



EASTER EGG PACKAGING: ANNUAL PROGRESS REPORT 2010



Jo Swinson MP

Executive Summary

Few would dispute that Easter eggs are a prime example of excessive packaging. This study makes comparisons between ten Easter eggs measured in 2007, 2008, 2009 and 2010 including both major manufacturers' products and supermarkets' own brands. The dimensions and weights of the eggs and their packaging have been measured, and the packaging material examined and environmental information recorded.

The study has found:

- **Overall average weight of packaging is down 4% this year**
- **Several companies made big leaps forward last year in reducing their packaging, but some manufacturers are still failing to catch up**
- **Nestlé is the only company whose Easter egg packaging was 100% widely recycled. Marks and Spencer, Tesco, Guylian and Green & Black's have all produced packaging which is technically 100% recyclable, but they contain plastic, which is not widely recycled**
- **Guylian produced the most excessively packaged egg this year, taking up only 9% of its box. Guylian supplanted Lindt which held the title for three years running**
- **Increasing numbers of Easter chocolates come wrapped only in foil - including Cadbury's 'Eco-Eggs', Lindt chocolate bunnies and Nestlé's Milkybar hollow chocolate cow**

2010 League Table

Rank	Highest volume of egg to volume of packaging ratio (2009 rank)	Recyclability
1	Sainsbury's (3)	Nestlé
2	House of Commons (1)	Mars
3	Green & Black's (7)	Green & Black's
4	Thornton's (4)	Tesco Finest
5	Marks & Spencer (1)	House of Commons
6	Tesco Finest (-)	Guylian
7	Nestlé (6)	Cadbury
8	Mars (5)	Bailey's
9	Cadbury (7)	Thornton's
10	Bailey's (-)	Lindt
11	Lindt (10)	Marks and Spencer
12	Guylian (-)	Sainsbury's

Notes on results above:

In the 'highest volume of egg to volume of packaging ratio' column, the volume of the egg has been used rather than the volume of all edible contents because in most cases the other contents could be put inside the egg. Where we have measured two different eggs of the same brand, the brand's ranking was worked out from an average of the measurements of the two eggs.



The Nestlé Milkybar cow, Cadbury's chick and Lindt bunny

Background

The manufacturing and disposal of packaging is a major source of greenhouse gas emissions in the UK and world wide. Furthermore, surveys consistently show that consumers are frustrated with the amount of packaging included with the products they buy. The costs of excess packaging are invariably passed on to consumers. In fact, the consumer pays three times for excess packaging: once at the checkout (the average family spends £470 each year on packaging), once for the disposing of waste packaging, and once again for the environmental costs. There is huge scope in the UK not only to reduce the amount of packaging we use, but also to reduce the carbon emissions associated with the whole life cycle of packaging materials. This could be achieved by using a greater proportion of recycled material in packaging, by recycling a greater proportion of packaging and by reducing the overall amount of packaging used on products.

Easter eggs provide some of the worst examples of excess packaging that can be found on supermarket shelves. That is why, since 2007, I have carried out an annual study of packaging produced by a broad range of Easter egg manufacturers.

The main UK laws which regulate packaging, and which are intended to reduce it, are the [Producer Responsibility Obligations](#) and the [Packaging \(Essential Requirement\) Regulations](#), which implement [European packaging law](#).

The Producer Responsibility (Packaging Waste) Regulations 2008 (as amended), managed by [Defra](#), oblige businesses which handle large volumes of packaging to recover and recycle minimum quantities of packaging waste. Friends of the Earth [argues](#), however, that the targets set out in this legislation are not ambitious enough. Having producer responsibility measures in place means the Government has the power to oblige producers to make their products recyclable, but without raising targets this will have little impact. For example, while the Government's target for plastic recycling is set to increase by 2% each year until 2012, Friends of the Earth estimate that a 5% annual increase is needed to make a significant difference.

The Essential Requirements regulations, managed by the Department of Business, Innovation and Skills ([DBIS](#)), are intended to make sure that packaging on products is kept to the "minimum amount necessary for safety, hygiene and acceptance by consumers". However, an [investigation](#) carried out by Jo Swinson MP in 2008 suggested that this regulation is having very little impact. Trading Standards offices, which are charged with enforcing this regulation, are woefully under equipped to do so. The wording of the legislation is vague and ambiguous, making it almost impossible to enforce. The result is that to date only four prosecutions have ever been brought, despite the many shocking examples of excess packaging all around us, such as those documented in this report. An EU report on the implementation of the Essential Requirements Legislation found that the industry were "very much in favour" of the regulations and regretted that they were not enforced by member states.

