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By Tom Joyce

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Carrefour aims to tackle packaging

The French retail giant has made a major commitment to move away from disposable packaging as part of its 'food transition for all' campaign



French retailer Carrefour has announced its plan to "reinvent packaging", moving away from disposable packaging in favour of the circular economy, as part of its "food transition for all" campaign.

According to the company, 100 per cent of its own brand products will come in recyclable, reusable or compostable packaging by 2025.

"Creating a new packaging economy and stamping out plastic waste is a considerable challenge that requires collective action," the company stated. "In line with the Circular Economy

Roadmap driven by the Ministry for Environmental and Sustainable Transition, Carrefour supports the creation of a National Pact for plastics to achieve a 100 per cent circular economy of packaging in France. This transition requires a collective rethink of resource use, to reduce the use of packaging and single-use plastics and to systematise recycling."

Carrefour is implementing measures to move away from the disposable plastic model, with plans to eliminate non-recyclable packaging on organic fruit and vegetables and to stop selling plastic straws by the end of 2018.

The retailer has also expressed its commitment to use recyclable packaging for all its products, starting with its Carrefour Organic range, from 2020.

In addition, the company is committed to using recycled materials, it revealed. As of 2022, 50 per cent of the company's juice, soda and water bottles will be made from recycled plastic.