

# Annual Report and Action Plan

Company Name: **Vasse Felix Pty Ltd**

Trading As:

ABN: **78009181444**

## About APCO

Australian Packaging Covenant Organisation (APCO) is a co-regulatory not-for-profit organisation leading the development of a circular economy for packaging in Australia. APCO's vision is a packaging value chain that collaborates to keep packaging materials out of landfill and retains the maximum value of the materials, energy and labour within the local economy.

Each year, APCO Brand Owner Members are required to submit an APCO Annual Report and an APCO Action Plan. This document is the Annual Report and Action Plan output for the organisation listed above. This document provides the overall performance level of the organisation, as well as any commitments they have made to work towards on their packaging sustainability journey. This document may also include additional information provided by the Member in their report.

## Overall Performance **Leading**

The chart below indicates the overall performance level of this organisation listed above in the 2025 APCO Annual Report. The organisation's reporting period was **July, 2023 - June, 2024**.



### Understanding APCO Annual Reporting performance levels:

- |                                |                                                                                                                              |
|--------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| <b>1 Getting Started:</b>      | You are at the start of your packaging sustainability journey.                                                               |
| <b>2 Good Progress:</b>        | You have made some first steps on your packaging sustainability journey.                                                     |
| <b>3 Advanced:</b>             | You have taken tangible action on your packaging sustainability journey.                                                     |
| <b>4 Leading:</b>              | You have made significant progress on your packaging sustainability journey.                                                 |
| <b>5 Beyond Best Practice:</b> | You have received the highest performance level and have made significant progress on your packaging sustainability journey. |

### Contact

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### Additional Information

The information below indicates additional information that the organisation included in their APCO Annual Report.

Describe initiatives, processes or practices that you have implemented during your chosen reporting period that have improved packaging sustainability

We have begun to transition across to compostable pallet wrap, one of the few stages where we need to use plastic. Given the lack of recycling opportunities for soft plastics at this time, this was the best way we could see to limit the impact here. We have also moved a few products to lighter weight glass, and are undertaking a detailed review of where we could potentially extend this into the future.

Describe any opportunities or constraints that affected performance within your chosen reporting period

We are still constrained by the recycling industry. Not being able to recycle soft plastics is a key limitation and generator of waste.

Costs of sustainable alternatives can also prove cost prohibitive from a financial sustainability perspective, however, we have started to be able to bring some in such as compostable plastic wrap. We continue to check on sustainable opportunities on at least an annual basis through the APCO action plan and our Freshcare Sustainability Action Plan.

### APCO Action Plan Commitments

For each of the Packaging Sustainability Framework criteria listed below, a description is provided along with the commitments made by the organisation in their APCO Action Plan.

Criteria 1:

#### Governance & Strategy:

This criteria considers actions to integrate packaging sustainability into business strategies.

- Develop a strategy that includes goals (objectives) and targets for packaging sustainability that addresses the Sustainable Packaging Guidelines (SPGs) or equivalent.
- Include a commitment to achieving the 2025 National Packaging Targets in our strategy.
- Have our executive or board of directors review our strategy and have the strategy integrated within our business processes.
- Regularly communicate and promote packaging sustainability objectives and targets within our organisation.
- Regularly engage or communicate with our external stakeholders about the environmental impacts of our packaging.

Criteria 2:

#### Design & Procurement:

This criteria considers actions taken to ensure that sustainability principles are considered in the design or procurement of both new and existing packaging through use of the Sustainable Packaging Guidelines (SPGs).

- Review **100%** of our packaging against the Sustainable Packaging Guidelines (or equivalent).
- Improve the accuracy of our data regarding reviews of packaging using the Sustainable Packaging Guidelines (or equivalent).
- Incorporate the Sustainable Packaging Guidelines (or equivalent) into procurement processes.
- Consider the following Sustainable Packaging Principles in our packaging reviews:
  - Design for recovery
  - Optimise material efficiency
  - Design to reduce product waste
  - Eliminate hazardous materials
  - Use of renewable materials
  - Use recycled materials
  - Design to minimise litter
  - Design for transport efficiency
  - Design for accessibility
  - Provide consumer information on environmental sustainability
- **50%** of our packaging to be optimised for material efficiency.
- Improve the accuracy of our data regarding packaging material efficiency.

#### Criteria 3:

##### **Recycled Content:**

This criteria considers actions taken to increase or optimise the amount of recycled material used by your organisation.

- Develop a policy or procedure to buy products and/or packaging made from recycled materials.
- Use recycled content in:
  - Primary packaging that we use to sell our products
  - Secondary packaging that we use to sell our products
  - Tertiary packaging that we use to sell our products
- **100%** of our packaging to be made using some level of recycled material
- Improve the accuracy of our data regarding use of recycled materials.

#### Criteria 4:

##### **Recoverability:**

This criteria considers actions taken to improve the recovery of packaging at end-of-life and increase use of reusable packaging.

- **79%** of our packaging to be designed to have all packaging components be recoverable at end-of-life.
- Use PREP to assess the recyclability of our packaging through kerbside collection in Australia and/or New Zealand.
- Aim to have **100%** of our compostable packaging certified to Australian standards.

- Investigate opportunities to use reusable packaging.
- Participate in a close-loop recovery program/alternative collection system.

## Criteria 5:

**Disposal Labelling:**

This criteria considers the extent to which packaging has been labelled to help consumers determine what to do with packaging at end-of-life.

- **100%** of our packaging to have on-pack labelling to inform correct disposal.

## Criteria 6:

**On-site Waste:**

This criteria considers progress in increasing the amount of on-site solid waste being diverted from landfill.

- Have recycling programs for the following materials:
  - Paper/cardboard
  - Rigid plastics
  - Glass
  - Metals
- Aim for **50%** of our on-site waste to be diverted from landfill.

## Criteria 7:

**Problematic Materials:**

This criteria considers the extent to which organisations are actively phasing out problematic and unnecessary single-use plastic packaging and preventing/reducing litter.

- Help reduce litter by:
  - Conducting regular clean ups
  - Vasse Felix monitors part of the Cape to Cape track in the Margaret River region which includes collecting any rubbish/waste.
- Phase-out the following problematic and unnecessary single-use plastic items: