



AUSTRALIAN PACKAGING COVENANT

**ACTION PLAN for:
JULY 2010 – JUNE 2015**

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Executive Summary

In creating our Action Plan for the next five years, Menora Foods has committed to working with our suppliers and brand developers, with the goal being to decrease the amount of packaging waste going to landfill and to ensure that packaging is recyclable where practical and possible. This means that we will undertake reviews of our new and existing packaging and work within the Sustainable Packaging Guidelines.

We have also committed to reviewing our current in-house recycling efforts and making changes that have positive impacts on the environment. Menora will be reviewing and re-issuing our internal Environmental Policy to place emphasis on the Buy Recycled aspect of the policy.

Company Summary

Menora Foods has a proud history spanning over 45 years, beginning in Melbourne as a small specialty food wholesaler. Menora Foods has now grown to become a national FMCG leader and one of the most progressive and innovative food marketing and distribution companies in Australia.

We currently employ over 140 people in various roles across the organisation. The Menora Group of companies includes Menora Foods, Tasmanian Pate, Interhampers Australia and Jindi Cheese. With the inclusion of these companies we employ approximately 400 individuals.

Menora Foods is a full member of CEISA, representing Australia on the board of the leading food importers in the major counties of the world.

Menora Food's past, present and future are linked by a strong family culture and a steadfast commitment to growth, by exceeding our customer's expectations and through strong partnerships with our suppliers. It is through the dedication, skills and ambition our team that we and will continue to flourish. This has been recognised by Retailer World that ranked Menora Foods within the top 10 fastest growing FMCG companies in Australia in the last two consecutive reports.

Menora Foods is committed to creating and maintaining high quality food products, a safe working environment and minimising its impact on the environment. This is achieved by implementing best practice processes and continuing to drive continuous improvement in occupational health & safety, food safety and environmental initiatives.

Menora Foods represents major overseas and Australian brands on an exclusive Australia-wide basis.

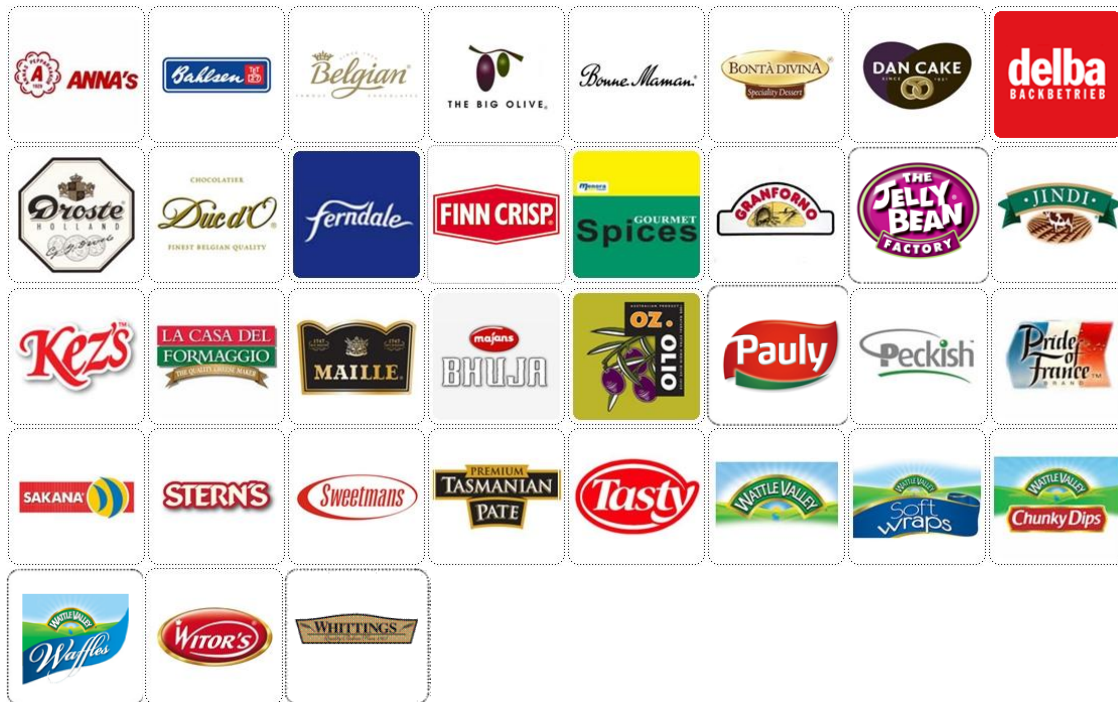
Business Locations

Menora Foods are located at:

- National Head Office / VIC Branch Office – 1695 Centre Road, Springvale VIC 3171
- NSW Branch Office - 7 Smoothy Place, Arndell Park NSW 2148
- SA / NT Branch Office – Unit 1A 334-346 Cormack Road, Wingfield SA 5013
- WA Branch Office - 22 Oxleigh Drive, Malaga WA 6090

Major Brands

Menora Foods' major brands include:



For a full listing of brand names refer to the Menora Food registration details on the Australian Packaging Covenant website.

