

# InCrops Enterprise Hub event

## A Fresh Approach to Packaging and Food Waste

10<sup>th</sup> October, Chatteris



# About InCrops

- InCrops is a **not-for-profit spin-out company** from the University of East Anglia, based in Norwich.
- InCrops runs an **enterprise hub funded** by the East of England Development Agency and the European Regional Development Fund.
- It **bridges the gap between academia and industry** to help the region capitalise on global markets for **alternative and non-food crops**.
- InCrops offers support in the **creation of new businesses, jobs, products and services** for companies and entrepreneurs.

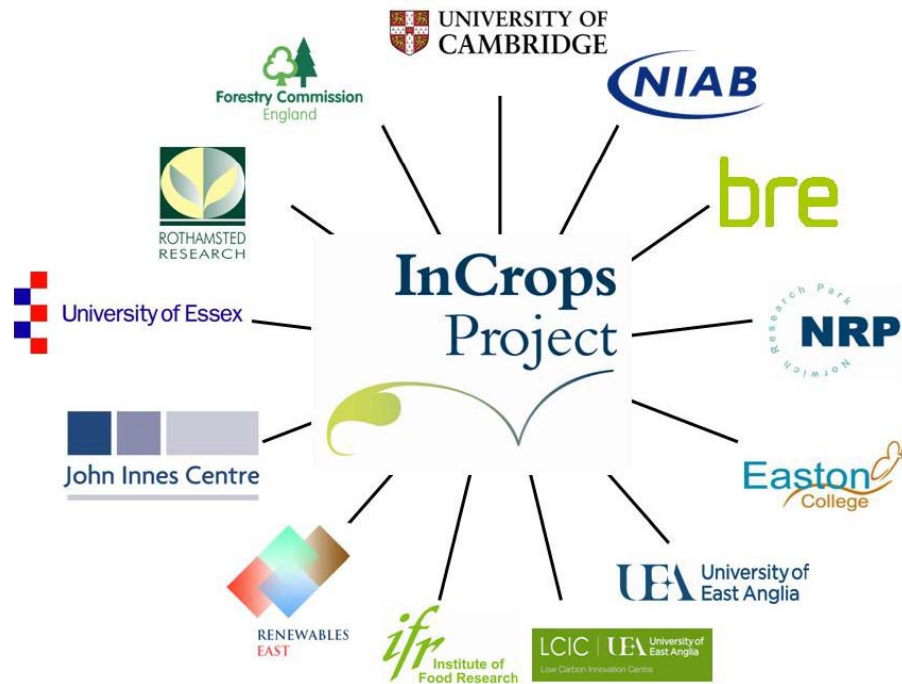


# InCrops support

- Up to 14h FREE business support for SMEs in the East of England
- Commercial consultancy
- Introduction to academics and businesses
- Assistance with acquiring external funding
- Market research , technology scoping and scientific reports
- Sourcing samples
- Links with testing and certification organisations
- Carbon Footprinting (partnership with LCIC)



