



## Tetra Pak and Carrefour: FSC-certified liquid food packaging pioneers

*Paris, 31 March 2010* – On the eve of Sustainable Development Week, long-standing commercial partners, Tetra Pak and Carrefour, have taken another step forwards in their respective environmental strategies by announcing the arrival on the market of one hundred million FSC (Forest Stewardship Council®) certified carton packages in 2010.

This initiative forms part of Carrefour's commitment, launched in 1998, to protecting biodiversity and promoting responsible forest management.

For Tetra Pak, this launch marks the start of a large-scale roll-out of FSC-certified packaging in France with the aim of marketing 2.7 billion FSC-labelled packages by 2012.

### FSC label for Tetra Pak packaging: promoting responsible consumption in Carrefour stores

Increasingly popular in the wooden furniture sector (particularly garden furniture) in recent years, **the FSC label is now making a remarkable entry into the liquid food packaging market, thanks to Tetra Pak France.**

The FSC packaging label will provide consumers with environmental information on the FSC-certified origin of cartons sold in the milk and fruit juice sections of Carrefour stores.

In 2008, a lifecycle analysis study performed by Bio Intelligence Services revealed the environmental benefits of Tetra Pak packaging in the French milk and fruit juice markets.

Awarded FSC certification in 2010, **Tetra Pak is taking its approach to another level by providing customers with tangible and solid evidence of its initiatives to limit the environmental impact of its packaging.**

This innovative strategy allows consumers to **help promote responsible forest management when buying milk or fruit juice, without modifying their consumption habits.** This initiative is expected to help satisfy customers' needs as part of a more environmentally-friendly approach without increasing shelf prices.

**Building on its long-standing partnership with the FSC, Carrefour is launching a unique initiative on the milk and fruit juice market.**

Launched in 1998, the partnership between Carrefour and the WWF has achieved a number of advances aimed at promoting the FSC label. An example of this commitment is the outdoor furniture range proposed by Carrefour's European purchasing center, which, since 2007, has consisted entirely of FSC-certified products (Amburana FSC and Eucalyptus FSC) and Acacia, which is not on the threatened species list compiled by the IUCN (International Union for Conservation of Nature) and for which Carrefour's suppliers are currently in the process of applying for FSC certification.

For its commercial publications, **Carrefour gives preference to paper made from recycled wood fibres and/or wood from forests under certified management.** In 2010, the Group expects to achieve its target of producing 100% of the consumer catalogues and magazines ordered by the Group in Europe using recycled wood fibres and/or wood from forests under certified management. The Group is also reducing the grammage of its paper.

**Carrefour has also been focusing on the eco-design of its packaging, saving 15,300 tonnes of material on specific packaging items to date.** The most recent example is the packaging for Carrefour's new range of organic cotton bed linen, which consists of an FSC-certified paper band rather than a traditional plastic packet and linerboard, saving almost 36 tonnes of material a year.

Carrefour was therefore naturally interested in Tetra Pak's initiative to promote FSC-certified cartons.

**This initiative enables the Group to further its support for the FSC, in partnership with Tetra Pak, by putting 100 million own-brand FSC-certified carton packages on the market from July 2010, rising to over 130 million in 2011.**

As part of the initiative, several own-brand juice and milk products will be sold in FSC-certified 1 litre Tetra Brik Aseptic Slim cartons in **1300 Carrefour, Carrefour Market, Carrefour City and Carrefour Contact sales outlets.**

Carrefour is set to go a step further with the launch, in partnership with Tetra Pak, of a trial of sustainable development indicators for packaging as part of the Global Packaging Project organised by the Consumer Goods Forum. The aim of this project is to develop a common language and standardised indicators for sustainable development and packaging in order facilitate the eco-design process and the sharing of information between stakeholders in the supply chain.

## **FSC and Tetra Pak: a natural commitment**

Since Tetra Pak's key raw material is wood, protecting forests is part of the company's "genetic make-up". **In fact, Tetra Pak's packaging is composed, on average, of 73% paperboard, so forest growth is vital to the company's interests.**

The company has already demonstrated its commitment to responsible forest management by forging a partnership with the WWF. One of the results of this partnership has been the acquisition of 30 additional hectares of forest in the Massif des Maures, a listed nature reserve, since 2009.

