



LIDL IRELAND GMBH: FAIRTRADE ORGANIC BANANAS

THE IMPROVEMENT

Lidl are fully committed to ensuring their buying power is driving positive change for producers, communities and the environment as a whole, both in Ireland and further afield. Whether it is beef bought here in Ireland or bananas bought in Dominican Republic, they are driving on-farm sustainability and tackling topics such as plastic reductions.

Lidl has been working towards ambitious commitments in relation to plastic packaging reductions and increasing the recyclability of their materials and this year Lidl has made the following packaging commitments:

- By 2022, Lidl will reduce plastic packaging volumes by 20%.
- By 2025, 100% of own-brand packaging will be widely recyclable, reusable, or renewable.
- By 2025, 50% of material used in own-brand packaging will come from recycled materials
- Eradicate microbeads from cosmetic and household products.
- Discontinue the sale of single use plastic items including plastic drinking straws, disposable cups and glasses, plates and cutlery and plastic-stemmed cotton buds by the end of 2019.

THE SUPPLIER

Repak member Global Fruit Ltd.

THE CHANGE

Based on recommendations from Repak's Prevent and Save Programme and through working closely with their supplier, Global Fruit, an innovative solution was developed to remove the plastic packaging on the 2.5 million Fairtrade Organic bananas sourced from the family business in Dominican Republic.

The paper banding which contains a natural rubber adhesive completely eliminates plastic and holds the product in bunches with the Fairtrade, Organic branding and barcode.

THE BENEFITS

The banding is the first solution of its kind in Ireland and minimised plastic volumes by 10,000 kilos yearly. Lidl Ireland will also increase the number of fruit and vegetable varieties available in loose to seventeen as part of an ongoing initiative to reduce packaging within the category.



