

Britain's favourite fresh produce magazine since 1895



By Michael Barker

Tuesday 25th August 2020, 12:31 GMT

Asda claims blueberry punnet first



Supermarket has launched 100 per cent recyclable punnet with lid that cannot be removed, and plans to roll it out across other lines

A sda has launched what it claims is the first 100 per cent recyclable blueberry punnet, allowing customers to recycle the punnets and film as a whole, without removing the lid.

The new and sustainable punnets have been designed so customers can't remove the film lid, which means the whole tray can be recycled together. It said the move will now mean 5.5 million lids per year will be recycled along with the tray.

The retailer plans to trial the format across several other fresh produce lines, including grapes and tomatoes, to help make recycling easier for customers and save around 110 million lids per year.

In July, the Asda 1000 survey found that 94 per cent of customers said they felt personally responsible for recycling, indicating that sustainability is still top of consumers' minds.

Fiona Dobson, Asda's own-brand packaging development manager, said: "We are continuing to work hard to look at innovative solutions to help our customers on the journey to use less and recycle more. We know it's something they and our colleagues are really passionate about.

"This latest move to help make recycling easier for our customers is another

important step on our journey as a retailer to make all our own-brand packaging, whatever material, 100 per cent recyclable by 2025."

Asda customers can now purchase the 100 per cent recyclable blueberry punnets in store and online, while the trial on the other fresh produce lines will begin later in the year.

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

FRUITNET.COM