It would have been irresponsible, however, not to extend this commitment to its core activity - the production of packaging for liquid food.

To this end, **Tetra Pak obtained certification for its Dijon plant and its commercial entity in 2009 to ensure the traceability of its FSC-certified cartons.**

Beyond its partnership with Carrefour, Tetra Pak's **goal in France is to ensure that, by 2012, FSC-certified packaging represents 90% of the three billion carton packages on the market.**

From the end of 2010, 50% of packaging marketed in France is expected to carry the FSC label, rising to 60%-75% by the end of 2011.

## **Tetra Pak targets global FSC roll-out**

In 2009, **Tetra Pak sold 2.3 billion FSC-labelled carton packages out of a production total of 145 billion.**

Tetra Pak's goal is to extend the FSC initiative to all countries in which the company operates. This roll-out will depend on the increasing availability of FSC paperboard and the obtaining of FSC CoC (Chain of Custody) certification for 37 of the company's plants.

## **Why and how has FSC certification become a benchmark?**

### **Background**

Alarmed by the rapid loss and degradation of the world's forests, in 1993 a group of NGOs (including the WWF and Greenpeace), labour organisations and businesses joined together to find pragmatic and constructive solutions to this challenge.

The result was a not-for-profit NGO - the Forest Stewardship Council (FSC).

### **The FSC logo: a guarantee for consumers**

The goal of the FSC is to promote socially beneficial and economically viable forest management techniques around the world that ensure **the preservation of the natural environment**. To achieve this, the FSC developed standards suitable for all forests worldwide, based on **10 principles and 56 criteria for responsible management**, including, for example, respect for the rights of indigenous populations and workers, and the conservation of biological diversity, water resources, soils and landscapes. The use of genetically modified organisms is also prohibited. Lastly, for a mass consumption product to be awarded FSC-labelling, all companies involved at any stage of the transformation and marketing process must also be FSC-certified to **ensure total traceability, from the forest to store shelves.**

## France: discovering the FSC label

Out of 127 million hectares of FSC-certified forests worldwide (6% of global productive forests) only 16,800 hectares are located in France, despite a potential pool of 15 million hectares. Sweden, in contrast, from which most of the wood used to produce Tetra Pak packaging is sourced, has around 10 million hectares of FSC-certified forest.

These figures reveal the incredible potential in France for the expansion of a label that benefits forests. In addition, consumer demand for FSC products in Europe is growing constantly, including in France.

## Serge Orru, Managing Director WWF France:

*“At a time when the French government has taken a step backwards, environmentally, over the carbon tax, this initiative, led by two of WWF’s partners, shows that major companies, leaders in their market, are shifting their investment towards the green economy, in terms of packaging, by offering consumers products with the best ecological footprint, without raising prices.*

*It’s an example to follow and repeat!”*

### Press contacts:

#### Tetra Pak France

Eliane Fohlen-Weill - +33 (0)1 56 47 50 59

[Eliane.FohlenWeill@tetrapak.com](mailto:Eliane.FohlenWeill@tetrapak.com)

Xavier Yvon - +33(0)1 55 34 99 82

[Xavier.yvon@manifeste.fr](mailto:Xavier.yvon@manifeste.fr)

Carrefour Group - +33 (0)1 57 32 89 99

[groupe@presse-carrefour.com](mailto:groupe@presse-carrefour.com)

#### FSC France

Stéphane Guéneau – +33 (0)2 97 63 08 29

[presidence.fscfrance@gmail.com](mailto:presidence.fscfrance@gmail.com)

#### WWF France

Camille Lajus - +(0)1 55 25 84 61

[clajus@wwf.fr](mailto:clajus@wwf.fr)

Blanche Martin - +(0)1 55 25 84 70

[bmartin@wwf.fr](mailto:bmartin@wwf.fr)