

3.1 HOCHLAND AIMS TO REDUCE CONSUMPTION OF NATURAL RESOURCES
3.1.2 CIRCULAR PACKAGING

PURPOSE: TO REDUCE OUR ENVIRONMENTAL IMPACT

KPI: 100% of packaging recyclable by 2025



It is the strategic goal of Hochland Polska to make all product packaging 100% suitable for further processing by 2025.

In pursuit of the adopted goal, a **“roadmap”** for sustainable packaging was developed in 2020, which takes into account:

- replacing laminates with monomaterial structures
- optimisation of packaging to reduce the amount of raw materials used
- weight reduction – better adapting dimensions to product content
- reductions in packaging thickness
- eliminating unnecessary packaging.

In 2024, the company focussed on the tests on aluminium in cheese packaging and on collective cardboard packaging, and on the changes to material quality in plastic packaging in order to limit the quantity of packaging introduced onto the market.

In October 2024, **a single packaging audit was carried out for the entire Hochland Polska product range.**

The packaging audit verifying the requirements of the Packaging and Packaging Waste Regulation, an amendment to Regulation (EU) 2019/1020 and Directive (EU) 2019/904, called PPWR Regulation, after Packaging and Packaging

Waste Regulation, included **a comprehensive assessment of packaging compliance with the new European Union packaging and packaging waste regulations.**

The PPWR Regulation, which came into force on 19 December 2024, established the requirements applicable to the entire life cycle of packaging, including their environmental sustainability, labelling, extended manufacturer liability, waste generation prevention and recycling.

Due to the new legal regulations, the strategic objective for packaging is currently being reviewed. The roadmap for sustainable Hochland packaging will also be updated.

Action: weight reduction of the aluminum cover

EFFECT

Reduction by 0,06g/1pc.
Less alu packaging introduced to the market by ca.5t/year*

Action: weight reduction of collective cardboard box

EFFECT

Reduction by 7,2g/1pc.
Less paper packaging introduced to the market by ca.28t/year*

Action: Changes of specification of plastic packaging

EFFECT

Reduction by 1g/1pc.
Less plastic packaging introduced to the market by ca 1t/year*

* based on planned volume 2025