



PIROVIC ENTERPRISES PTY LTD

Trading as PIROVIC FAMILY FARMS

AUSTRALIAN PACKAGING COVENANT (APC)
2010-2015 ACTION PLAN



A signatory to the
Australian Packaging Covenant



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1 EXECUTIVE SUMMARY

Pirovic Enterprises Pty Ltd (Pirovic Enterprises) was a signatory to the National Packaging Covenant (NPC) and has been invited to become a signatory to the Australian Packaging Covenant (APC). Pirovic Enterprises is a brandowner, a member of the packaging supply chain and as a signatory to the Covenant is required to submit an Action Plan for the period 2010-2015 and ongoing Annual Reports.

The purpose of the Action Plan is to show how Pirovic Enterprises intends to contribute to the achievement of the Covenant's goals and to meet its obligations under the Covenant. The Three main performance goals of the Covenant are:

1. Design - Optimise packaging to use resources efficiently and reduce environmental impact without compromising product quality and safety.
2. Recycling - Efficiently collect and recycle packaging.
3. Product Stewardship - Demonstrate commitment of all signatories.

Earlier in the year stakeholders met with its third party external consultant and participated in a workshop to review the requirements of the APC. As part of this review the stakeholders were taken through a 28 question questionnaire based on APC documentation and attendance at APC Workshops. The results of this review are documented in the Action Plan and the actions arising from this review are summarised in the Action Plan Table.

Pirovic Enterprises has carried out a preliminary review of the skills required to meet the requirements of the APC. We have identified the key departments required to have input and will create a team to work on this key project as part of our ongoing efforts to address packaging. This Action Plan is to be followed up by regular meetings of the APC Team where we will continue to address the issues raised throughout the Plan. The Team will endeavour to facilitate a timely implementation of the Action Plan and will ensure data is stored in an auditable manner in a centralised APC audit database.

Ms. Mary Miladinski, Covenant Contact Officer is responsible for Pirovic Enterprises' commitment to the Australian Packaging Covenant and reports directly to the Covenant Team Leader, Mr. Frank Pirovic on all issues relating to the Covenant. This Action Plan has been endorsed by Mr. Pirovic.



2 COMPANY PROFILE

2.1 PIROVIC ENTERPRISES AT A GLANCE

Pirovic Enterprises is a 100% Australian family owned and operated private company which prides itself in providing premium quality fresh hen eggs and processed egg products. With humble beginnings, it began egg production in 1967 spanning three generations. The family currently have more than 40 years experience and knowledge in the egg industry and has been contributing to the production and supply of high quality table eggs and egg products to the Eastern States of Australia.

Pirovic Enterprises employs 80 staff on 4 sites with approximately 500,000 hens. The company operates some of the largest fully integrated farms in Australia that facilitate the processes of production, pullet rearing, grading, stockfeed milling, distribution, independent branding and marketing for caged, free range, barn and organic eggs.

Trading as Pirovic Family Farms we have a number of brands such as Farm Fresh, FreshField, Farmers Choice, Free to Roam and of course our main brand Pirovic Family Farms. With this large range of brands we are able to provide the consumer not only with the choice and variety that they are looking for, but also giving confidence in having the freshest, high quality product on the market. We also contract pack for a number of the major supermarket chain stores. Pirovic is a user of packaging within the packaging chain and is committed to the efficient supply of safe, quality food.



3 COVENANT CONTACT OFFICER

Ms. Mary Miladinski, Covenant Contact Officer is responsible for Pirovic Enterprises' commitment to the Australian Packaging Covenant and reports directly to the Covenant Team Leader, Mr. Frank Pirovic on all issues relating to the Covenant. This Action Plan has been endorsed by Mr. Pirovic.

