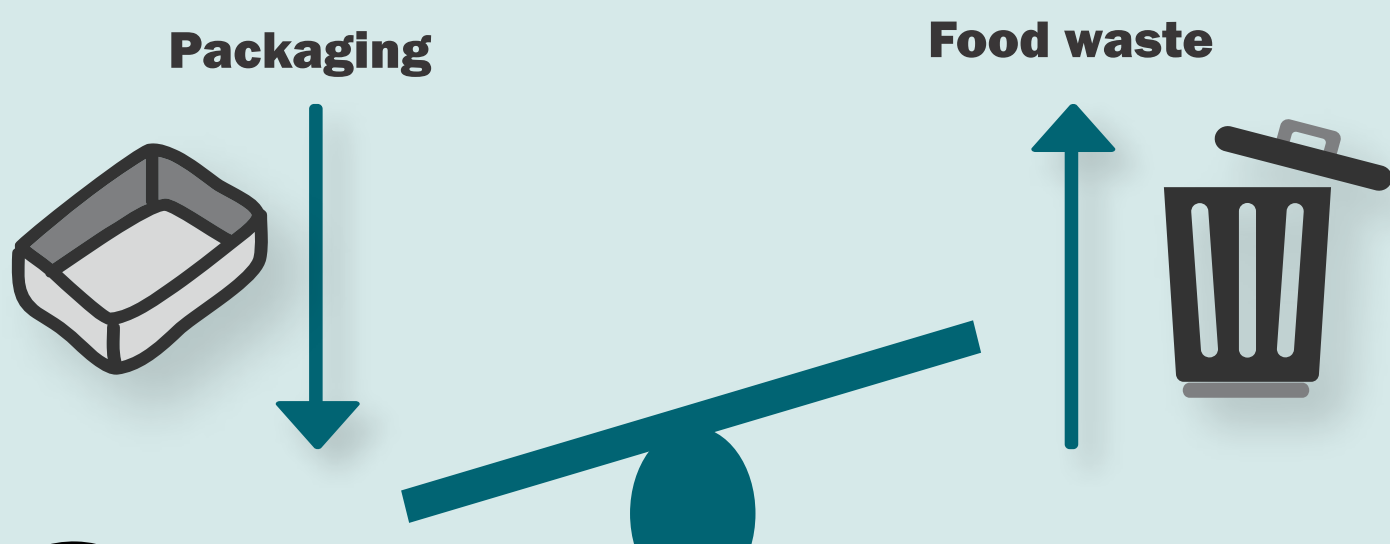


# WHY DO WE PACK FRESH FRUITS & VEGETABLES?

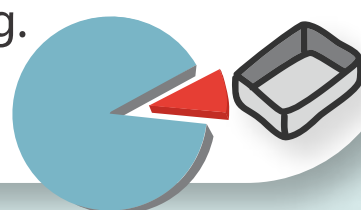
## THE BALANCE

Less packaging can lead to more food waste



Food production (incl. land use) has a higher **CO<sub>2</sub>** (eq. emissions/kg) footprint than packaging.

\* Average CO<sub>2</sub> eq. emissions/Kg food: 80% production (incl. land use), 15% from transport, and 5% from packaging

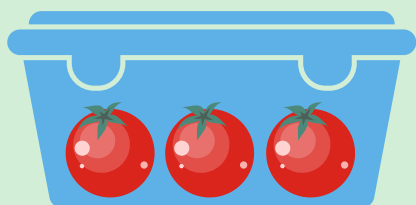


## The TYPE OF PACKAGING Matters

Suitable packaging protects & retains freshness, extending shelf-life & reducing food waste

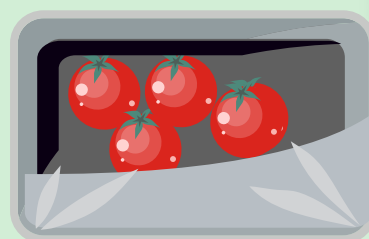
### Hard packaging

Protects products from bruises & damages during transportation & in retail



### Trays wrapped with soft plastic

Protects products from microbes & drying out



### Is it the same for all fruits & vegetables?

Fruits & vegetables with a natural protective layer are more resilient & may require less packaging

### Protective layer

More resilient



### No protective layer

Less resilient

