

NEWS RELEASE

DAIRY SHOPPERS WANT PACKAGING THAT DELIVERS ON FRESHNESS AND SUSTAINABILITY

Evergreen Packaging and EcoFocus Worldwide discuss trends influencing consumer purchasing intent and brand loyalty for dairy industry

Evergreen Packaging and EcoFocus Worldwide presented key insights at the International Dairy Show regarding sustainability drivers for dairy shopper purchase decisions.

“We know that dairy shoppers are rethinking their shopping decisions and making changes and choices that reflect a lifestyle commitment to being environmentally friendly,” said Linda Gilbert, CEO of EcoFocus Worldwide. “This is an opportunity for the dairy industry to use packaging choices to differentiate their products at the grocery store.”

With more than 86 percent of Americans saying that consideration of the environment influences their purchases, it is important for dairy brands, manufacturers and retailers to understand the intersection of sustainability and freshness in relation to packaging. This insight can inform brand building and package choices to more effectively connect with this growing trend.

Dairy manufacturers should consider these key insights and strategies to build brand affinity with eco-conscious consumers via packaging:

1. **Understand and align with consumers’ eco-priorities:** Specifically, environmental concerns that surround recycling, helping reduce household waste, and interests in the use of renewable resources.
2. **Make it easy for consumers to make eco-friendly choices:** Consider on-package labels and directions about recycling and disposal options.
3. **Use packaging to tell your environmental story:** This can enhance a brand’s reputation and reinforce eco-priorities, and communicate messages that shoppers consider important.
4. **Speak to both freshness and sustainability:** Show how packaging protects contents and can support consumer efforts to lead an eco-friendly lifestyle.

“Clearly, eco-conscious consumers want companies to be committed to environmental responsibility,” said Derric Brown, director of sustainability at Evergreen Packaging. “Consumers today want responsible packaging options for dairy products, such as cartons, that can deliver



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on freshness, while also offering sustainability benefits. One of the benefits is that more than 75 percent of the carton is made from paper, which comes from a renewable resource—trees. Another benefit is that cartons are recyclable for millions of households.”

Additionally, the barrier technology in cartons helps to enhance freshness and protect dairy product quality by controlling interaction of dairy products with the environment. Cartons help to preserve flavors, minimize ingress of odors and maximize nutrient retention, specifically Vitamin A and riboflavin (Vitamin B2).

Download a copy of the presentation “*Consideration of Sustainability Interests by Consumers When Making Retail Food and Beverage Purchases*” [here](#).