently eliminate unnecessary and non-recyclable plastic packaging by the end of 2019
- Introduce transparency by publishing yearly audits of single-use plastic use



EIA and Greenpeace UK supermarket survey

Some headlines...

- 10 supermarkets use **810,000 tonnes of single use plastic**, billions of bags and over 59 billion single-use items
- 5/10 companies have plastic reduction targets
- Greater focus on recyclability – but a third of plastic still non-recyclable
- All committed to **eliminate non-recyclables by 2025**, with some earlier timelines and commitments to phase out problem plastics
- Fairly positive responses to legislation including deposit return schemes and microbead ban

Company	Reduction target for own brand packaging	Timeframe	% reduction per year
Iceland	100%	2023 (2018 baseline)	20%
M&S*	10% annual reduction	2018-2020	5%
Aldi*	50% (all packaging)	2025 (2015 baseline)	5%
Asda*	10%	2019 (2017 baseline)	5%
Lidl*	20%	2022 (2017 baseline)	4%
Morrisons*	25%	2025 (2018 baseline)	3.57%
Sainsbury's*	50% (all packaging)	2020 (2005 baseline)	3.30%
Tesco*	50% (all packaging)	2025 (2007 baseline)	2.77%
Co-op	0	N/A	N/A
Waitrose*	Not given	2025 (baseline not disclosed)	-

Leveraging opportunities and avoiding risks

Best practices

Calculating our plastic footprint.

We've made a huge effort to really get to grips with the extent of the challenge and to better understand our plastics impact.

For us, this means we first need to understand our packaging in detail - exactly how much we handle in volume but also the type of polymer. To do this, we worked with suppliers to get accurate data for our entire product range and build a comprehensive picture of our plastic footprint.

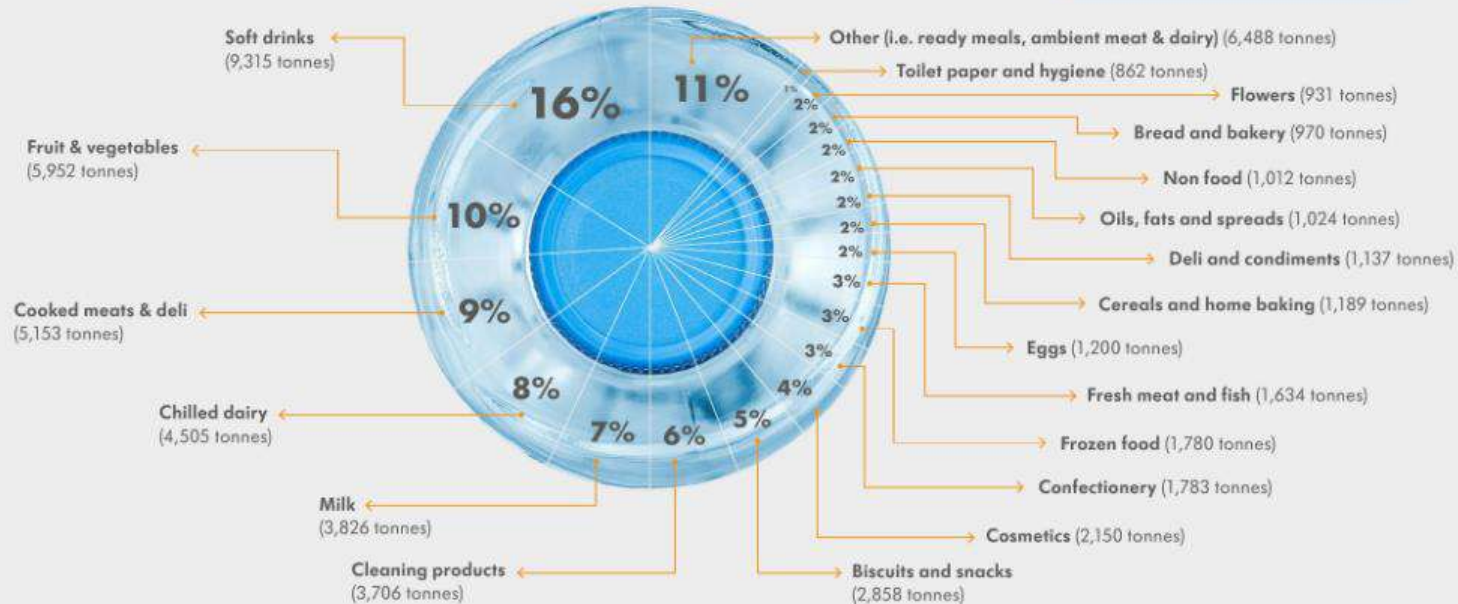
Our 2017 footprint (tonnes)

Primary packaging:
57,474

Secondary packaging:
2,540

Tertiary packaging:
2,140

PET	19,108
PE bags / film	7,409
HDPE Rigid	7,325
PP film	6,563
PP rigids	5,824
Polystyrene	1,406
PVC	242
Other plastics	5,280
Unknown plastics	4,317
Total	57,474



Iceland supermarket vows to eliminate plastic on all own-branded products

Retailer outlines five-year aim to replace all plastic packaging with trays made of paper and pulp



Tesco to ban non-recyclable plastic packaging by 2019

Target 'raises the bar' for fight against pollution, but campaigners say there is a need for the supermarket giant to make a firm commitment on reducing its volume of packaging

Leveraging opportunities and avoiding risks

Avoiding false solutions

Non-conventional plastics.

Adopt a precautionary approach and fully assess the sustainability issues associated with bio-based, biodegradable, compostable plastic, viewing them as a last resort for well-adapted purposes rather than a go-to substitute for conventional plastic.



Substituting one single-use item for another

A simple switch of one single use material for another (i.e. paper) likely to have negative environmental consequences – focus on reduction and reuse instead

Recommendations for seafood sector

- Engage with initiatives to embed best practices throughout supply chains, e.g GGGI
- Promote the need for robust guidance on plastics and ghost gear through MSC and other certifications
- Collaborate with retailers to provide reusable solutions for packaging – e.g reusable delivery crates
- Eliminate problematic, hard-to-recycle plastics from packaging, promoting recycled packaging content where possible
- Engage vessels in Fishing for Litter (passively fished waste)
- Eliminate Styrofoam buoys and polystyrene bait boxes



Questions?

Email:
christinadixon@eia-international.org

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