

The Cooperative

Food Division engaged James Ross Consulting to provide a scoping survey of their entire packaging solutions on all products. The project was initially sponsored by WRAP (Waste Resource & Action Programme).

Independently validating 'green' claims for WasteWatch - ensuring that real

Business Challenge

Since the introduction of the Courtauld Commitment and packaging taxes, retailers in the UK have been under pressure to reduce the quantity of packaging surrounding their products. The Co-operative carry a large range of private label products - however they do not employ a full time packaging team as their business, like many retailers is centered around buyers. The challenge therefore was to gain an understanding of their overall packaging consumption and what opportunities existed for reduction. The next challenge was to learn how best to implement the recommendations and demonstrate an overall improvement, both in cost and tonnes of material reduced across the business.

How JRC Helped

JRC carried out a range of "best in class" studies on key high volume product ranges - with a specific focus on the Frozen Food categories. The studies incorporated packaging data from all major retail competition to benchmark The Co-operative's position on primary packaging. Following on from the studies a further phase of work was commissioned to review how packaging was used in each UK distribution center. This time the objective was to identify opportunities with secondary packaging. JRC documented a range of initiatives that would help The Co-operative comply to Courtauld Commitment targets.

Value Delivered

JRC's innovative approach was to design and implement specification changes to key volume lines to improve costs. JRC also delivered independent data and recommendations to assist The Co-operative to develop their sustainability strategy.

About Project

The Co-operative Group is a United Kingdom consumers' co-operative, and, after the acquisition of Somerfield supermarkets, is the world's largest consumer-owned business, with over 4.5 million members and 87,000 employees across all its businesses. Regional and local retail co-operative societies are corporate members of the Group. The Cooperative Group is a family of businesses, led by its principles and owned by its members.

About James Ross Consulting

James Ross Consulting is a mid sized global manufacturing consulting, technical support and analytical services company, with offices established in the UK, USA and Australia. Their three competence groups, Cost Optimization, Technical Support and Analytical Services, develop a full spectrum of services and solutions that address business opportunities and challenges common across industries. See also www.jrconsulting.com.