Voluntary agreements provide an alternative means for businesses to work together in cutting excess packaging without harming their competitiveness. The [Courtauld Commitment](#), managed by non-profit organisation [WRAP](#), has achieved far more success than any legislation in dealing with excess packaging to date. According to [WRAP](#), over 92% of the UK grocery market has signed up to the agreement, in 2008 the

growth of packaging waste was [successfully halted](#), despite rising sales, which resulted in 500,000 tonnes less packaging being used in 2009 compared with 2005. Phase 2 of the Courtauld Commitment has now been launched, moving away from a focus on the amount of packaging, and instead looking at the sustainable use of resources across the entire life cycle of a product. This using more recycled materials and increasing recyclability, as well as reducing weight. So far, 29 companies have signed up to phase 2 of the commitment - of the 12 companies whose products are examined here, only Sainsbury, Nestlé and Mars have signed up.

Clearly, excess packaging and the need to reduce green house emissions is not just an issue with Easter egg packaging, but one which affects many of the products we buy every day. Easter eggs present some of the most obvious examples of over-packaging in the food industry, and their annual appearance on supermarket shelves provides a good opportunity to review what progress has been made in the year gone by. This year as well as looking at the weight and volume of packaging Easter eggs are also ranked according to percentage of their packaging which can be recycled.



Bailey's Easter egg packaging: minimum necessary?

Results

This year saw overall reductions in packaging across the Easter eggs surveyed, however the average reduction was just 4% in contrast to an average reduction of more than a third which we saw last year. Companies such as Mars, Nestle and Green & Blacks which made huge reductions last year have found it difficult to make similar improvements this year, while other companies such as Lindt and Guylian have unfortunately not followed their lead.

Packaging Reduction Plans and Marketing

Some manufacturers have chosen to cut down unnecessary packaging voluntarily without waiting for packaging regulations to be enforced. Nestlé, Mars and Cadbury have signed up to Wrap's Seasonal Confectionery Working Group (SCWG), to work together to reduce their seasonal packaging. These three companies, along with several others, have clear strategies and targets for reducing packaging in their Easter ranges which are outlined below. A number have also made packaging reductions a major part of their marketing campaigns. There has also been a trend toward removing materials which are less widely recycled from Easter egg packaging, with Cadbury and Mars removing all moulded plastic from their range, and Nestlé removing 90%. Finally it is encouraging that companies seem to be making an increasing effort to source their packaging materials sustainably: using recycled plastic and Forestry Stewardship Council certified card.

Several companies are increasingly producing Easter products which eliminate all packaging except foil wrapping. Cadbury's Green Award-winning '[Eco-Eggs](#)' have clearly been successful, with 2 million eco-eggs sold in 2008 and 3.1 million in 2009. Hopefully consumer choice will continue to make this an increasingly profitable approach, and it will be adopted by other manufacturers. Other products, such as the [Lindt Gold Bunny](#) (which makes up 55% of the company's overall Easter sales), Nestlé's Milkybar cow are similarly minimally packed.



Cadbury launched its "Purple Goes Green" strategy in 2007, committing to a 10% reduction in standard product packaging and a 25% reduction in packaging for seasonal goods by 2020. The Eco-Eggs, mentioned above, are a major innovation in achieving this, although they remain a relatively small proportion of overall sales.

As part of this initiative Cadbury have continued to reduce the packaging of their Easter egg range in 2010, reducing the packaging of their range by 10% on 2009 levels. Overall, these changes mean that 33% more eggs can be fitted on a pallet, meaning it takes fewer lorries to transport them to the shops.

While **Green and Blacks** made major strides in improving their packaging in 2009, making their Easter egg packaging among the greenest on offer, they have not shown further improvement in 2010 – in fact, their range is exactly the same.

As part of **Marks and Spencer's** Plan A "eco-plan", launched in 2007, the company plans to make 25% reductions in packaging across its entire range. M&S claim that packaging of their Easter range has been almost halved since 2007, and has been further reduced by a fifth since 2009. This has been achieved largely through packing its "novelty chocolate character eggs" in a thin plastic film rather than moulded plastic. It has also made steps to increase the use of recycled materials, to increase the proportion of packaging that is recyclable, and to use paper from sustainable sources. The company claims that "83% of packaging across the M&S Easter range is recyclable, and 63% of the packaging is from sustainable sources".

Nestlé claims to have reduced packaging across its entire Easter range by 30% in 2009, and to have made further reductions in parts of its range this year. Nestlé, like Cadbury, has made corporate responsibility a prominent part of its branding. Nestlé UK has decided to remove plastic inserts from many of its chocolate eggs: they claim that in 2010, 90% of the eggs Nestlé will sell will have no plastic inserts. Nestlé should also be applauded for providing clear recycling information on the back of the boxes.

Mars has removed all plastic from its range, and claims to have reduced the volume of its boxes by 40% for 2010.



Even last year's worst offender, **Lindt**, claims to have reduced the volume of its packaging by 19% over the last two years, although they have a long way to go, coming 11th out of the 12 eggs surveyed here. Bizarrely, the Lindt gold bunny contains as much chocolate as their Easter egg, but with around 100g less packaging!