Ms. Miladinski's contact details are as follows:

Pirovic Family Farms
 192 Sixth Avenue
 Llandilo NSW 2747

Tel: 02 4777 4176

Email: mary.m@pirovic.com.au

3.1 OUR APC TEAM

Pirovic Enterprises has carried out a preliminary review of the skills required to meet the requirements of the Australian Packaging Covenant. We have identified the key departments required to have input and will create a team made up of the following individuals or their selected delegates to work on this key project as part of our ongoing efforts to address packaging:

Name:	Responsibility:
Frank Pirovic	Covenant Team Leader
Mary Miladinski	Covenant Contact Officer
	Administration
	Purchasing
	Sales & Marketing
	Production Managers

The APC Team is responsible for developing an internal project plan to co-ordinate all tasks required to implement the Action Plan. This list is not exhaustive and individuals may not be involved in all twelve strategies relating to the Sustainable Packaging Guidelines.

This Action Plan is to be followed up by regular meetings of the APC Team where we will continue to address the issues raised throughout this plan. The Team will endeavour to facilitate a timely implementation of the Action Plan and will ensure data is stored in an auditable manner in a centralised APC audit database.



4 SCHEDULE OF PACKAGING REVIEWS

4.1 TYPES OF PACKAGING USED

The following primary and distribution packaging is used by Pirovic Enterprises to get its products to the consumer.

Primary Packaging	Distribution Packaging
6 x Egg paper pulp packs pre-printed	Outer cardboard cartons
12 x Egg paper pulp packs pre-printed	Plastic stretch film for pallet stability
15 x Egg paper pulp trays	
20 x Egg paper pulp trays	
30 x Egg paper pulp trays	
Bag-in-box for liquid egg products	
Heat shrink film for some 15, 20 and 30 Egg tray product lines	
Inner labels for above retail tray packs	

4.2 TIMETABLE FOR REVIEW

Review Period:	% of Product Lines Reviewed	
	Existing	New
Year 1	25%	50%
Year 2	50%	100%
Year 3	75%	100%
Year 4	100%	100%
Year 5	100%	100%



5 ACTION PLAN

5.1 INTRODUCTION

The purpose of the Action Plan is to show how Pirovic Enterprises intends to contribute to the achievement of the Covenant's goals and to meet Pirovic Enterprises' obligations under the Covenant. The Three main performance goals of the Covenant are:

1. Design - Optimise packaging to use resources efficiently and reduce environmental impact without compromising product quality and safety.
2. Recycling - Efficiently collect and recycle packaging.
3. Product Stewardship - Demonstrate commitment of all signatories.

Earlier in the year Pirovic Enterprises stakeholders met with its third party external consultant and participated in a workshop to review the following overarching requirements of the APC:

- Determine Action Plan requirements for Pirovic Enterprises
- Assist in establishing an APC Team
- Provide overview / training for the APC Team
- Develop a project plan for development of the Action Plan
- Develop auditable document and filing system for managing the requirements.

As part of this review the stakeholders were taken through a 28 question questionnaire based on APC documentation and attendance at APC Workshops. The results of this review are documented in the following sections and the actions arising from this review are summarised in the Action Plan Table.

5.2 DESIGN

5.2.1 COVENANT GOALS

- Review existing procedures for new packaging design or manufacture and integrate with requirements of Sustainable Packaging Guidelines;
- Determine timetable for "packaging review" of existing packaging to meet requirements of Sustainable Packaging Guidelines; and
- Identify and determine targets and actions for Plan.

5.2.2 OUTCOME

The outcome should be packaging designed to:

- Avoid or minimise the use of materials and other resources;
- Optimise recyclability and recycled content; and
- Reduce litter impacts.



5.2.3 KEY PERFORMANCE INDICATOR

The Key Performance Indicator for Design will be evidence that Pirovic Enterprises is implementing the Sustainable Packaging Guidelines (SPG) for design or manufacture of packaging.

