COMPANY: Danone & Stonyfield Farm

PRACTICE

Using low-density plastics in yogurt pots to reduce carbon dioxide emissions during production

DESCRIPTION & RESULTS – DANONE

The “Foam Project” set out to optimize the yogurt package’s shape, weight and volume by using a technology aimed at inserting bubbles into polystyrene to create a low-density plastic. This allowed for a 19% reduction in the density per gram of packaging and a 6% reduction in CO2 emissions. This particularly efficient technology still makes it possible to maintain the packaging's other functions: food safety, displaying nutritional information about the products, and visibility. In 2009, Danone deployed this technology on 26 production lines in 8 countries. By end 2012, they estimated this would be installed across 110 lines.

DESCRIPTION & RESULTS – STONYFIELD FARM

The global organic yogurt leader, Stonyfield Farm, has replaced all of its petroleum-based multipack yogurt cups with a plant-based packaging alternative Ingeo™ created by NatureWorks. These plant-based cups reduce the package’s greenhouse gas emissions by 48 percent.

RESOURCES

Vendors like TetraPak, a carton vendor, provide free consultation and analysis to discover opportunities to optimize packaging. Check with your current suppliers to find opportunities.