Thorntons claim to have cut its packaging by 14% on 2009 levels, across its range, resulting in 48 tonnes less waste. These improvements have mainly been focussed on premium easter products and have been achieved by reducing the thickness of materials, changing pack formats, and removing some components altogether. They also

use 50% recycled plastic in their packaging and 80% recycled cardboard to transport the eggs to store.

Despite repeated requests, **Sainsbury's**, **Tesco**, **Lir** (who make the Bailey's egg) and **Guylian** have not provided us with evidence of any strategy to cut excess packaging.

Direct comparisons

Easter egg	Change in packaging 2009-2010
Mars	Mars have made their packaging more efficient this year, with the size of the box decreasing slightly. However, the chocolate accounts for less of the overall weight of the product than last year. Like last year, the box contains detailed recycling instructions.
Green & Black's	No change from last year's packaging – however huge improvements were made last year, and there is very little packaging left to be removed.
Lindt	Lindt has made small improvements, with the weight of chocolate compared to packaging having increased by 4% and the egg taking up 2% more room in its box than last year. However, the egg still takes up only 11% of its box, and like last year there is very little recycling information.
Cadbury	Although the volume of cardboard box reduced by 34% last year, this year there have been no substantial improvements. The size of the egg in comparison with the box has risen by 2%. There have been no significant improvements in recycling information.
Sainsbury's	Sainsbury's continues to lead the way with regards to the amount of, with the egg now taking up 60% of the box – 8% more than last year. However, it is still in a plastic box which is not widely recycled.
Marks & Spencer	This year M&S had two Easter eggs of a similar size to the one used last year. While they have abandoned unrecyclable cellophane wrapping, this year's boxes use plastic which is still not widely recycled. The 2010 egg contains no recycling information at all.
Guylian	While Guylian's packaging has decreased since 2007, its egg takes up just 9% of its box, making it the most excessively packaged. Putting the chocolates in a separate plastic tray, in a box, inside the larger box, is totally unnecessary, and there are no instructions on how or where to recycle the box.
Nestlé	Nestlé made huge improvements last year, and this year the packaging is 100% widely recycled for the Smarties egg considered here. Once again, the entire back of the box is devoted to recycling information. In keeping with this evident commitment, the volume of the egg has increased by 4%, and its weight of packaging has remained almost exactly the same.
Thorntons	Thorntons have kept their triangular prism shape this year, and with that in mind it is of no surprise that no significant improvements have been made from the huge steps forward taken in 2009. However, the eggs they sell in Thorntons shops, as opposed to the ones sold in supermarkets, come in a cuboid box which is much less efficient and has brought them down in the league table.
House of Commons	There have been no significant improvements made from the previous year. Though the packaging is not in any case excessive, it is made of non-recyclable cellophane, so there is room for improvement.

Notes on results above:

The eggs measured represent medium-range products, though an extensive range of larger and smaller eggs were also available. The eggs used above are the closest direct equivalent to those measured in 2008 and 2009. In some cases, direct equivalents were no longer available. The Guylian egg was not surveyed in 2008 or 2009, so this comparison is with the 2007 egg.

Conclusions

From 2008 to 2009, there was a substantial improvement in efforts by manufacturers to significantly reduce the amount of packaging on Easter eggs. **This year, improvements have been noticeable but slight.**

This can be clearly shown by a comparison in the box efficiency and overall weight from the previous 3 years. On average, Easter eggs in 2009 took up 39.8% of the volume of their packaging compared to 29.4% in 2008, which was a significant improvement. This year the eggs take up 36% on average, emphasising that improvements have been made, but not on the same scale as the previous year.

The average total weight of packaging for an Easter egg last year was 82.6g in 2008, and shrank to 52.8g last year. In this years report, there has been a slight decrease, with the average weight of packaging coming in at 49g. The overall trend is positive, with an average reduction of the weight of packaging by 3.8% on last year. There is still room for improvement, however, as even the products whose packaging has been reduced this year still contain empty space which could be squeezed out to make them even more efficient.

The Packaging (Essential Requirements) Regulations, which require producers to limit the volume and weight of packaging to the 'minimum amount necessary', are in most cases not being met. Manufacturers such as Guylian and Lindt have a long way to go before meeting these requirements. The fact that Cadbury and others sell millions of eggs and other Easter confectionary with only foil wrapping clearly demonstrates that the giant boxes produced by Guylian and Lindt are not the 'minimum necessary' at all.

Last year's report described an overall improvement in the environmental information provided on packaging. In 2008, only 4 out of 10 of the eggs surveyed carried information on whether the packaging material was recycled, while in 2009 year 5 out of 10 did. This year 8 out of ten manufacturers have included some information on their packaging, showing an improvement. This year five out of 10 also give instructions for recycling the packaging, the same number as last year. In 2008, only 1 out of 10 did so. Much like the figures for efficiency of packaging and weight of packaging, improvements this year have been small but nonetheless apparent.

