CASE STUDY

FRESHPAK CHILLED FOODS EFFECTIVE USE OF RESOURCES

HIGHLIGHTS

- **2 - 3 million** eggs cooked every week
- Circa **9,000** tonnes of material managed
- **19** grades of material segregated
- **98.7%** Reused or Recycled
- **0.02%** Landfill

TESTIMONIAL

"Sustainability means doing things today in ways that ensure we can continue doing them tomorrow, and into the future. Although food manufacturers like us are actually the smallest contributors of greenhouse gases within the food chain – less than one-fifth of those produced by agriculture, for example – we're still committed to making our business more sustainable year on year. We're constantly examining our supply chain, production systems and transport to reduce waste and inefficiency, and minimise our carbon footprint. We've already made huge progress in recycling plastic and cardboard, and our food waste now goes to a local anaerobic digestion plant instead of landfill. We've also changed our procurement procedures to reduce waste, and use energy and water more efficiently."

Freshpak Chilled Foods

NOVATI AT THE CENTRE OF INNOVATION

freshpak chilled foods

OVERVIEW

Freshpak is one of Britain's leading chilled food manufacturers. Based in Yorkshire, they make a huge range of sandwich fillings, dips, vegetable and fish pates, mayonnaise and egg products. Their sandwich fillings business grew out of their egg processing operation, which was, and remains, one of the biggest in Britain; they cook 2 to 3 million eggs every week. One of their core values is the "effective use of resources" taking responsibility to use all of their resources wisely. Their commitment to living their core values on a daily basis is why they chose to work with us.

Effective Use of Resources

Freshpak leads the market in many ways and this includes the effective use of resources. Prior to working with Novati, Freshpak already diverted 86% of their waste from landfill; 75% of materials being sent for recycling or processing via anaerobic digestion facilities and 11% being crushed egg shells sent to local farmers for reuse. The fact is that the calcium from eggshells is great for soil, it moderates soil acidity while providing nutrients for plants. Eggshells contain such an abundance of calcium that they can be used almost like lime.

The Government guidance on animal-by-products that can be spread on land without processing states that this is an acceptable environmental practice as long as:

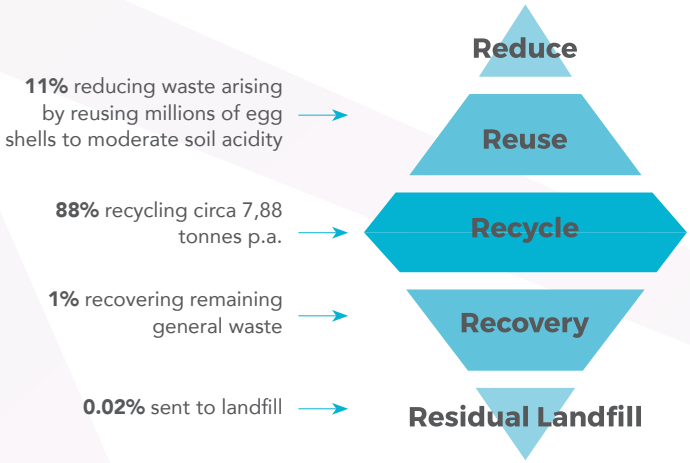
- The eggs are from flocks which have complied with all the testing requirements of the national control programme for Salmonella in egg laying flocks and have not tested positive for Salmonella Enteritidis or Salmonella Typhimurium.
- The eggs are not subject to any restrictions imposed under EU or national legislation.
- The eggs have been crushed and processed to ensure that liquid content (yoke and albumen) make up less than 4% of the weight of the shells after they have stood for 1 hour.

Despite these successes, hundreds of tonnes of food waste and recyclable materials were still making their way into the general waste stream which was being sent to landfill.

In 2021 we were awarded a long term partnership contract; built on the commitment to improve Freshpaks sustainability credentials whilst delivering projects against a commercially viable cost model.

On day one of the contract we mobilised a zero landfill solution. Sending the general waste for Recovery means we manage to retain some of the materials value as a resource in the circular economy. However, this solution was always intended to be a stop-gap until we could fully audit the processes on-site and analyse the material composition of the general waste. Several recyclable waste streams were identified and traced to identify the reasons why the materials ended up as general waste. Through investment in additional bins & services and by engaging with staff, together we've been able to create a new solution for almost everything that was being viewed as general waste.

The results speak for themselves. Freshpak now Recycles a whopping 88% and continues Reusing 11% of the material; thanks to the millions of crushed egg shells. The remaining 1% of the waste produced is sent for recovery, leaving just 0.02% landfill.



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The Centre of Innovation

We've won an innovation award for our bespoke designed web portal 'The HUB'. Our portal presents honest, accurate and real-time data, giving Freshpak complete confidence in the services that we provide. The HUB shows clearly presented data and secure log-ins to keep our clients information safe. The system is web-based and live 24/7, meaning information is easily accessible anywhere and anytime that clients require it.

The HUB shows the tonnage of materials being generated by month and includes details of how the material was processed in line with the waste hierarchy. More importantly, reports include Greenhouse Gas (GHG) conversion factor data on scope 3 'waste disposal' so that Freshpak have a clear picture of their carbon footprint.

Our analysis shows that if Freshpak had continued as they were, they would produce circa 820 tonnes CO2e p.a. from waste disposal. By working together to implement sustainable solutions, Freshpak's carbon footprint for Scope 3 'Waste Disposal' has reduced by 97%.

Our partnership approach and commitment to delivering the effective use of resources is one of the key factors that differentiates us from others in the market. Whilst every client is unique, we're confident that we can replicate this success for many other clients in the food manufacturing sector.

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