

# The Wrap Up

PROMOTING THE SOFT PLASTICS CIRCULAR ECONOMY  
RECYCLING.KIWI.NZ

## Soft plastic scheme continues to grow stronger

Without a doubt, for many of us, this year has been the most challenging of our lives. For those of us with family and friends living in parts of the world where Covid-19 has taken hold, we can only provide our support from afar. We are fortunate as a small island nation thousands of kilometres away from the Covid-19 hotspots, to be able to live in our new normal.

Summer and the holiday season will also be a lot different. As well as being unable to head off to other parts of the world, we can't welcome family and friends to our country to celebrate the holidays with. One thing we can do however, is to enjoy our own backyard and what our own beautiful country has to offer.

For businesses, this has been a very tough year, and we are very appreciative of the support which all of our member companies

have continued to give our soft plastic recycling scheme. In 2020 we have welcomed 27 new or returning members to the scheme. Based on the available data, 74% of the brands which use soft plastic packaging for their food and grocery products are now members.

As well as helping grow awareness of the scheme throughout the country, membership fees go directly to funding the operations from collections to processing.

Your support is also helping processing partners Future Post and Second Life Plastics drive our local circular economy, while growing their businesses, by turning soft plastic waste in to fence posts, garden beds, cable covers and other everyday products.

**Ngā mihi nui.**

### GROWTH IN NUMBER OF DROP-OFF LOCATIONS – 38% INCREASE SINCE SEPTEMBER

We are happy to announce that we have added 36 new drop-off locations to our network since September this year – our scheme continues to grow steadily, and we have plans to add more locations

countdown 

**NORTHLAND:** Paihia, Kaikohe and Whangarei

**AUCKLAND:** Orewa, Henderson, Northwest, Northcote, Sunnynook, St Lukes, Three Kings, Beachlands, Mangere Mall, Manukau City Mall and Roselands

**TARANAKI:** Hāwera, Stratford, Spotswood, New Plymouth Central, The Valley and Vogeltown

**PAKĪSAVE**

**AUCKLAND:** Royal Oak, Mangere, Mt Albert, Pukekohe and Glen Innes

 **NEW WORLD**

**AUCKLAND:** Waiuku, New Lynn, Stonefields, Browns Bay, Orewa, Albany and Victoria Park



## WEBINAR SERIES

# Zoom into soft plastics

For the third instalment of our popular webinar series, more than 75 members 'zoomed' in to hear Dana Peterson, senior policy analyst at the Ministry for the Environment, provide an update on the Ministry's RECET Programme (Resource Efficiency and Circular Economy Transition) and the context for doing this.

Dana talked about how, as a planet, we are living very close to our boundaries in terms of the rate of our biodiversity loss and nitrogen cycle; and, here in New Zealand, we have seen a 39% increase in waste over the past decade.

In July, plastic packaging was one of six products to be declared a 'priority product' for the establishment of regulated product stewardship schemes under the Waste Minimisation Act. Guidelines for priority product schemes applying for accreditation have also been

released; and most plastic packaging has three years to develop a priority product regulated product stewardship.

Dana did, however, acknowledge that this is not a one-size fits all approach. Soft plastic is a subset of plastic packaging, and already has an accredited voluntary scheme. As such, unless the scheme is revoked by the Minister, the scheme could continue until 2024 before applying for accreditation as a Priority Product.

### [bit.ly/MfEregulatedPS](https://bit.ly/MfEregulatedPS)

We then heard from Liz Butcher, senior policy analyst, about the government's response to the *Rethinking Plastics* report. The Ministry has released a consultation paper on phasing out some hard-to-recycle PVC and polystyrene packaging and oxo-degradable plastic products, and eliminating some single use plastic items.

## WHERE CAN YOU RECYCLE?

You can check out which stores are providing the service at [bit.ly/SP-store-locator](https://bit.ly/SP-store-locator) otherwise Google 'soft plastic stores'.

## Robert Harris Westgate adds collection bin

It's great to see Robert Harris introducing a soft plastic recycling bin at their Westgate Cafe in West Auckland. Robert Harris has changed their packaging so that it fits with Future Post's processes.

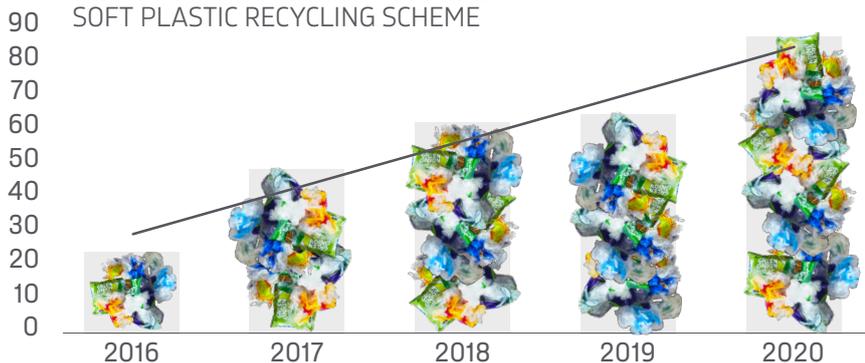
Scheme Manager Lyn Mayes enjoyed a celebratory flat white with Suntory's Marketing Manager Antica Soljan to discuss the change in packaging and the distinct on-pack labelling. Lyn and Future Post founder Jerome Wenzlick have a starring role in a promotional video produced by Robert Harris.

[bit.ly/SP-RobertHarris](https://bit.ly/SP-RobertHarris)  
[bit.ly/SP-FuturePost](https://bit.ly/SP-FuturePost)  
[bit.ly/SP-SoftPlastic](https://bit.ly/SP-SoftPlastic)

## GROWTH IN PROCESSING CAPACITY & PRODUCT RANGE

Future Post has continued to increase sales which means an increase in demand for our soft plastics. Future posts are now in vineyards, farms, parks and private land from Northland to Southland. New products such as square posts, vege boxes for gardens, retaining walls and parking stops have been added to the range.

