



2011 CONFERENCE PROCEEDINGS CD

A Foundation With Food

With St. Louis's famous Arch as an apropos backdrop, the 2011 **Food Packaging Technologies Summit** focused on closing the loop between creating packaging and curving it back into a reusable material. The inaugural Packaging Strategies' conference, held April 5-7, 2011, in downtown St. Louis, featured a litany of presenters making sound but thought-challenging points. Among those was the idea that food packaging must be reused instead of landfilled; food safety will be a preeminent concern; and food waste will bubble to the surface as an issue more important than pure package sustainability. Speakers included prominent brand owners such as Frito-Lay and Coca-Cola, environmental leaders such as TerraCycle and key converters that included Crown Holdings, Verallia, and Amcor.

"Garbage is literally a manmade invention and a recent manmade invention. Can't everything be made from waste?"

Albe Zakes
TerraCycle



Ben Punchard
Euromonitor Intl.

"Asia-Pacific is a powerhouse for growth in food packaging. While the market is much smaller, Asia-Pacific typically outperforms the globe, and consumers have more money to spend."

"How can we leverage new technology and build equity value with consumers? About 300 million phones can do the messaging and talk to consumers in real time."

Charles Brignac
Graphic Packaging Intl.

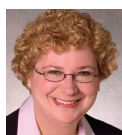


Andy Sweetman
Innovia Films

"The idea of the landfill is to minimize biodegradable materials and not have it break down. We need to get away from landfill materials, because they can create a bigger problem."

"The concern isn't going to be buying new packaging but understanding the carbon data that comes from it. Internal and external data needed by corporations is overriding the corporate brand."

Dailey Tipton
FirstCarbon Solutions



Lynn Dornblaser
Mintel Intl.

"The use of less packaging is more about convenience and economical solutions. The environment takes a secondary role when consumers don't want unnecessary components in their packaging."

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