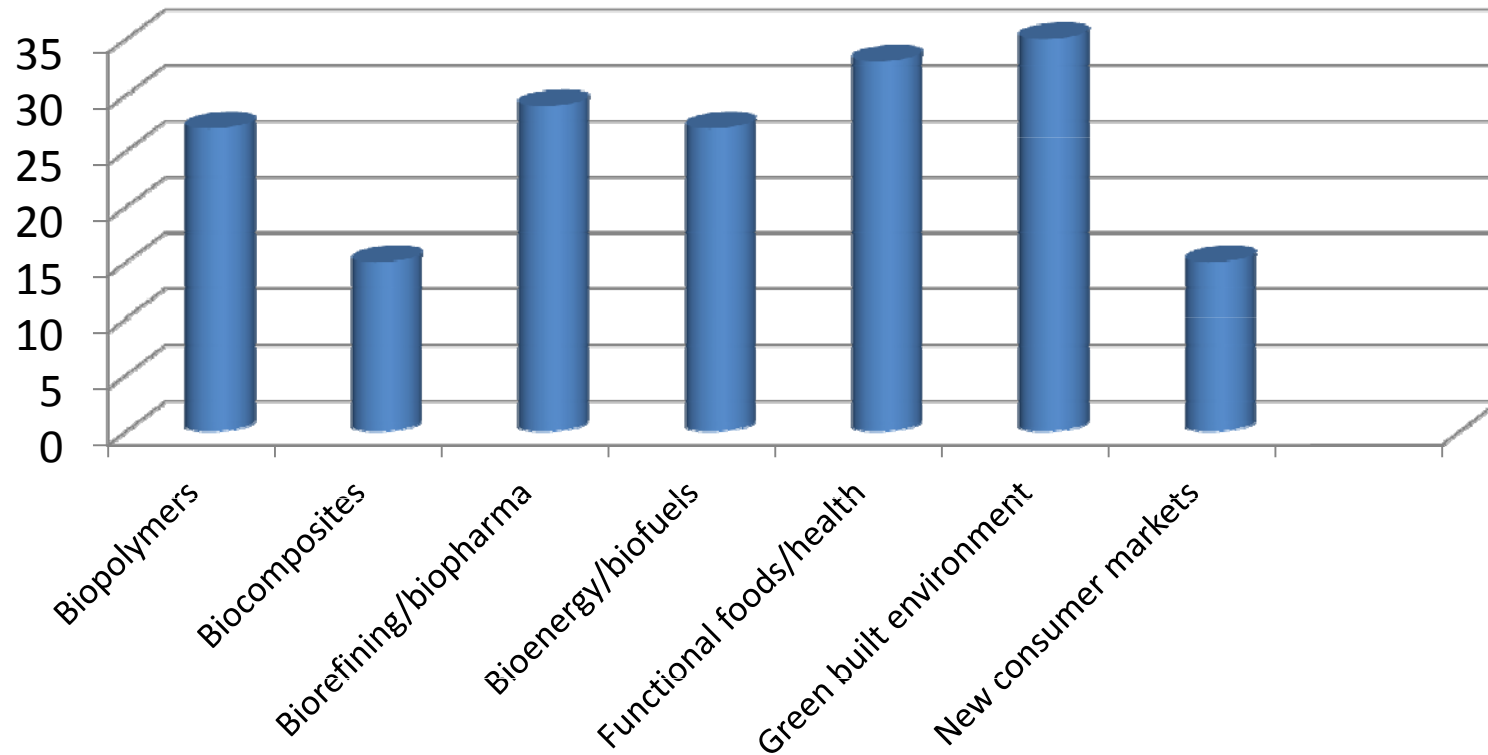
# Partnership at the core



In order to maximise impact, InCrops draws upon the expertise of **13 world-class research partners based in the region**

# Sectors

## InCrops Client Support



# Innovation in Biorenewables



Winners of the Creating Futures award 2010, Low Carbon Innovation category

Over 250 SMEs and larger businesses supported since 2008

# **A Fresh Approach to Packaging and Food Waste**

**Introduction by Liliya Serazetdinova,  
Business Innovation Manager for InCrops Enterprise Hub**

# Amount we waste in the UK: Food and Drink

- 8.3 mt\* total household food & drink waste (2009)
- 5.3 mt is avoidable household food & drink waste (2009)
- 6.6 mt supply chain waste, including food & drink & personal care products (2008)
- 1.12mt hospitality & food service (2009)
- Biodegradable waste (including food waste) accounts for 90% of the direct carbon emissions from the waste sector.

\* million tonnes per annum

Data sources: WRAP 2011 Handy Facts and Figures: UK Retails & Hospitality / Foodservice Waste Policy Review, 2011

# Amount we waste in the UK: Packaging Waste

- 4.9 mt\* household packaging waste (2009)
- Packaging is one sixth of total household waste
- 10.8 mt is total packaging waste (household, commercial and industrial) (2009)
- 66.7% of packaging waste is recycled and recovered (2009)

\* million tonnes per annum

Data source: WRAP 2011 Handy Facts and Figures: UK Retails & Hospitality / Foodservice

# Packaging and Waste Reduction

- Packaging helps to preserve food and minimise waste.
- Flexible food & drink packaging is not easy to recycle.
- Biodegradable packaging may not need to be removed from food waste if recovered via anaerobic digestion.
- Biodegradable packaging may help to reduce food & packaging waste.

\* Data source: BCC Research, 2011

# Value proposition of compostable packaging in AD



- Bioplastics produce biogas during biodegradation.
- Bioplastics can maximise biomethane output of food waste.
- Residual matter after AD can be used as soil fertiliser.
- Compostable packaging that is certified to EN13432, including films, trays and bags, can be disposed of via AD and industrial composting\*.

\* Anaerobic Treatment of Packaging Waste 09-011 NNFC Report - Southampton University



# Compostable Packaging – the future

InCrops  
Project

- The performance of compostable packaging is constantly improving.
- Compostable packaging is well suited for food with high respiration and products with short shelf life.
- Biodegradable packaging is still more expensive but price parity will be reached in the medium term.
- Biodegradable packaging market will be worth about £1.7 bln in 2016 and grow at 20.5% CAGR\*.

\* Data source: BCC Research, 2011



# InCrops can support your business by:

**InCrops**  
Project

- Advising you on how to reduce waste and turn waste into renewable energy.
- Advising you on most suitable packaging material that complies with compostability certification.
- Put you in touch with material & product suppliers.
- Put you in touch with material & technology developers.

All these for FREE for up to 14h of business support





**InCrops Enterprise Hub**  
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