Following 'WRAP's' campaign to improve recycling information, there appears to be a trend from simply stating 'please recycle' to indicating which materials are likely to be collected for recycling by local councils and which may need to be taken to a local recycling centre. This is certainly a positive step forward, although there is plenty of room for improvement as there are still no instructions on 20% of the eggs surveyed. **Going forward, the emphasis needs to be not just on reducing packaging, but also ensuring it is recyclable, as 6 out of 10 of the products surveyed here still use some materials which will end up in landfill. Furthermore, only one of the eggs (Nestlé) produced a package which was 100% 'widely recycled'.**



Appendix I: Research Tables

Descriptive & environmental information

Brand of Easter egg	Price of product (£)*	Description of packaging	Environmental information on packaging
Mars	£0.97	Card box, plastic inner tray, foil-wrapped egg, 2x Mars bar	<p>Green dot logo. 91% recycled cardboard. “This carton is fully recyclable and can be disposed of at your local recycling centre or placed in your domestic recycling collection box. To recycle the foil and plastic insert please ask your local recycling centre for details.”</p> <p>Green Dot logo Soil Association Organic Standard logo Forest Stewardship Council logo. “The card we use to create our perfectly formed eggs is created from forests that have been sustainably managed – where the same care is taken to harvest and replant trees as it is to create our chocolate, but we haven’t stopped there; this Easter we have also removed the plastic from our packaging. Truly Green and Beautiful. We’ve taken time and care over our chocolate and packaging – we’d love you to do the same. Please recycle this pack.”</p>
Green & Black’s	£5.99	Card box, foil-wrapped egg, small card w/ ribbon string	Green Dot logo.
Lindt	£5.99	Card box, plastic inner tray, foil-wrapped egg, foiled wrapped mini eggs	Both carton and plastic are recyclable. Please recycle where possible.
Cadbury’s	£2.50	Card box, plastic inner tray, foil-wrapped egg, 2x mini foiled wrapped eggs	Green Dot logo Paper Recycling logo. No other recycling information. Marked as 1-PET
Sainsbury’s	£2	Clear plastic box, ribbon	Recycling logo “Most councils will collect this for recycling.” Forest Stewardship Council logo Paper recycling logo Plastic 1-PET “The fitment is made from 50% recycled plastic”
Thornton’s supermarket egg	£4.99	Card box, plastic inner tray	“We would love you to recycle this packaging. For more guidance visit www.recyclenow.com ” Forest Stewardship Council logo Paper recycling logo Plastic 1-PET
Thornton’s shop egg	£3.75	Card box, plastic inner tray Egg in plastic wrapper on card base, chocolates in plastic packet,	“We would love you to recycle this packaging. For more guidance visit www.recyclenow.com ”
Bailey’s	£4.99	white paper inside the egg Card box, plastic inner tray, foil-wrapped egg, box of Guylian	No recycling information.
Guylian	£6.00	chocolates (card box, plastic tray)	Green dot logo. No other recycling information.

Tesco Finest	£4.99	Card box with plastic window, plastic inner tray.	No recycling information Forest Stewardship Council logo (mixed sources).
M&S cellophane wrapped egg	£5.99	Plastic wrapper on card base, foil-wrapped egg, small card, ribbon, 8 small eggs in a plastic packet	"Paper: widely recyclable Foil: check local recycling Plastics: not currently recyclable"
M&S plastic carton egg	£2.99	Clear plastic box, cardboard base	No recycling information "This box is made from card sourced from a sustainable source. Please recycle."
Nestlé	£0.97	Card outer, card inner tray, foil-wrapped egg, tube of smarties (card)	"Card: widely recycled Foil: check local recycling"
House of Commons	£11	Egg in plastic wrapper on card base, chocolates in plastic packet, white paper inside the egg	No recycling information.

Notes on results above:

- Prices indicated are those paid for eggs though not necessarily the RRP of the eggs. Eggs were paid for personally by Jo Swinson MP.
- The [Green Dot](#) logo has no meaning in the UK, however it is printed on products which are exported to European member states implementing EC Directive 94/62/EC 1994, which sets recovery and recycling targets for those states.
- The recycling logo indicates that a product is recyclable.
- The [Forest Stewardship Council](#) logo indicates that the product has met FSC criteria for meeting the "social, economic, ecological, cultural and spiritual needs of present and future generations."
- 1-PET is a recyclable plastic.
- rPET is recycled plastic which is also recyclable.

Comparison over time

Brand of Easter egg	2007 % weight of edible contents to total weight	2008 % weight of edible contents to total weight	2009 % weight of edible contents to total weight	2010 % weight of edible contents to total weight	2007 % of volume of egg to packaging	2008 % of volume of egg to packaging	2009 % of volume of egg to packaging	2010 % volume of egg to packaging
Mars	75%	73%	79%	74%	16%	16%	23%	26%
Green & Black's	63%	64%	83%	83%	18%	17%	41%	41%
Lindt	70%	69%	67%	71%	9%	9%	9%	11%
Cadbury	75%	77%	80%	78%	14%	13%	17%	19%
Sainsbury's	85%	82%	84%	82%	100%	58%	53%	60%
Marks & Spencer	72%	83%	97%	79%	14%	35%	100%	34%
Guylian	40%			60%	11%			9%
Nestlé	73%	57%	80%	79%	16%	9%	23%	27%
Thornton's	75%	77%	85%	85%	27%	24%	45%	49%
House of Commons	96%	96%	97%	95%	100%	100%	100%	56%
Average	75.1%	74.8%	82.3%	81%	32.8%	29.4%	39.8%	36%

Notes on this table: Where two eggs of the same brand have been measured in 2010, the one most similar to the egg used in 2009 has been used for the purposes of the comparison over time.