5.2.4 CURRENT AND PLANNED ACTIONS

- 5.2.4.1 Pirovic Enterprises does not have a documented policy and procedure for evaluating and procuring packaging using the SPG.
- 5.2.4.2 The most logical categorisation of **existing** packaging is by types of packaging as listed in 4.1.
- 5.2.4.3 Pirovic Enterprises has a formalized process for developing **new** packaging and although undocumented largely relies on its packaging suppliers.
- 5.2.4.4 Pirovic Enterprises is committed to the management of environmental issues through the development, implementation and maintenance of the integrated quality management system SQF 2000, which encompasses food safety and all operational and quality aspects of the enterprise.
- 5.2.4.5 Pirovic Enterprises will establish a centralized data base for all issues relating to the APC including:
- All decisions and the underlying evidence for those decisions;
 - Packaging review reports; and
 - An auditable trail for decisions made in relation to the SPG.



5.3 RECYCLING

5.3.1 COVENANT GOALS

- Review and document existing recovery systems;
- Review and document existing Buy Recycled Policies; and
- Identify and determine actions and targets for Plan.

5.3.2 OUTCOME

The outcome should be:

- Improved recovery of recycled materials from the premises of Pirovic Enterprises; and
- Increased secondary markets for recovered packaging materials.

5.3.3 KEY PERFORMANCE INDICATOR

The Key Performance Indicator for Recycling will be evidence that Pirovic Enterprises is implementing the on-site recovery of packaging through documentation provided from contracted waste managers, and an increase in the level of recycled content in purchases made by Pirovic Enterprises.

5.3.4 CURRENT AND PLANNED ACTIONS

- 5.3.4.1* Pirovic Enterprises' packaging waste reduction goals are to reduce waste, reduce the cost of waste and to be environmentally responsible and it will necessary to maintain base line data in order to measure this.
- 5.3.4.2* Recycling facilities are available on site and ongoing monitoring of waste to improve effectiveness of recycling is routine.
- 5.3.4.3* Pirovic Enterprises provides for waste separation of paper, cardboard, plastics and metals.
- 5.3.4.4* Product contamination is a limitation that affects recycling.
- 5.3.4.5* Pirovic Enterprises does not have a formalised Buy Recycled Policy.



5.4 PRODUCT STEWARDSHIP

5.4.1 COVENANT GOALS

- Review and document existing Product Stewardship procedures;
- Review existing Supply Contracts for take back;
- Review existing Waste Management contracts; and
- Identify and determine actions and targets for Plan.

5.4.2 OUTCOME

The outcome should be:

- Improve the design and recycling of packaging; and
- Reduce the overall level of litter created by packaging.

5.4.3 KEY PERFORMANCE INDICATOR

The Key Performance Indicators for Product Stewardship are;

- Have formalised procedures in place to work with others to improve design and recycling of packaging;
- To engage in other initiatives that show product stewardship such as education, sponsorship of initiatives etc; and
- To reduce the occurrence of litter in their operations and encourage clients to properly dispose of the packaging on products to remove them from the litter stream.

5.4.4 CURRENT AND PLANNED ACTIONS

- 5.4.4.1* Pirovic Enterprises does not have any documented policy to review all packaging against the SPG.
- 5.4.4.2* Pirovic Enterprises does not have supply contracts that require take back and recycling of packaging.
- 5.4.4.3* Pirovic Enterprises does not have waste management contracts in place that require collection and recycling of packaging, although this is being done informally.
- 5.4.4.4* Pirovic Enterprises has a procurement process in place requiring suppliers to participate in reducing packaging through regular meetings or product reviews.
- 5.4.4.5* Pirovic Enterprises participates in industry or multi stakeholder working groups to address shared issues through its membership to the Australian Egg Industry Association (www.aecl.org).
- 5.4.4.6* Litter prevention is not a critical issue for Pirovic Enterprises although; where possible all cardboard packaging materials display a recycling logo.



