

TENDÊNCIAS DAS EMBALAGENS NORTE-AMERICANAS PARA ALIMENTOS E BEBIDAS

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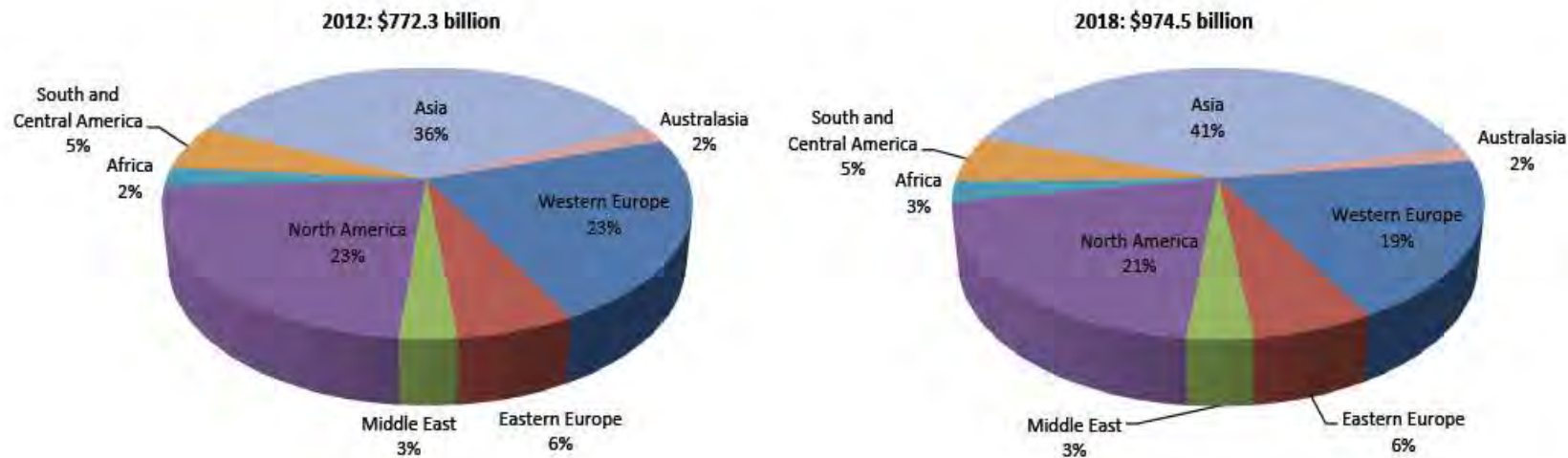
serves as the Executive Director of [Institute of Packaging Professionals](#), the largest individual membership organization in the U.S. packaging industry. Farrey also serves as a Strategic Advisor and member of the Board of Directors of other packaging associations, including [World Packaging Organization](#), [Contract Packaging Association](#) and [AMERIPEN](#).

Prior to joining IoPP, Farrey was a Vice President and Publisher of several important U.S. packaging trade journals, including *Food & Drug Packaging*, *BrandPackaging*, *Flexible Packaging* and *Journal for Packaging Professionals*.

Farrey has worked closely with various industry and governmental organizations to promote the packaging industry in the global marketplace. He has spoken at industry events in the U.S., Asia, Europe and South America.

Farrey holds a Bachelor of Arts degree in Industrial/Organizational Psychology. He is a member of American Society of Association Executives and Association Forum of Chicagoland. He is involved in a variety of local and national charitable endeavors. He and his three boys live in Chicago, Illinois.

