

# **EVOO PLASTIC FREE AND THE TRANSITION OF THE OLIVE OIL SECTOR TO THE CIRCULAR ECONOMY**



3rd International Yale Symposium on  
Olive Oil & Health

**Presentation:**

- Daniel Millán Martínez

**Jaén, 10th December of 2021**

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By Tony Corbin 25 March 2019

## Tesco trials loose fruit & veg in bid to reduce plastic

Tesco is to trial the removal of plastic wrapping from some fruit and vegetables in an attempt to reduce packaging waste.



The retailer said it would start the month-long trial at two of its Extra stores, in

Plastics

## Oil in plastic Reduce plasti plastic wrapping from son ce packaging waste.

**FAAKE**



...ailer said it would start the

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## ALDI Commits to Reducing Plastic Waste

April 3, 2019 by Emily Habrook

A B C F



ALDI recently announced a series of commitments it has made to help combat the global plastics crisis. By 2025, 100% of ALDI packaging, including plastic packaging, will be reusable, recyclable or compostable. ALDI will also reduce packaging material across its entire range by at least 15%.

ALDI claims it has the ability to influence how its products are sourced, produced and brought to shelves because more than 90% of its range is ALDI-exclusive. The company is committed to working with its supplier community to achieve the following comprehensive goals:

- By 2025, 100% of ALDI packaging, including plastic packaging, will have reusable, recyclable or compostable packaging.
- By 2025, packaging material of all ALDI-exclusive products to be reduced by at least 15%.
- By 2020, 100% of ALDI-exclusive consumable packaging to include How2Recycle label.
- By 2020, implement an initiative to make private-label product packaging easier for customers to reuse.
- Guide continuous improvement of product packaging by internal expertise and external evaluations.

For more than four decades, ALDI US has never offered single-use plastic grocery bags, and shoppers have brought their reusable bags. According to ALDI, this progressive business decision has helped keep approximately 15 billion single-use plastic bags out of landfills and oceans. In 2018, ALDI recycled more than 250,000 tons of materials, including paper, cardboard, plastic and metal. In July 2018, ALDI partnered with [How2Recycle](#), a standardized labeling system, to empower its customers to recycle.

These packaging goals, along with other environmental initiatives, are part of the larger ALDI Corporate Responsibility program, which actively works to reduce food waste, support natural disaster relief efforts through employee volunteerism and donations, and build stronger communities through a long-standing partnership with Feeding America.

The 4th Annual Environmental Leader & Energy Manager Conference takes place May 13 – 15, 2019 in Denver. [Learn more here.](#)

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- **Is the olive oil sector ready to face the new reality?**



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Which are our association's aims?

- 1. To exposure and to take aware** about new world and sector reality which need sustainables models
- 2. EVOO PLASTIC FREE has the goal** of finding out the different current technical solutions for the sector in this matter. Proposing feasible actions from the sector with the aim of giving response to the new conjuncture.
- 3. Joining the sector to face this challenge together**

# EVOO PLASTIC FREE AND THE TRANSITION OF THE OLIVE OIL SECTOR TO THE CIRCULAR ECONOMY

## Key aspects which are NOT SATISFIED:

% of suggested responses from buyers who have worsened the image of the oil and misjudge the appearance (1 + 2) (n = 47)



6,5% The  
image has  
worsened



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# EVOO PLASTIC FREE

## AND THE TRANSITION OF THE OLIVE OIL SECTOR TO THE CIRCULAR ECONOMY

Key aspects which are **NOT SATISFIED** depending the type of olive oil you buy

% of suggested answers not satisfied for each aspect and misjudging the appearance (1 + 2)

**Refined olive oil's buyers**  
**Pure or light**  
 (n=246)



N=16\*

**Olive oil's buyers**  
**Virgin**  
 (n=210)



N=18\*

**Olive oil's buyers**  
**Extra virgin**  
 (n=490)



N=21\*

**Olive oil's buyers**  
**DOP or organic**  
 (n=49)



N=3\*

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## Economical arguments

- The new regulation in the European Union Will increase the cost, the responsibility and the obligation of the producer.
- In olive oil, is posible. And in the rest of fats?



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# Strategical arguments

- Image of the product has been discredited and with Evoo plastic free we have the chance to get better the image of the product
- Increase the consumption
- It allows to the sector to be ready for the new time and new regulation about this issue



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We ask for your  
Support to go  
further  
together with  
this initiative

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UNIVERSITY OF JAÉN



\*CREANDO UN MUNDO PARA EL ACEITE DE OLIVA\*