Weight measurements of Easter eggs

Brand of Easter egg	Weight of total product (g)	Weight of total packaging (g)	Weight of card packaging (g)	Weight of plastic packaging (g)	Weight of chocolate egg (g)	Weight of other contents (g)	% of packaging widely recycled	% of packaging not widely recycled	% of packaging not recycled
Mars	260	59	59	0	126	77	94%	5%	1%
Green & Black's	226	38	38	0	188	0	93%	7%	0%
Lindt	346	101	53	48	130	115	49%	48%	3%
Cadbury's	223	50	32	17	111	62	58%	37%	5%
Sainsbury's	135	24	0	21	111	0	0%	88%	12%
Thornton's supermarket egg	343	49	26	23	208	85	53%	47%	0%
Thornton's shop egg	224	61	36	25	162	0	55%	43%	2%
Bailey's	284	107	63	44	103	72	56%	42%	2%
Guylian	415	165	108	56	122	128	64%	33%	0%
Tesco Finest	151	50	34	16	102	0	68%	32%	0%
M&S cellophane wrapped egg	229	55	35	20	103	71	58%	41%	1%
M&S plastic carton egg	248	51	18	33	197	0	35%	65%	0%
Nestlé	229	48	48	0	138	44	100%	0%	0%
House of Commons	451	21	14	5	352	78	67%	24%	9%
Average	268.86	62.79	40.29	22	153.79	52.29	61%	37%	3%

Dimensions of Easter eggs

Brand of Easter egg	Height of packaging (mm)	Width of packaging (mm)	Depth of packaging (mm)	Height of chocolate egg (mm)	Width of chocolate egg (mm)	Circumference of chocolate egg (mm)
Mars	194	126	96	132	90	285
Green & Black's	242	132	111	136	88	294
Lindt	250	181	95	121	75	260
Cadbury's	215	126	96	125	84	252
Sainsbury's	119	84	75	116	82	260
Thornton's supermarket egg	195	117.5	68.5	150	95	325
Thornton's shop egg	180	126	116	145	94	323
Bailey's	285	220	96	140	82	275
Guylian	307	172.5	119	133	90	285
Tesco Finest	171	94	89	117	67	235
M&S cellophane wrapped egg	216	125	97	138	90	272
M&S plastic carton egg	194	103	102	155	94	301
Nestlé	162	136	92	125	83	267
House of Commons	175	110	110	175	110	364

Commons	207.5	132.36	97.32	136.29	87.43	285.57
Average						

Volume and relative measurements of Easter eggs

Brand of Easter egg	Volume of packaging (ml)	Volume of chocolate egg (ml)	% weight of edible contents to total weight	% of volume of egg to packaging	Any landfill waste?
Mars	2346	600	74.23%	25.58%	Chocolate bar wrappers
Green & Black's	1644	680	83.18%	41.36%	no
Lindt	4298	460	70.80%	10.7%	Chocolate wrappers
Cadbury's	2326	450	77.57%	19.32%	Chocolate bar wrappers
Sainsbury's	749	450	82.22%	60.08%	ribbon
Thornton's supermarket egg	1569	780	85.42%	49.71%	Chocolate wrapper
Thornton's shop egg	2630	830	72.32%	31.56%	Plastic window
Bailey's	4015	580	.61%	14.45%	Chocolate wrappers
Guylian	6301	590	60.24%	9.36%	no
Tesco Finest	1430	400	55%	27.97%	No
M&S cellophane wrapped egg	2619	600	75.98%	22.91%	Bag containing wrappers,
M&S plastic carton egg	2038	700	7.944%	34.35%	no
Nestlé	2026	540	79.47%	26.65%	No
House of Commons	2117	1190	95.34%	56.21%	Plastic wrapper covering sweets, ribbon, and large wrapper covering egg
Average	2579.14	632.14	76.10%	30.73%	

Appendix II: Responses from Manufacturers



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Jo Swinson MP
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12 March 2010

Dear Ms Swinson

Many thanks for contacting us regarding Easter Egg packaging reductions. Hopefully the information below will be useful in providing detail on how we are continuing to reduce the packaging of our Easter Egg ranges and engage consumers in the process.