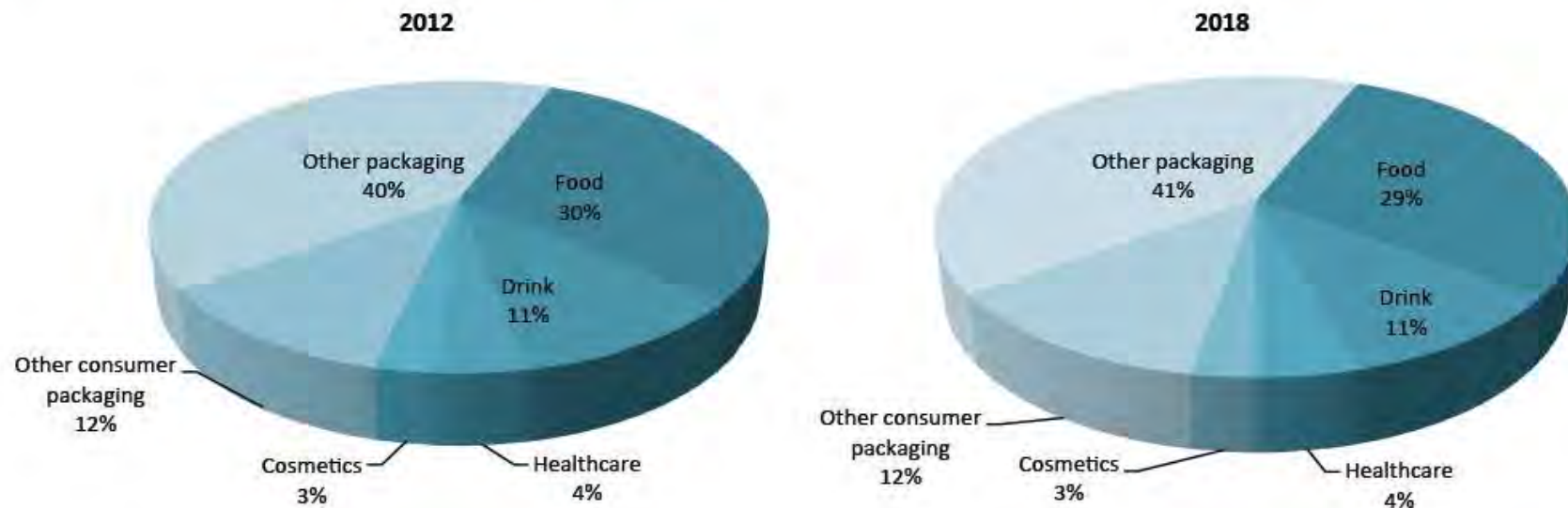
FIGURE E.2 World packaging consumption by region, 2012 vs 2018 (\$ billion)



Note: constant 2012 prices and exchange rates

Source: *Smithers Pira*

FIGURE E.4 World packaging consumption by end-use sector, 2012 vs 2018 (\$ billion)



Note: constant 2012 prices and exchange rates

Source: *Smithers Pira*

TABLE 2.2 Packaging consumption by country, 2008-12 (\$ million)

Country	2008	2009	2010	2011	2012	% change 2011-12	CAGR (%) 2008-12
US	141,450	126,969	133,486	141,700	145,598	2.8	0.7
China	79,050	84,560	105,069	123,286	136,771	10.9	14.7
Japan	57,738	56,917	60,942	67,643	66,102	(2.3)	3.4
Germany	40,022	33,002	34,348	38,169	34,299	(10.1)	(3.8)
France	33,688	28,463	28,162	31,631	28,456	(10.0)	(4.1)
South Korea	25,473	22,656	25,429	27,169	27,838	2.5	2.2
Italy	30,360	26,151	25,831	29,082	27,339	(6.0)	(2.6)
UK	25,611	19,800	21,181	23,032	23,757	3.1	(1.9)
Brazil	20,719	19,332	23,447	25,291	23,210	(8.2)	2.9
Spain	24,004	20,393	19,619	21,502	19,446	(9.6)	(5.1)
Russia	18,046	14,790	16,433	17,928	18,242	1.8	0.3
Canada	16,550	13,896	16,027	17,218	16,876	(2.0)	0.5
India	12,465	12,120	14,610	15,410	15,179	(1.5)	5.0
Mexico	11,898	9,935	11,092	12,517	12,926	3.3	2.1
Australia	10,227	8,970	10,690	12,302	12,745	3.6	5.7
Others	8,804	9,055	9,826	10,330	10,735	3.9	5.1
Turkey	8,138	6,419	7,321	7,608	8,072	6.1	(0.2)
Taiwan	6,437	6,033	6,717	7,557	7,929	4.9	5.3
Poland	8,927	7,724	7,917	8,535	7,926	(7.1)	(2.9)
Switzerland	6,656	5,845	6,420	7,640	7,276	(4.5)	2.6

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U.S. Food & Beverage Packaging must be:

