

Potato Based Packaging



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Introduction

- Environmental gain opportunities for:
 - retailers
 - fast food operators and caterers
 - packaging companies
- Exciting opportunity for potato industry to:
 - create value from low grade/waste potato
 - create increased demand for potatoes

Presentation will cover:

- background to Potatopak and its products
- the market potential
- the potential demand for potato starch
- product benefits

Background

- Business Promotions formed in 1992 to identify and develop environmentally friendly product opportunities.
- First potato starch based fast food trays 1995.
- Potatopak Ltd formed to acquire all IP
- Potatopak Ltd commenced trading 1st Jan 2001
- Production facilities in operation in UK and New Zealand

Potatopak Products

- 100% Biodegradable
- 100% Compostable
- Not harmful to human, animal or marine life even if eaten by mistake
- Main ingredient is Potato starch
- Manufactured by compression moulding
- Product range: plates, trays, bowls and punnets

The Market Opportunity (1)

- Fast Food and Catering



The Market Opportunity (2)

- Fresh Produce - fruit and vegetables, meat



The Market Opportunity (3)

- Gift Packaging



The Opportunity for Potato Based Packaging (1)

- Pack and present wide range of products in environmentally friendly, potato based packaging
- We are supplying Sainsburys with trays for their organic produce
- It takes 8 tonnes of potatoes to produce 1 tonne of starch which can make approx 43,500 trays
- All the starch used to date has been imported

The Opportunity for Potato Based Packaging (2)

- The typical 20% UK potato crop wastage, **1.2 million tonnes**, is equivalent to **6.5 billion trays**
- One of the major supermarket chains has 200 lines each with annual volumes of 12.5 million units ie. **2.5 billion trays**
- Based on 1999 data and current technology it would require **1.5 to 2 million tonnes of potatoes** to replace all EPS and PVC food packaging in GB with potato starch based products

Environmental Product Benefits

- 100% compostability major benefit in light of increasing pressure on landfill in terms of both space and tax
- Classified in 'Other' category within the Packaging Waste regulations offering significant savings in compliance versus plastics and paper
- No harm to fields or livestock