At Cadbury, we have continued to work towards our Purple Goes Green targets, launched in 2007 to reduce our global environmental footprint. As you are aware, we set stretching reduction targets across energy, water and packaging. The packaging reductions across our Easter Egg lines continue to significantly contribute to our targets to reduce standard product packaging by 10% and seasonal and gift ranges by 25%. More information can be found on our Purple Goes Green programme in our most recent Corporate Responsibility report at www.dearcadbury.com

Eco Eggs – Unboxed Eggs

Following the positive customer response, and the popularity of the Eco Eggs range in 2008, both types of Eco Eggs (Eggheads and Treasure Eggs) became nationally available in the UK and Ireland from 2009 onwards. The range now forms a key part of our Easter portfolio. In 2009, across the Eco Eggs range, Cadbury saved an additional 315 tonnes of carton board and 308 tonnes of plastic. A total of 2 million Eco Eggs were bought in 2008 and 3.1 million in 2009.

Through innovation, we have increased choice in the Easter Egg category, taking the onus off consumers to recycle and dispose of packaging. This approach has engaged environmentally-motivated consumers who had previously exited the category, whilst also educating mainstream consumers through taking them on a reduced packaging journey. We shared some of these insights at the Parliamentary event at Easter last year.

We also continue to work with the National Trust on Easter Egg Trails that support family

time together. Since 2008, there have been 1.8 million attendees to the National Trust & Cadbury Egg Trails and the campaign won the 'Best Communication Campaign Featuring Sponsorship' Award at the Marketing Communication Consultants Association (MCCA) BEST Awards 2010 last week.

In 2009 we ran a competition called 'Design Your Own Egghead' at the Easter Egg trails to raise awareness of the benefits of the unboxed Eco Eggs. The competition focussed on the brightly coloured foil of the Eggs, rather than on the missing the box. This was a fresh and more consumer engaging way to look at our unboxed Eggs. This campaign was extremely well received by consumers and the 2009 winner's design is in-store now. We will be running this competition again in 2010.

Boxed Eggs

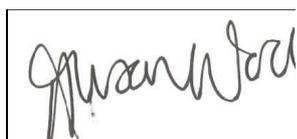
We are also continuing to reduce packaging across our boxed Easter Eggs range. In 2010, we have reduced packaging in our Giant Eggs by 35% and also completely removed the vac form plastic which is usually used to keep the Egg in place. These changes result in a 65% reduction in secondary and tertiary packaging for the Giant Egg compared to 2009. Giant Eggs palletisation for Easter 2010 is now 65% higher than in 2009.

We have also made significant savings across our Large Egg Easter 2010 range. The Easter 2010 Large Egg uses 5% less primary packaging than the 2009 Large Egg, with overall packaging dropping by 10% in 2010 compared to 2009. Palletisation for this range is 33% higher than 2009.

Insights gained from our Easter Eggs packaging reduction developments have also been fed into other areas of our seasonal range. For example, we have now expanded the packaging reduction across our Christmas selection box range and reduced the 2009 primary packaging by 25% in comparison to the Christmas 2008 range.

I hope that you agree that we are continuing to drive progress against our packaging targets through our Easter ranges. Please do contact me if you have any further questions. We would also be grateful to see a copy of your report once completed.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Alison Ward', enclosed within a thin black rectangular border.

Alison Ward
Global Head of Corporate Responsibility



Marks and Spencer plc
Waterside House
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W2 1NW

Dear Ms Swinson,

I would like to thank you for the opportunity to update you on the work we are doing to reduce our packaging, with specific reference to our range of Easter confectionery.

Packaging reduction has been a key area of focus and across our foods, drinks, flowers and household products we have already achieved a 16% reduction in the weight of packaging. This progress has been achieved since we set out our commitment to reduce our non-glass packaging by 25% as part of Plan A - launched in January 2007.

Our overall vision on Easter Egg packaging this year has been to make further reductions, whilst not compromising on the recyclability of the materials used. To help our customers we have also included recycling information, based on agreed WRAP criteria, across all lines except where there is insufficient space. Finally, we pioneered the use of recycled materials in plastic food packaging in 2004 and have worked with partners to open the first reprocessing plant in Dagenham. As exemplified by our Easter confectionery packaging, we believe we use more recycled material and sustainable cardboard than any other food retailer.

Please find a number of key achievements that hopefully will help to answer your questions.

- We have reduced our Easter Confectionery packaging by 48% since the launch of Plan A in 2007. This equates to a saving of 60 tonnes of packaging.
- This year alone we have made a further saving of 20% compared to 2009.
- We have removed rigid plastic and much cardboard across 25% of the range, replacing it with a simple light-weight film eg Molly Moo has seen an 80% weight reduction saving 6 tonnes of plastic.
- We are cognisant of the reduction in weight potentially leading to a reduction in recyclability of our packaging and so we have tried to achieve a balanced position. Overall, the recyclability of our packaging for our Easter confectionery has remained at approximately 84% despite the significant reductions seen (based on WRAP criteria).
- We are continuing to drive the sustainability of our packaging raw materials, with over 87% of all cardboard coming from sources accredited by FSC and labelled as such on pack. This represents an increase from 50% in 2009.
- 70% of the plastic used across the range contains a minimum of 50% recycled materials, sourced from one of our partners in the UK. Not only does this reduce the amount of virgin plastic used to make our packaging, but also creates an end market for plastic packaging collected by Councils. You might be interested in a new initiative we launched recently with regard to encouraging kerbside recycling across all materials we use in our packaging.

