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## Oppy opts for CanePak on kiwis

Group looks to break new ground with sweet, sustainable kiwifruit packs



**F**resh produce grower-distributor Oppy has said that its reiterating its commitment to sustainability by introducing a plastic-free, tree-free, renewable packaging solution.

Oppy has partnered with CanePak to create bagasse-based packaging. Compostable, recyclable, and printed with vegetable-based inks, the pack debuts with one-pound units of green kiwifruit bearing Oppy's KeeWee brand.

As bagasse fibres are a byproduct of sugarcane production, the new pack utilises an existing agricultural waste stream so it requires no new materials, no additional cultivation areas and has no impact on existing forest areas.

It also leverages the growing consumer emphasis on environmental sustainability in packaging and is home compostable in as little as four weeks under the right conditions.

"Bagasse requires less chemical processing than tree-based pulp which

means its environmental impact is reduced even further," said Oppy's director of marketing services Cathie MacDonald. "Oppy is dedicated to innovative packaging solutions that place the environment at the forefront of our work instead of as an afterthought, which is aligned with our expect the world from us promise."

The KeeWee brand, which features a "playful and bright kiwi character", was introduced in 2016 to meet retailers' demands for a product that energises the consumer and fuels repeat sales.

The pack is therefore a natural fit for the fun, youth-focused KeeWee character which aims to resonate with consumers and retailers alike.

"CanePak Paperboard is proud to support Oppy's commitment to environmental stewardship and innovation by advancing the use of 100 per cent bagasse fibre packaging," CanePak Paperboards co-founder Minto Roy said. "Tree-free packaging aligns with the growing consumer demand

for eco-friendly packaging that is recyclable, minimises landfill waste, greenhouse gas emissions and deforestation."

Oppy's other sustainability initiatives include partnering with the How2Recycle label programme to inspire families to recycle produce packaging, in addition to introducing a Top Seal machine in its Vancouver, BC warehouse for repacking bulk items, reducing necessary plastic by 30 per cent in comparison to traditional packs.

"Innovation is at the heart of Oppy's continued success over the years and this is just one of a series of developments that underscore our deep commitment to sustainable business practices across our value chain," added Oppy's senior manager of insights and innovation Garland Perkins. "At Oppy, innovation is more than a product or a package, it is a framework that guides all of our work on a fundamental level and we expect to launch even more developments on this front in the coming years."