



## FYFFES & MIDLANDS CO-OPERATIVE

<b>TITLE</b>	Introducing smaller boxes reduces banana waste in convenience stores
<b>COMPANY / ORGANIZATION</b>	Fyffes (in partnership with Midlands Co-operative) 
<b>FOOD CHAIN AREA</b>	<b>4. Finished goods transportation</b>
<b>KEYWORDS</b>	bananas, cartons, packaging, convenience stores
<b>ISSUE ADDRESSED</b>	A high level of banana waste occurs in convenience stores, often as a result of overstocking product.
<b>SOLUTION</b>	Through the guidance of WRAP and IGD, Fyffes and Midland Co-operative identified that current 18kg boxes were too large for convenience stores. Smaller 12kg banana boxes were introduced to better match store demand with supply.  The original 18kg boxes alongside the new 12kg boxes.
<b>EXPECTED BENEFITS</b>	<b>Reduced waste in-store:</b> Smaller boxes minimized stock carry over at the end of the day's trading. In the study, smaller boxes introduced into 8 convenience stores would reduce waste by 90% and CO <sub>2</sub> emissions by 56 tonnes each year. <b>Higher product quality and improved sales:</b> More frequent replenishment meant the fruit was fresher and less marked or bruised, which resulted in high customer satisfaction and additional sales.
<b>CASE LINK</b>	<a href="http://www.wrap.org.uk/sites/files/wrap/Waste%20prevention%20case%20studies_0.pdf">http://www.wrap.org.uk/sites/files/wrap/Waste%20prevention%20case%20studies_0.pdf</a> (Page 10)
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