Overall, we have aimed to simplify our packaging with minimal number of layers and a maximum weight ratio of product to packaging. The proportion of lines within the range with a simple cellophane wrap is 25%.

I hope that this response illustrates our firm commitment to reduce our packaging, but please do not hesitate to contact me to discuss further. Alternatively, if you have time I would be most delighted to meet up to take you through our progress and learning's over the last 3 years.

Best regards.

Helene Roberts
Head of Packaging - Food Division

GREEN & BLACK'S

ORGANIC

Dear Jo,

In 2009 Green & Black's Easter egg packaging had a complete overhaul. Striving for a perfect balance between taste and principles G&B's to seek new ways to minimise its impact on the environment. G&B's recognised the need to improve its Easter egg packaging, renowned across the industry as wasteful. G&B's set out to significantly reduce the Easter egg range packaging, to use only sustainable materials, remove all plastic while ensuring all products are protected and importantly retain the premium and stylish integrity of the brand.

Key attributes of packaging overhaul include:

- Removal of 37 tonnes of plastic from the '09 range, compared with '08 (based on like for like number of packs)
- Removal of the plastic vacforms across all formats
- Green & Black's has reduced its packaging by 61% compared to 2008
- Innovative structural shape of the packaging resulted in a reduction in the amount of cardboard used. The eggs now use thinner but stronger FSC cardboard.
- All parts of the packaging can be recycled
- The innovative design and reduction in materials has been replicated by our competitors which is a huge testament to our success

The new look, more environmentally responsible packaging launched in 2009 after two years of planning. While the range in 2010 is the same as 2009 G&B's is always challenging its packaging formats and looking for the next big packaging reduction strategy.

I have attached an image of 2008 vs 2010 packaging so you can compare the range change and the dramatic reduction in packaging waste.

Please let me know if you have any questions.

Are you able to let me know when the report will come out?

Kind regards,

Jo Vyvyan-Robinson



From: Hug, Martin
Sent: 16 March 2010 09:49
To: SWINSON, Jo
Cc: Weisskopf, Dieter; Kälin, Sylvia
Subject: FW: Annual Report on Easter Egg Packaging by Jo Swinson MP

Dear Ms Swinson

Lindt has reduced the number of shell eggs in its range by 14% from 2009 to 2010. Lindt has also reduced the packaging of its remaining shell eggs by approximately 19% over the past two years.

Both the cardboard outer packaging and the plastic innards have been reduced in size and weight in order to meet stringent internal targets for the reduction in both packaging and our carbon footprint. We will continue to optimize this every year going forward.

The Lindt Gold Bunny is responsible for 55% of our total Easter sales and is also the most efficiently packaged as it is only coated in its iconic gold foil wrapping.

Please let us know in case you needed additional information.

Yours sincerely,
Martin Hug

Martin Hug | CFO
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Strong Stand on Environmental Issues for Easter 2010

Utilising single materials & removing excess packaging where possible



- ❑ ALL Plastic & Acetate removed from Small, Medium, Luxury & Premium Eggs
 - Represents a saving of **50 tonnes of Plastic pa**
 - Communicating "No Plastic Tray" message to Consumers & the Trade
- ❑ All **CARTONS (outer box)** fully recycled packaging
- ❑ Significant Packaging reduction on Large & Luxury eggs
 - Average volume reduction of 40% representing 100 tonnes of card
 - Gains in palletisation mean a 1/3 less lorries compared to 2009

Mars Medium Egg Sustainable Packaging



Luxury Egg – packaging reduction, removal of plastic, optimised palletisation giving more efficient palletisation



Large – packaging reduction, optimised palletisation giving more efficient palletisation, recyclable PET thermoforms (required to ensure protection of egg during transportation)

OCCASIONS
BRINGING THE **MAGIC** OF CHOCOLATE ALIVE



2009



2010



2009



2010



From: Baptista, Ana, CROYDON, GROUP CORPORATE AFFAIRS
Sent: 12 March 2010 13:37
To: SWINSON, Jo



Subject: RE: Easter egg packaging report 2010

Dear Jo,

I thought it would be useful to recap the changes made last year which were major and will continue to be effective in 2010 and beyond.

2009

Nestlé sells one in four Easter eggs in the UK with favourite brands such as SMARTIES®, KIT KAT® and AERO®. In 2009, we have reduced packaging across our entire range by 30%. This move saved at least 700 tonnes of waste, the same weight as 100 double-decker buses.

Nestlé UK was the first of the large manufacturers to remove the plastic inserts from chocolate eggs – a great step forward in reducing the estimated 4,500 tonnes of waste that Easter eggs generate each year. The move is part of an ongoing programme from Nestlé UK to reduce packaging.