GROWTH IN NUMBERS OF MEMBERS  
SOFT PLASTIC RECYCLING SCHEME





## Advocacy

The Ministry's consultation paper on "Hard to Recycle Plastics" is open until 4 December and we have been discussing our submission with members. **There is still time for you to have your say!**

Following the release of the WasteMINZ Recommendations for standardisation of kerbside collections in Aotearoa, we wrote to the Ministry for the Environment to ask that the report is edited to call out rigid LDPE as of concern, and to exclude soft LDPE from the list. The Ministry has confirmed that the reference was to rigid packaging and that the report will be edited to reflect this.

The Ministry has acknowledged that: *"For the foreseeable future, LDPE (4) is useful and we acknowledge the role that LDPE (4), particularly soft plastics, play in unique scenarios like food safety and hygiene where other materials cannot be used. In saying this, LDPE (4) soft plastic packaging can be problematic when considering recyclability and the impact on the environment through litter. I am aware that there is public demand for recycling solutions, and I want to acknowledge the Soft Plastic Packaging Scheme for helping to address this."*

## WELCOME BACK FOODSTUFFS!

We were excited to welcome Foodstuffs back to the scheme recently. Jerome from Future Post visited New World Waiuku to see the new bin being installed in store. Supermarkets are some of our most popular drop-off points so we are very happy to see the scheme expand to include these stores.



## FEEDBACK FROM OUR SOFT PLASTIC CUSTOMERS AND STAKEHOLDERS

### WHAT THEY SAY ABOUT OUR SCHEME

Neil Holdom, New Plymouth District mayor has welcomed the initiative:

*"This is a fantastic, forward-thinking partnership and a great example of Kiwi ingenuity in how to deal with those hard-to-recycle soft plastics. We're on a journey to zero waste and we're 100% behind projects that boost recycling and cut down what goes to landfill. It's great to see Taranaki now in the Soft Plastic Recycling Scheme and I encourage all residents to use the collection bins at Countdown stores."*

Countdown's General Manager Corporate Affairs, Safety & Sustainability, Kiri Hannifin, says:

*"We're working to extend the scheme to as many of our stores as possible, because we recognise the hugely important role it plays in reducing waste to landfill. This is the very first time we will have soft plastic recycling available to our Taranaki customers and we're really pleased to be able to offer a recycling option for packaging that would otherwise end up in people's rubbish bins!"*

# Member update

**PROMOTION OF THE SCHEME BY OUR MEMBERS**  
**Be proud and share our work!**



Kellogg's has worked with Stonefields School in Auckland to provide two of Future Post's garden boxes, which are made from New Zealand soft plastics, to educate students on recycling and give their gardening space a sustainable refresh.

Tamara Howe, director of corporate affairs and general manager at Kellogg's New Zealand, said the brand was proud to be a part of the scheme.

"We've committed to using 100% reusable, recyclable or

compostable packaging by the end of 2025, so our partnership with the soft plastic recycling scheme is an important step in making sure our cereal liners are being recycled responsibly. Providing Stonefields School with veggie planter boxes made from soft plastics, is a great example and way to demonstrate how soft plastics can be recycled into something else, and we hope that programmes like this will educate and encourage younger generations to properly recycle their plastics."



Welcome to our newest members of The Packaging Forum's Soft Plastic Recycling Scheme

- All Good Bananas
- Chelsea Sugar / NZ Sugar
- FSL Foods
- Inghams Enterprises NZ
- Only Organics
- Radix Nutrition
- The Lactation Station
- Trevelyan

## Wellington update from Earthlink

Collections in the Wellington region are continuing to grow with Earthlink reporting up to 100 bags across the 13 collection sites are being collected on a weekly basis. Countdown Crofton Downs is a top performer regularly collecting more than 30 bags per week.

Paul Livingston, Crofton Downs: "Having transferred from managing a Countdown store in the Hutt Valley, I was blown away by how many times a day we had to empty the soft plastic recycling bin. Up to five times a day. It seems the good folk of Crofton Downs are really into their recycling. I'm very proud to be part of a community that cares so much about the environment."

If you have any news or would like us to profile any innovative programmes your organisation is working on, please let us know!

## News from our processing partners



Future Post is now officially a preferred supplier to the **Department of Conservation**. The Department will be using Future Posts on conservation land, recognising their environmentally friendly products, BioGro certified and with proven zero leaching.

**Mount Base Vineyards** in Blenheim have made Future Posts a feature of their vineyard.

**Fonterra** is walking the talk by demonstrating a prime example of the circular economy at play with Future Posts at the Fonterra factory in Waimate – milk bottles go out, and come back in as fence posts!

Future Post raised **garden boxes** (seen here in Te Awamutu) continue to be popular with customers and communities alike!



*Our Sustainability Journey*

### TOM & LUKE AND FUTURE POST TEAM UP

Future Post and Tom & Luke have partnered up, with Future Post repurposing the plastic waste supplied by Tom & Luke into their range of innovative products.

Nice work!

## FACEBOOK COMMENTS

Would love to have one back in Rototuna area please... so Countdown have added Countdown Rototuna!

Facebook post 5 October: **Can we have it in Taranaki now too please!** And, we obliged...

“Love your work team!”



## Are you one of our 8830 Facebook followers?

If not, head on over and like the Love NZ Soft Plastics Recycling Facebook page and keep up to date with everything happening in the soft plastic space as well as promoting your support!

[facebook.com/softplasticrecycling](https://facebook.com/softplasticrecycling)