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EAFA Joins United Nations backed SAVE FOOD initiative

The European Aluminium Foil Association, (EAFA), has become a full member of the SAVE FOOD initiative which was launched officially in 2011 at the world's largest packaging fair, interpack, in Dusseldorf.

The SAVE FOOD initiative is a joint campaign instituted by the Food and Agriculture Organisation (FAO) of the United Nations and Messe Düsseldorf to provide a platform for activities and the promotion of initiatives to reduce food waste.

A key element in this programme is the development and adoption of appropriate packaging solutions. This aligns completely with the work of EAFA to offer innovative and sustainable packaging formats for the protection, distribution and preservation of all kinds of food products.

The initiative was launched in May 2011, with a major conference and exhibition feature during interpack, and was regarded as a highly successful 'first step' in promoting messages about the urgent need to reduce food waste. By joining SAVE FOOD as a full member EAFA is now completely involved with the next steps to develop the campaign and offer the association's expertise and influence to make a real impact on food waste reduction in all parts of the world.

Commenting on the membership the chairman of EAFA's Sustainability Committee, Hans-Jürgen Schmidt said, "Our involvement now as a full member with the SAVE FOOD initiative extends the considerable work we are already doing in the area of sustainability and food preservation. Aluminium foil with its unique barrier properties allows extended shelf life which is one way to reduce food wastage. Furthermore, alufoil based packaging allows energy savings through non-chilled distribution like milk."

"This membership demonstrates our commitment to helping to protect valuable food resources while, at the same time, offering realistic and cost effective solutions to the food manufacturing sectors in all countries, climates and economic zones," he added.

EAFA was part of the initial advisory group which helped to formulate SAVE FOOD and is delighted that the initiative has gained so much momentum in a short time. It will be a very powerful voice for the need to reduce food waste.

Further information:

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The European Aluminium Foil Association is the international body representing companies engaged in the rolling and rewinding of alufoil and in the manufacture of alufoil containers and of all kind of flexible packaging. Its more than 100 members include companies in Western, Central and Eastern Europe.