

CLIMATE – RESOURCES

Case: Launch of 100% recyclable packaging



In December 2019 Goodvalley launched the first products packed in recyclable material.

During the past year we have worked to match our packaging with our environmentally friendly production method by testing several solutions that would enable us to deliver our products to consumers with the same high quality look and feel as today, food safety standards and shelf life but with less negative impact on the environment.

While most producers are struggling with the transition from plastic to alternative materials, some industries are more challenged than others. Being a producer of meat there are several advantages of using plastic packaging in terms of food safety and shelf life. However, the key is not neces-

sarily to eliminate the usage all together but rather to use a sustainable kind of plastic. That is why we are changing the packaging on all Goodvalley products in the first half of 2020 to “mono PET” plastic which is made from 100% recyclable materials and is equally 100% recyclable.

[Go to full Sustainability Report 2019](#)



“We know that our target consumers care about the environment and the entire lifecycle of the product they are buying. That’s why we are very proud of taking the next step, proving that we are not only climate friendly in our production of meat but also in the way we pack our products.”

Pawel Nowak,
Managing Director, Goodvalley Poland

