

# Duda Farm Fresh Foods Sustainability Case Study

## Serious About Sustainability

At Duda Farm Fresh Foods, we're serious about sustainability and take responsibility for our environmental impacts. We intend to reduce the amount of packaging we use and increase the recyclability, reusability, and compostability of our materials. We are also keenly aware of how important packaging selection is in maintaining optimal product freshness and preventing contamination.



## OVERVIEW

Duda Farm Fresh Foods is fully committed to helping our customers and suppliers achieve their own sustainability goals. In 2019, we defined sustainable packaging as a company priority and with the support of Measure to Improve, LLC, identified quantifiable goals to improve our packaging footprint.

## APPROACH

With Measure to Improve's expertise and leadership, Duda was able to identify sustainable packaging characteristics and created a process for collecting data on those characteristics for all primary, secondary, and tertiary packaging. We also established the Growing Greener Generation (GGG) team comprised of staff from a variety of departments in both our East and West Coast growing locations who focused on collecting data to establish our Sustainable Packaging Baseline.

With over 98% of our secondary and tertiary packaging already recyclable or reusable, we are focusing our efforts on trialing and assessing recyclable primary packaging options including post-consumer recycled content. Currently, just over 50% of our primary packaging is recyclable, making this one of our highest priorities.

## WHAT WE PLAN TO ACHIEVE

By **2021** COMPLETE!

We're proud to share that we achieved our first goal of completing our Sustainable Packaging Baseline, which documents all packaging components used for our products as well as each sustainability characteristic.

By **2025**

Label 100% of our primary packaging with the How2Recycle® label.

By **2025**

Achieve 90% recyclable, reusable, or industrial compostable primary packaging.

By **2030**

Have 20% post-consumer recycled content in primary packaging.

By **2030**

Reduce 20% of our virgin plastic in primary packaging.



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