



# GENERAL MILLS AUSTRALIA COMMITS TO 2025 PACKAGING TARGETS



AUSTRALIAN  
PACKAGING  
COVENANT  
ORGANISATION



**MELBOURNE (31 MARCH 2021)** - General Mills Australia is delighted to advise that we have committed to the Australia's 2025 National Packaging Targets, which will target 100 per cent of all packaging to become reusable, recyclable or compostable by 2025. The 2025 Targets are being led by the Australian Packaging Covenant Organisation (APCO), in partnership with government and industry, and will help Australia move towards a circular economy for packaging.

Peter Everett, Vice President and Managing Director of General Mills ANZ said: “We are committed to sustainable packaging options for all our brands which include Old El Paso™ Mexican food, Latina Fresh™ pasta and sauce, Betty Crocker™ cake mixes and frosting, Nature Valley™ and Fibre One™ snack bars and Haagen-Dazs™ ice cream and have been working towards sustainable packaging options for quite some time however we wanted to formalise our commitment to the 2025 targets.”

General Mills Australia sustainably sources 100 percent of its fibre packaging from recycled material or from virgin wood fibre regions that do not contribute to deforestation or from Forest Stewardship Council (FSC) mix or better.

General Mills Australia has also recently become a member of the Australian REDcycle soft plastic recycling program and The NZ Packaging Forum’s Soft Plastic Recycling programs which improve recyclability outcomes for soft plastic packaging across Australia and New Zealand.

General Mills Australia has been a member of APCO since 2011.

-ENDS-