Packaging materials and format used by Menora

Menora Foods use various forms of packaging including plastics, foils, cardboard and glass jars.

Covenant Contact Officer

This principal Australian Packaging Covenant contact person for Menora Foods is:

Michelle Henderson
National Human Resources Manager

Address - 1695 Centre Road, Springvale, Victoria 3171
Email - HendersonMichelle@Menora.com.au
Phone - (03) 8558 7012
Fax - (03) 8558 7075
Mobile – 0404 899 624

In her role as coordinator of the steering committee, she will take responsibility for overseeing the implementation of the action plan and meeting report deadlines.

Managing Director Endorsement

Menora Foods is firmly committed to the principles of the Australian Packaging Covenant.

As a full signatory of the covenant, Menora Foods will strive to work both internally and with suppliers local and overseas to where possible minimise the environmental impact of packaging waste.



Mr Ely Schachna
Managing Director
Menora Foods
Ph: 03 8558 7070

Packaging Review Policy

Menora Foods is committed to reviewing existing packaging types for each of our products by 2020.

All new packaging initiatives will be reviewed against the Sustainable Packaging Guidelines to ensure that the most sustainable alternatives are considered. All decisions will be documented.

In order to complete these tasks we will undertake the following steps:

1. Review data gathered during the 2010 period for the National Packaging Covenant;
2. Update our Product Packaging form to ensure compliance with Sustainable Packaging Guidelines (SPG);
3. Compile a list of all different types and formats of packaging currently used by the company. Group together different packaging types;
4. Develop a schedule of review;
5. Ensure the correct people are sourced to complete the reviews;
6. Investigate best-practice sustainable design;
7. Complete the review process documenting each step; and
8. Carry out sustainable changes where possible based on review findings.

Action Plan Summary Table

Action Actions should be meaningful, specific and measurable, meeting minimum compliance requirement for the Key Performance Indicators	Responsibility Responsibilities should provide action ownership, stating position titles rather than business units/departments	Baseline Data	Timeframe Timeframes should be clearly defined and not 'ongoing'	Target Targets should detail what you hope to achieve when implementing the action	Evidence Consider what you will have in place in the case of an audit that will demonstrate implementation of the committed action
1. Design					
KPI One: Proportion of signatories in the supply chain implementing the SPG for design or procurement of packaging					
Establish APC team to review existing packaging against SPG	APC Champion	Steering committee formed for NPC	30 June, 2011	Committee to understand SPG and requirements	Terms of reference Meeting minutes
Re-design Product Packaging form	APC Champion	Use NPC Product Packaging form as a base and redesign	31 May, 2011	New design to capture correct information under the Sustainable Packaging Guidelines	Collection of all forms will show necessary information on products
Gather data from all Product Packaging forms for new products	QA Manager, APC Champion	Database to be updated	31 December, 2011 and ongoing as products are added	Database expanded with new information	Forms and baseline data
Group all existing products by Chilled, Grocery, Bakery and Confectionery	Marketing Manager, APC Champion	Grouping exercise	31 December, 2011	All existing products are correctly grouped	Baseline data

Review 50% of existing packaging for products	APC Steering Committee	Database to be updated	1 January, 2015.	50% of Menora products are assessed for possible packaging changes to reduce waste sent to landfill without compromising product quality and safety	Product Review forms
2. Recycling					
KPI Three: Proportion of signatories with on-site recovery systems for recycling used packaging					
Review on-site recovery systems for recycling of used packaging	APC Champion	Previous annual data	30 September, 2011	Check compliance and consider new systems	Internal review of current systems, contracts with suppliers, end of year reports on recycling outcomes
KPI Four: Proportion of signatories with a policy to buy products made from recycled packaging					

Review Environmental Policy that incorporates the Buy Recycled Policy	APC Champion	Training for all staff	31 December, 2011	Ensure policy is clear and that we encourage the purchase of products made from recycled packaging	Policy
3. Product Stewardship					
KPI Six: Proportion of signatories that have formal processes for working with others to improve design recycling of packaging					
Continued work with suppliers and marketing team to improve design and recycling of packaging. Brand managers will consider the environmental impact of packaging (including the recyclability of product and possible viable alternatives for packaging) when a new line or update of existing line is considered.	Supply Chain Manager, QA Manager, Marketing Manager, Brand Development Managers.	Year on year improvements	1 July 2011 – 1 July 2013	Information sessions and group meetings	Minutes from meetings, outcomes, evidence on improvements
KPI Seven: Proportion of signatories demonstrating other product stewardship outcomes					

Policy to be introduced across the business to ensure that waste is segregated by all parties to ensure recycling is a high priority.	APC Champion	No system currently in place	31 December, 2011	Policy release, information sessions, newsletter articles	Newsletter copies, policy copy, results
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