

JENSENS CHOICE FOODS PTY LTD



AUSTRALIAN PACKAGING COVENANT ACTION PLAN

JULY 2010 – JUNE 2015

Executive Summary

Jensen's Choice Foods is an Australian food manufacturer who services the Australian and international market. As a conscientious organization, the environment and our impact on it always influences our business practices.

Jensen's Choice Foods fully welcomes the initiatives of the Australian Packaging Covenant and the application of the Sustainable Packaging Guidelines. Our Action Plan spans from July 2010 to June 2015 and will be maintained and updated as necessary. The Action Plan identifies how our company will support and undertake the principals of the Australian Packaging Covenant.

We have used the resources of our Operations, Purchasing, Marketing and Technical departments to achieve the goals set out in our Action Plan.

Endorsement

This Action Plan is signed on behalf of Jensen's Choice Foods by;

CEO

31st March 2011

Covenant Contact Officer

Address: 39-47 Stafford Street, Huntingdale, Victoria, 3166

Company Summary / History

Packaging materials and formats used by the organisation

Jensen's Choice Foods is an Australian owned and operated family business with over 26 years experience in the food industry. Jensen's Choice Foods commenced business in 1984 and originally the company was based on the manufacture of a range of wet spices.

The current factory building located in the South East suburbs of Melbourne was originally built as a pharmaceutical factory. Jensen's purchased the property in the mid 1990's and now operates out of a large modern facility that is fully compliant with all requirements for a registered food production facility.

The move to the large complex saw the range of products marketed under the Jensens brand expand significantly and Jensen's also undertook contract packing manufacture for a significant number of other companies.

The Jensen family owns the company with family members actively working in the firm. The current Chairman is Stig Jensen who founded the company back in 1984. The company employs approximately 30 people. It has a fully audited HACCP system approved by the major retailers in Australia. Jensen's products are available through the major retail outlets in every state in Australia and are successfully exported to Asia and Europe .

Jensen's Choice Foods maintains world best manufacturing practices through sound administrative and quality management systems and continuous training of staff. All Jensen's Choice products are made in conformance with regulatory requirements. Jensen's Choice Foods is dedicated to the manufacture and marketing of safe and wholesome foods that are of consistent high quality and represent true value for money. Jensen's is a certified producer of organic products being certified by the Biological Farmers of Australia

Jensen's Choice Foods uses a variety of packaging materials and formats that includes glass, cardboard, steel and flexible metalized PET throughout our range of products.

Jensen's now produce a range of products made from carefully selected organic produce from around the world. All organically grown raw materials are carefully combined to ensure that all the flavour and goodness is retained. Our organic range is known as Jensens Organic and includes wet spices, pasta sauces and salsa dips.

Action Plan

In order to achieve the goals set out in the Action Plan a Covenant Management Team will be established and will include representatives from Product Development, Production and Marketing during Year 1. This will also assist in getting different areas of the organisation involved in achieving the stated aims of the Australian Packaging Covenant.

GOAL ONE: DESIGN

KPI 1 Proportion of signatories in the supply chain implementing the Sustainable Packaging Guidelines for design or procurement of packaging.

Sustainable Packaging Guidelines (SPG) to be used for the design and procurement of all new packaging. This policy will be developed with the Covenant Management Team and will include a 'red flag' system when developing new products.

Additionally Jensen's will undertake a review of all current packaging by SKU with a timetable of 25% in Year 1, the following 50% Year 2, and the remaining 25% in Year 3.

GOAL TWO: RECYCLING

KPI 3 Proportion of signatories with on-site recovery systems for recycling used packing.

Currently Jensen's has on-site recovery systems in place in the production areas of the facility. However, office and canteen areas do not have on-site recovery systems and the Covenant Management Team is to investigate options by Year 2.

KPI 4 Proportion of signatories with a policy to buy products made from recycled packaging.

Currently Jensen's do not have a "Buy Recycled" Policy, but commit to establish one by the end of Year 2. This policy will be developed by Purchasing Manager, Office Manager and Covenant Officer.

GOAL THREE: PRODUCT STEWARDSHIP

KPI 6 Proportion of signatories that have formal processes for working with others to improve design and recycling of packaging.

Jensen's is implementing a policy to review all packaging against the SPG as outlined in KPI 1.

Investigate with current suppliers' potential for "environmental gains" on packaging supplied.

KPI 7 Proportion of signatories demonstrating other product stewardship outcomes.

Convene "Life Cycle Analysis" meetings with key packaging suppliers and regularly keep in contact regarding new technological advances in packaging material.

KPI 8 Reduction in the number of packaging items in the litter stream

Jensens to mandate that all packaging should have appropriate labelling to encourage users to dispose of the packaging appropriately by end of Year 5. Additionally, Jensen's to consider opportunities to redesign existing packaging to reduce the impact of litter.

Jensen's to establish a "Sustainability" page on the company website promoting consumer education relating to the disposal of packaging.

Action Plan KPI summary table

Covenant performance goals and KPIs	Actions	Responsibility	Baseline data	Target or performance goal	Timeline/ milestones (MM/YY)
Goal 1. Design – optimise packaging to achieve resource efficiency and reduce environmental impact without compromising product quality and safety					
KPI 1 Proportion of signatories in the supply chain implementing the SPG for design or procurement of packaging	Review packaging against SPGs	Covenant Management Team	Not yet commenced	Review 100% of existing packaging and evaluate 100% new packaging	June 2014
Goal 2. Recycling – the efficient collection and recycling of packaging					
KPI 3 Proportion of signatories with on-site recovery systems for recycling used packaging	On-site recovery systems for recycling used packaging	Purchasing Manager	Currently have a system in place.	Maintain and look to extend recycling to include office and canteen materials	June 2011
KPI 4 Proportion of signatories with a policy to buy products made from recycled packaging	Establishment of a “Buy Recycled” policy	Purchasing Manager, Office Manager, Covenant Officer	Not yet commenced	Establishment of a “Buy Recycled” policy	June 2012
Goal 3. Product stewardship – a demonstrated commitment to product stewardship by the supply chain and other signatories (Target: 70% of Covenant signatories are implementing formal policies and procedures in working with others to improve design, procurement and recovery of packaging)					
KPI 6 Proportion of signatories that have formal processes for working with others to improve design and recycling of packaging	Implement a policy to review all packaging against SPG.	Covenant Management Team	Not yet commenced	Implement a policy to review all packaging against SPG	June 2014
	Investigate with current suppliers potential for environmental gains on packaging supplied.	Purchasing Manager and Covenant Officer	Commenced	Provide more information for relating to packaging technologies	June 2013
KPI 7 Proportion of signatories demonstrating other product stewardship outcomes	Convene “Life Cycle Analysis” meetings with key packaging suppliers	Covenant Management Team	Commenced	Improved design of packaging materials	June 2013
KPI 8 Reduction in the number of packaging items in litter	Mandate a policy that all packaging should have correct labelling to encourage appropriate disposal	Covenant Management Team	Not yet commenced	Improved disposal by end user	June 2014
	Establish a “Sustainability” page on Jensen’s website	Marketing Manager, Covenant Officer	Not yet commenced	Improved education of end users	June 2012