



MOUNTAIN BLUE
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Mountain Blue and Opal Partner to Launch Plastic Free Cardboard Packaging Trial

17 October 2024

Images can be accessed [here](#)

Mountain Blue, a leader in innovative blueberry genetics, is excited to announce a plastic free packaging trial in collaboration with innovative packaging and systems solutions company, Opal, on the brand Eureka, and supermarket retailer Coles Group.

As part of Mountain Blue's ongoing commitment to sustainable practices, this initiative has introduced kerbside recyclable and FSC®-certified cardboard punnets for blueberries across 34 Coles stores located in Northern New South Wales over a two-month period. The punnets, which are an alternative to plastic containers, feature a unique transparent film produced from wood pulp, allowing customers to easily view the blueberries.

By using FSC certified materials, the packaging further reinforces a commitment to sustainability, ensuring the materials come from responsibly managed forests.

The trial marks a significant step in packaging innovation within the fresh produce industry. The kerbside recyclable punnets, developed in collaboration with Opal, aim to provide a plastic free alternative without compromising on the quality and freshness that Mountain Blue Blueberries are renowned for.

The punnets are made from recycled paper manufactured by Opal in Australia and feature the robustness needed to protect fresh produce through supply chains and freight.

"We're excited to trial kerbside recyclable cardboard punnets with Opal. This innovation offers consumers sustainable packaging choices in Coles supermarkets," said Andrew Bell, Managing Director, Mountain Blue.

Chris Daly, Executive General Manager, Opal Packaging, said Opal is investing in research and development to test and commercialise products made from recycled and recyclable paper and cardboard.

"By partnering with Mountain Blue, we were able to understand their packaging needs and work together with our automation and machinery team, to deliver a punnet solution that is innovative, functional and sustainable," said Chris Daly.

Brooke Donnelly, Coles General Manager of Sustainability, said the supermarket is continuously looking for ways to innovate and redesign its packaging, and this trial provides customers with a packaging alternative for a product they love to eat.

"Fresh produce packaging is ripe for innovation, and we're excited to provide our customers with a plastic free alternative for much-loved and in season blueberries," said Brooke Donnelly.

“This trial is about ensuring the new cardboard punnets keep blueberries as fresh and tasty as the conventional plastic packaging, and to see how our customers respond to the change.”

Consumers across Northern NSW can find Eureka punnets in the new recyclable packaging throughout October 2024. Mountain Blue hopes this trial will pave the way for broader adoption of sustainable packaging.



Coles customer Alice at Coles Ballina

About Mountain Blue:

Mountain Blue is a prominent berry producer and breeder focusing on quality and innovation; the company has become a key member in the agricultural sector, supplying premium berries and genetics to domestic and international markets.

About Opal:

Opal is one of Australia and New Zealand’s largest packaging, paper, and recycling businesses, which manufactures innovative cardboard packaging and paper solutions, and is committed to a circular economy approach.

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