5.5 ACTION PLAN TABLE

Covenant Performance Goals	Actions	Responsibility	Baseline Data	Targets	Timeline / Milestones
<p>1. Design - optimise packaging to achieve resource efficiency and reduction in quantity required. The design efforts should reduce environmental impact without compromising product quality and safety.</p> <p>KPI 1. Proportion of signatories in the supply chain implementing the Sustainable Packaging Guidelines for design or procurement of packaging.</p>	Prepare a gap analysis between existing environmental and product development systems / standards and SPG Guidelines to ensure SPG implementation	APC Team		Gap analysis completed	December 2011
	Establish documented policy and procedure for evaluating and procuring packaging using the SPG	Administration	Not yet available	Documented Policy and Procedure completed	June 2012
	Review all new products using the SPG	APC Team		Refer 4.2	Refer 4.2
	Review all existing products using the SPG	APC Team		Refer 4.2	Refer 4.2
	Formalise documented new product development process	Sales & Marketing Administration	Not yet available	Documented new product development process completed	June 2012
	Establish centralised data base	Administration	Not yet available	100% compliance by all stakeholders	December 2011
<p>2. Recycling – efficiently collect and recycle packaging</p> <p>KPI 2. Not required by individual signatories.</p> <p>KPI 3. Proportion of signatories with on-site recovery systems for recycling used packaging.</p> <p>KPI 4. Proportion of signatories with a policy to buy products made from recycled packaging.</p> <p>KPI 5. Not required by individual signatories.</p>	Review and recommend improved on-site recycling and buy recycled policies	APC Team		Review completed	December 2011
	Maintain base line data for on-site waste and recyclable packaging recovery	Production Managers	Refer Appendices	Maintain data and agree on targets	March 2012
	Formalise a Buy Recycled Purchasing Policy and encourage implementation	Administration	Informal policy in place	Develop and implement policy	June 2012



Covenant Performance Goals	Actions	Responsibility	Baseline Data	Targets	Timeline / Milestones
3. Product Stewardship – demonstrate commitment of all signatories	Review and recommend formal processes for working with others and other product stewardship outcomes for packaging.	APC Team		Review completed	December 2011
KPI 6. Proportion of signatories that have formal processes for working with others to improve packaging design and recycling.	Formulate a documented policy to review all packaging against the SPG and develop a supplier’s questionnaire to assist in answering the questions raised in the SPG.	Sales & Marketing Administration	Not yet available	Documented policy and questionnaire completed	December 2011
	Investigate opportunities to negotiate supply contracts that require take back and recycling of packaging	Production Managers	Not yet available	Investigation completed	March 2012
	Investigate opportunities to formalize waste management contracts that require collection and recycling of packaging.	Production Managers	Informal arrangements in place	Investigation completed	March 2012
KPI 7. Proportion of signatories demonstrating other product stewardship outcomes for packaging.	Investigate other product stewardship opportunities	APC Team		A minimum of one new initiative per annum	June 2011 – December 2015
KPI 8. Reduction in the number of packaging items in litter.	Not applicable				



APPENDICES

BASELINE TABLES

	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Paper (t)	278	299	343	442	440	571	626
Cardboard (t)	152	187	213	249	266	366	389
LDPE (t)	6	9	10	10	7	9	10
Composite (t)		1	1	1	5	5	5
Packaging with no consumer recycling potential i.e. Consumer Landfill waste		19	24	29	31	41	19
Total Packaging (t)	451	515	591	731	772	1027	1156
Total Product (t)	4,148	5,123	5,708	7,121	7,663	8,792	12,262
Ratio Product to Packaging	9.51	9.65	10.35	10.26	9.92	8.56	10.61
Non-recyclable packaging (t)	6	10	11	11	31	42	18.9
% Non-recyclable	1.4	3.5	4.0	4.0	4.0	4.1	1.6
Onsite Packaging sent for Recycling (t)	117	110	151	131	216	198	216
% of Total Waste	30.0	28.0	22.0	22.7	34.5	30.5	31.3
Packaging sent to Landfill (t)	12	12	15	-	-	-	-
% of Total Waste	3.0	4.1	2.0	-	-	-	-