- All small and medium eggs, 80% of Nestlé's total range, from favourite brands such as SMARTIES®, KIT KAT®, AERO® and MILKY BAR® now come in a cardboard basket, which is easily recyclable
- Nestlé is also providing clear recycling information on the back of the boxes to help consumers
- The sweets inside SMARTIES® and MILKY BAR® small eggs have also had their plastic packaging removed
- Because eggs are more compact, the move will save 48,000 road miles in transporting Easter eggs
- The 30% reduction exceeds the WRAP (Waste & Resources Action Programme) industry agreement to reduce medium egg carton weight by 25%

2010

In addition to the 2009 announcements, in 2010:

- **90% of the eggs Nestlé Confectionery will sell will have no plastic inserts.**
- We are also introducing innovative new packaging for our adult range including **QUALITY STREET®**, **AERO®** and **AFTER EIGHT®** which now uses **50% less packaging than last year with no plastic insert.**
- The new **SMARTIES®** and **ROLO®** retro eggs come with a high quality retro mug. The new retro eggs packaging use a **cardboard only solution (no plastic insert)**
- For some visual aids please consult the slides attached.

Kind Regards,

Ana Baptista

THORNTONS PACKAGING HEADLINES

EASTER 2010

M. Aitchison
18/03/10

Thornton's Packaging Development team has continued to work hard to minimise the environmental impact of Easter 2010 packaging. We have continued to concentrate on three key areas:

1. PACKAGING REDUCTION - Reduce the amount of packaging by weight.
2. PACKAGING SOURCES - Use packaging materials that come from recycled or sustainable sources.
3. PACKAGING RECYCLING - Clearly label packaging to aid recycling.

PACKAGING REDUCTION

Total Easter Packaging Weight (All Products):

2009 – 320 Tons at an average of 57g of packaging per product (5.6 million products)

2010 – 345 Tons at an average of 44g of packaging per product (7.8 million products)

Average packaging weight reduced by 24%

(NB: This reduction is not solely a result of packaging reduction work, changes in the product mix and product volumes between 2009 and 2010 also contribute)

Repeat Proposition lines

By comparing repeated product propositions between 2009 and 2010 at 2010 volumes we get a true 'like for like' figure for the amount of packaging saved due to the weight reduction work done on these lines:

Total packaging weight of 2009 repeated proposition products at 2010 volume = 348 Tons

Total packaging weight of 2010 repeated proposition products at 2010 volume = 300 Tons

Total weight saved by improving packaging on repeat proposition lines = 48 Tons

This can be expressed as repeat proposition products having packaging that is 14% lighter than in 2009

Best in Class Examples:

Our low and mid price point products were re-engineered in 2009 to minimize packaging. In 2010 we have furthered this work. Our main focus in 2010 has been to reduce the packaging on our premium Easter products. We have changed a large number of pack formats, reduced material thickness and removed components altogether. Comparing overall packaging weight figures from 2009 to 2010 it is clear that this approach has paid off:

A) 'Love' Toffee, Fudge and Moments Eggs: Packaging improvements from 2009 to 2010 saved **6.17 Tons** of Packaging

B) Conti Milk & Viennese Eggs: Packaging improvements from 2009 to 2010 saved **10.74 Tons** of Packaging

C) Metropolitan Egg (V's Lovely Egg in 09): Packaging improvements from 2009 to 2010 saved **7.99 Tons** of Packaging

Total weight saving on premium products: 25 Tons

PACKAGING SOURCES

Much work has been done to ensure we source materials responsibly. We make every effort to use recycled material wherever possible.

- All of our Easter egg cartons are produced from FSC certified carton-board. The FSC certification guarantees that only trees from sustainable sources are used.
- All of the plastic formers we use in our Easter eggs contain a minimum 50% recycled material
- All the cardboard boxes used to get our Easter eggs to store are made from 90% recycled material

RECYCLING

All our Easter eggs packaging is clearly labeled (where space allows) to show the customer what each component is made of and if it can be recycled. Simple symbols have been used and the excellent website www.recyclenow.com is referenced on pack as a source of further information. This website provides further information about packaging materials, how they can be recycled and information on your nearest recycling center.

FUTURE PLANS

We have already started work on 2011 Easter packaging, setting our packaging suppliers the brief of minimising packaging further. The challenge becomes greater every year as we have now minimised almost all our pack formats. As a result we will focus on investigating 'breakthrough' packaging formats. The intention being to discover a pack

format that we can trial on a low volume line in 2011 and roll out further in 2012. Ideas we are investigating include removing the plastic former altogether and using single material packs to aid recycling. With this approach in mind we have set ourselves the following targets:

- Reduce overall packaging tonnage by a further 5% in 2011
- Develop and test a breakthrough new 'responsible packaging' pack format for at least one product in the 2011 range.
- Increase the percentage of recycled material used to produce our 2011 packaging