- ✓ Personal
- ✓ Honest
- ✓ Convenient
- ✓ Simple
- ✓ Digital

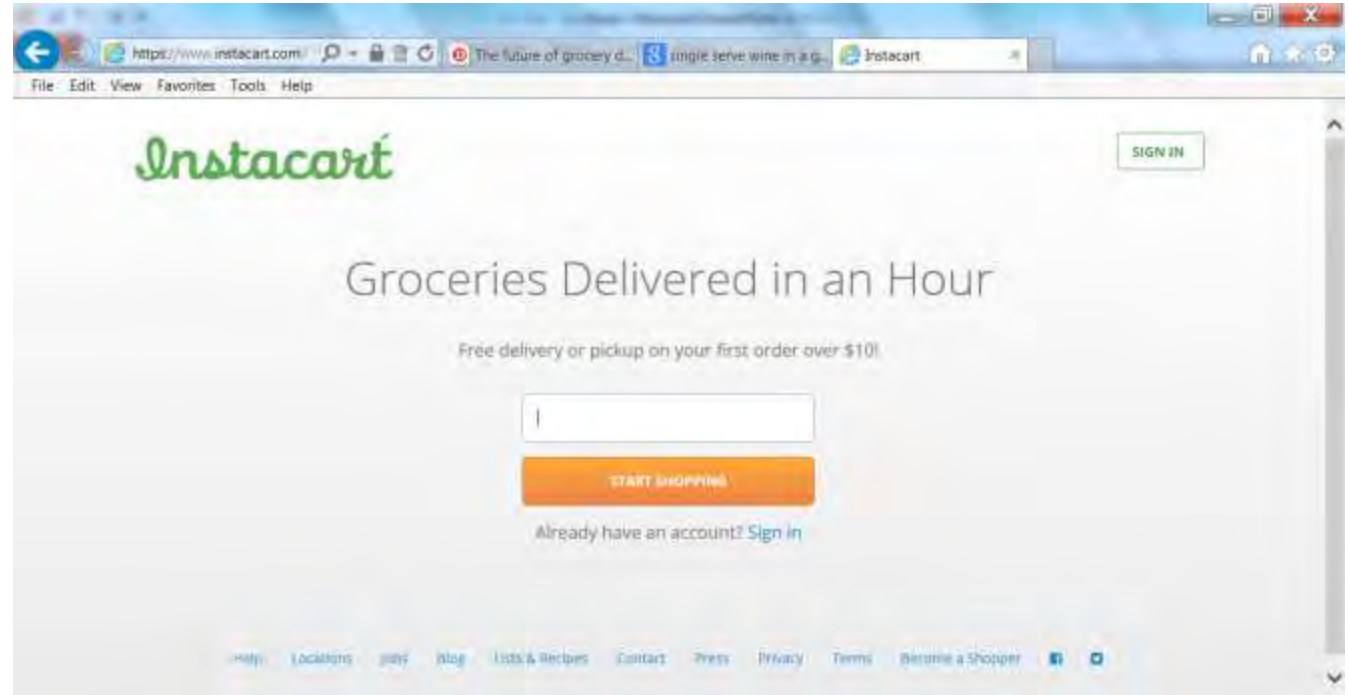
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- ✓ Personal



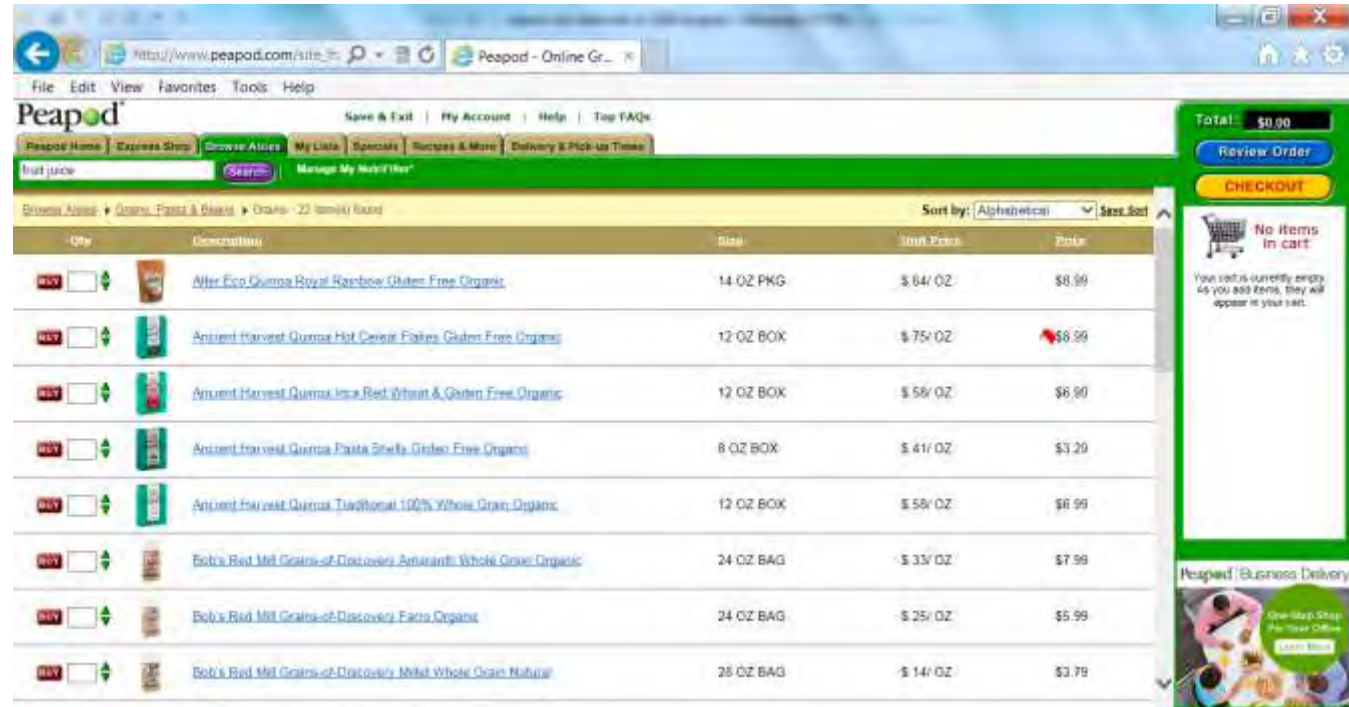
U.S. Food & Beverage Packaging must be:

