

New! The 'green' issue

THE Bulletin

May/June 2020 Issue – Editorial Brief

Sustainability, environment and CSR

With the issue of food waste becoming ever-more prominent, how will you be promoting the waste-cutting advantages of frozen to your customers and consumers? How should the industry promote this?

Some would argue the energy required to store frozen food outweighs other environmental benefits. How would you respond to this? What initiatives or investments have you made to reduce your carbon footprint?

A study published in the International Journal of Production Economics states the optimisation of transportation footprints, batch sizes, temperatures and storage times could greatly lower the impact of frozen food on the environment. Is further analysis of the supply chain needed to minimise environmental impact?

With questions surrounding the environmental impact of veganism, will NPD in the frozen sector continue to focus on this trend? If so, what innovations and initiatives are coming to the fore to make vegan product and foodstuffs more environmentally friendly?

When Whole Foods released its top 10 food trend predictions for 2020, sustainable farming and regenerative agriculture was number one. How is your business embracing sustainability?

Frozen food is often associated with hard-to-recycle packaging. What packaging solutions is the sector looking at as consumers increasingly demand alternatives to plastic?

How is the sector using innovative ideas, campaigns, communications and initiatives to encourage consumers recycle frozen food packaging? How are you going to make packaging easier to recycle?

Are package-less supermarkets feasible in the long term?

Brits have expressed anxiety about the provenance of their food post-Brexit. How is the frozen sector responding to consumer concerns and what role does the sector have to play with regards to food safety and security?

With a rapidly growing population, adopting sustainable production practices on a global scale is crucial in safeguarding the future of the planet. How vital is the role of frozen?

Is there evidence of a spike in sales following announcements of green/sustainable initiatives, for example Government reports, or bold consumer advertising?

Please feel free to comment on any other issues or noteworthy topics you feel would benefit the feature.

Deadline for submissions: 6th April 2020

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