

**Media Release**  
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## **Petuna leads the way in sustainable packaging**

In an Australian first for the salmon industry, Petuna's Gold Award-winning Ocean Trout and Atlantic Salmon will soon be transported in new sustainable packaging that will divert more than 150,000 poly boxes from landfill every year.

Petuna CEO, Ruben Alvarez, said the new cardboard boxes were made from sustainably sourced paper-based materials locally manufactured and supported in Tasmania.

"Once fully implemented, the new packaging will not only significantly decrease our contribution to landfill, but also reduce greenhouse gas emissions associated with freight due to a 90 per cent reduction in truck movements," Mr Alvarez said.

"Petuna is committed to producing the highest quality, sustainably sourced salmon and trout, which means ensuring we are sourcing the most environmentally-responsible products available, including our packaging.

"This is a critical requirement of our Best Aquaculture Practices (BAP) Four Star Certification, which is globally recognised and benchmarked internationally.

"This top-tier accreditation means every step in our production chain – from hatchery and marine farms to feed mills and processing plants – are certified to comply with the highest Best Aquaculture Practice standards."

Opal, one of the largest fibre packaging businesses in Australia and New Zealand, collaborated with Petuna to develop the innovative, sustainable alternative to expanded polystyrene (EPS), for whole fish packaging and transportation. As EPS is not accepted through kerbside recycling collections, the vast majority currently ends up in landfill.

Opal's solution, which contains more than 55 per cent recycled paper, as assessed through the Packaging Recyclability Evaluation Portal (PREP), is recyclable in Australia and New Zealand, and widely accepted through council kerbside recycling collections.

Group General Manager Strategy - Opal Packaging, Scott Thompson, said the corrugated box was designed with moisture barrier properties to withstand low temperatures for fresh chilled products, approved for airline transportation for export and suitable for domestic controlled cold chain transportation.

"By using Opal's patented Photo Surefresh process and functionally coated liners, Opal was able to produce a stunning photographic quality branded packaging solution for Petuna," Mr Thompson said.

The new packaging will progressively rollout over the next six months.

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