



# Sustainable Packaging.



## OUR PACKAGING STRATEGY

McCain has a responsibility to produce and package food in a way that's better for the environment. That's why we made an ambitious commitment to ensure 100% of our packaging materials are recyclable, reusable and/or compostable by 2025.

So far, we have made substantial progress, with 98% of our paper packaging and 89% of our plastic packaging designed to be recyclable.

In 2021, we agreed on a new packaging strategy, with a focus on 100% recyclable materials by 2025. To achieve this target, we are focusing on three main items:

- 1 Designing our packaging to be 100% recyclable
- 2 Promoting the development of the infrastructure required for flexible plastic packaging
- 3 Identifying commercial alternatives of food grade approved LDPE post-consumer recycle plastic, to be able to include a percentage of recycled content in our flexible packaging

To achieve more circular packaging, we recognize the urgent need to enhance these processes and develop dedicated infrastructure, and partnerships, for the collection and recycling of flexible plastic packaging

## TAKING ACTION

- In 2021, 98% of paper packaging and 89% of our plastic packaging were designed to be recycled
- 96% paper material sourced from certified schemes (FSC and/or PEFC)
- Achieved 58% recycled content for paper packaging
- Completing a global assessment of non-recyclable and problematic materials, identifying best-in-class materials by region and prioritizing opportunities for improvement
- Featured for the first time in the Ellen MacArthur Foundation **Global Commitment 2021 Signatory Report**
- Undertaken an in depth review to identify future product marketing opportunities contributing to a circular economy

## WORKING IN PARTNERSHIP

We're proud to have become a member of the Consumer Goods Forum's Plastic Waste Coalition of Action, and as part of this, have endorsed the Golden Design Rules to galvanize the industry towards sustainable change, in line with the New Plastics Economy Global Commitment 2025 targets.