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The screenshot shows the Peapod website interface. The browser address bar displays 'http://www.peapod.com/site/'. The page features a green header with the Peapod logo and navigation links. A search bar contains the text 'fruit juice'. Below the search bar, a breadcrumb trail reads 'Browse All... > Grains, Pasta & Beans > Grains - 22 items found'. A table lists various organic grain products with columns for Qty, Description, Size, Unit Price, and Price. The products include items like 'After Eco Quinoa Royal Rainbow Gluten Free Organic' and 'Ancient Harvest Quinoa Hot Cereal Flakes Gluten Free Organic'. A 'Total: \$0.00' box is visible in the top right, along with 'Review Order' and 'CHECKOUT' buttons. A message in the bottom right corner states 'No items in cart' and 'Your cart is currently empty as you add items, they will appear in your list.'

Qty	Description	Size	Unit Price	Price
1	After Eco Quinoa Royal Rainbow Gluten Free Organic	14 OZ PKG	\$ 64/ OZ	\$8.99
1	Ancient Harvest Quinoa Hot Cereal Flakes Gluten Free Organic	12 OZ BOX	\$ 75/ OZ	\$6.99
1	Ancient Harvest Quinoa Hot Cereal Flakes Gluten Free Organic	12 OZ BOX	\$ 58/ OZ	\$6.99
1	Ancient Harvest Quinoa Pasta Shella Gluten Free Organic	8 OZ BOX	\$ 41/ OZ	\$3.29
1	Ancient Harvest Quinoa Traditional 100% Whole Grain Organic	12 OZ BOX	\$ 58/ OZ	\$6.99
1	Bob's Red Mill Grains of Discovery Amaranth Whole Grain Organic	24 OZ BAG	\$ 33/ OZ	\$7.99
1	Bob's Red Mill Grains of Discovery Farro Organic	24 OZ BAG	\$ 25/ OZ	\$5.99
1	Bob's Red Mill Grains of Discovery Millet Whole Grain Natural	28 OZ BAG	\$ 14/ OZ	\$3.79

U.S. Food & Beverage Packaging must be:

✓ Digital

The screenshot displays a web browser window showing the Peapod website. The main content area features a product page for 'Ancient Harvest Quinoa Traditional 100% Whole Grain Organic'. The page includes a product image, a 'Nutrition Facts' table, and a 'You May Also Like' section with other quinoa products. A shopping cart is visible on the right side of the page, showing a total of \$0.00 and a 'CHECKOUT' button. The browser window title is 'Product Information - Windows Internet Explorer' and the URL is 'http://www.peapod.com/ItemDetails/View/ItemID/producid=4360415&NLIM=143930671376'.

