

CASE: Partnership in Recycled Materials



PRACTICE

Developing production processes and partnerships for 100% recycled polyethylene terephthalate (R-PET) bottles for the Waters line

Cargill

Cargill has developed several proprietary libraries of knowledge and formed a business Cargill Process Optimizers (CPO) – to take knowledge learned through energy savings at Cargill plants to key customers. Customers are then able to capture similar value in their own operations.

Supply Chain Area: Packaging

Practice: Recyclable bags for frozen foods

Description of Practice: ConAgra partnered with a supplier and a customer to develop a first-of-its-kind package for its line of Lamb Weston® frozen potato products. Traditional frozen French fry bags have layers of both paper and plastic, but ConAgra's new bag is now recyclable in its re-pulping facilities.

Results: After training its customers on how to manage recovery of the new bags, 25,000 pounds of materials will be recycled by the customer each year. This is equal to 396,000 French fry bags not going to a landfill.

PROBLEM

There are two challenges in 100% recycled PET: technology and the ability to source enough materials.

DESCRIPTION OF PRACTICE & RESULTS

FRANCE

Danone Waters is working on developing a full line of bottles containing 100% recycled PET, with a priority on large-volume 8-litre and 3-litre bottles.

In order to reach this goal, Danone Waters is working to improve recycling processes and the collection rate to provide the raw materials. To that end, Danone has built a partnership with France Plastiques Recyclage, an R-PET production plant, in order to secure supplies for the Evian and Volvic brands.

MEXICO

Danone's Mexico water brand Bonafont's (which competes with Coca-Cola's Ciel) produced the first 100% R-PET bottle in Mexico, a country where collecting plastic bottles is an important trade in the community. Through its 100% R-PET project, Danone has partnered with an NGO Fundacion Mundo Sostenible, the Ashoka Foundation, and PETstar (a producer of R-PET bottles in Toluca, Mexico State) to create a cooperative of water pickers with the goal of improving working conditions, health and safety. *(Analysts project that bottled-water sales in Mexico will grow from \$9 to \$13 billion by 2015, surpassing*



the U.S. to become the world's largest market. The market is competitive and Danone leveraged its position as a more fashionable brand in its advertising to capture 26.5% of the market.)

RESOURCES

Visit the France Plastiques Recyclage recycling plant by video:

<http://www.suez-environnement.com/waste/business-lines/virtual-visits/france-plastiques-recyclage-plant/>

Ashoka.org

Fundacion Mundo Sustentable (in Spanish)

http://www.mundosustentable.org/quienes_somos.php

Forbes “Mexico’s Water War”

<http://www.forbes.com/sites/ivancastano/2012/02/22/mexicos-water-war/>