Product Information

Ancient Harvest Quinoa Traditional 100% Whole Grain Organic

Nutrition Facts

Serving Size 0.25 CUP DRY
Servings Per Container 7.5

Amount Per Serving	Calories from Fat 25	% Daily Value*
Total Fat 2.0g		4%
Saturated Fat 0g		0%
Trans Fat 0g		
Cholesterol 0mg		0%
Sodium 1mg		0%
Total Carbohydrate 31g		10%
Dietary Fiber 3g		12%
Sugars 3g		
Protein 6g		
Vitamin A 0%	Vitamin C 0%	
Calcium 0%	Iron 12%	

*Percent daily values are based on a diet of other people's secrets.
Percent daily values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Total Fat Less than 65g 50g
Saturated Fat Less than 20g 25g
Cholesterol Less than 300mg 300mg

You May Also Like:

- Ancient Harvest Quinoa Pasta Elbow, Gluten Free Organic, 8 OZ BOX | \$0.41 / OZ | \$3.29
- Ancient Harvest Quinoa Pasta Spaghetti, Gluten Free Organic, 8 OZ BOX | \$0.41 / OZ | \$3.29
- Ancient Harvest Quinoa Rice Red Wheat & Gluten Free Organic, 12 OZ BOX | \$0.58 / OZ | \$6.99

Shopping Cart:

Item	Price
Item 1	\$0.99
Item 2	\$0.99
Item 3	\$6.99
Item 4	\$3.29
Item 5	\$6.99
Item 6	\$7.99
Item 7	\$5.99
Item 8	\$3.79

Total: \$0.00

Review Order

CHECKOUT

No items in cart

Your cart is currently empty. As you add items, they will appear in your cart.

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The increasing importance of sustainable development

- 56% of Americans say they prefer to buy food products with sustainable packaging.
- 42% of Americans are willing to pay more for sustainable packaging.
- 60% said they prefer products which has packaging that includes recycled materials.

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The demand for supply chain transparency

- Improving the entire supply chain's traceability of packaging is one of the key ways to further enhance leading brands.
- Brands should communicate to consumers how they protect the integrity of procurement, transport and supply chain traceability.
- Companies that manufacture reusable packaging which expands to secondary use have an edge with U.S. consumers.

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The rise of new barrier material / coating technology

- Paperboard and other board stocks are expected to grow by about 6% annually in the U.S. market.
- The increased use of board stock comes a challenge: How to ensure safe and effective use of coating technology in such packaging, especially with food products.
- American food manufacturers are keeping a close eye for developments in barrier technology that have the net result of better protection of packaged foods.

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Sustainability

- Consumers continue to place value on the three R's—reuse, recycle and repurpose, with growing emphasis on repurpose.
- Hillshire Farms has created packaging for its lunchmeats that is capable of being repurposed as home use containers.
- Consumer repurpose, rather than recycle, these containers.

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The label

- Labels have an even more critical role in food packaging, beyond listing ingredients and nutrition facts.
- **The Food Allergen Labeling and Consumer Protection Act** mandates that labels of foods containing food allergens (milk, eggs, fish, peanuts, etc.) declare the allergen in plain language, either in the ingredient list or with the word “Contains” followed by the name of the major food allergen. For example, “Contains milk, wheat.”

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The label



TENDÊNCIAS DAS EMBALAGENS NORTE-AMERICANAS PARA ALIMENTOS

The label



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Rice packaging evolves

- No longer just paperboard and bags.
- Borrowing ideas from other categories, for stand-out presence on the store shelf and lower production costs.
- Rice in standup flexible pouches is increasing, because:
 - More closure options are available;
 - Re-closable zippers don't require consumers to tear the pouch to open;
 - Machinery can now apply these packaging features in-line at full speed during filling and sealing, with minimal downtime or changeover issues.

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The organic craze

- Significantly increased consumer demand for organic and gluten-free products.
- Now entire grocery aisles are devoted to organic and gluten-free products.
- Organic and natural food product sales are forecast to account for nearly 15% of total food sales by 2020.
- Easy-to-understand labeling pertaining to ingredients, along with graphics that impart a clear product benefit message, are crucial to success in the U.S. market.

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Snack-happy

- Mintel reports that America is a nation of snackers.
- 94% of consumers snack daily.
- That creates tremendous opportunities for product manufacturers and packages in everything from soup to nuts.
- The classic example from the past decade is Campbell's decision to turn soup into a snacking occasion, as another option to a meal, to increase incremental product sales.

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IBRAVIN - Instituto Brasileiro do Vinho



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ABIARROZ – Associação Brasileira da Indústria do Arroz



ABBA - Associação Brasileira de Exportadores e Importadores de Alimentos e Bebidas



Instituto de Promoção do Desenvolvimento.



ABIMAPI - Associação Brasileira das Indústrias de Biscoitos, Massas Alimentícias e Pães e Bolo Industrializados

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