

## SUSTAINABLE PACKAGE DESIGN ANNUAL

### SUSTAINABLE CRITERIA

RECYCLED MATERIALS  
COMPOSTABLE/BIODEGRADABLE  
REUSABLE FORMAT  
SOURCE REDUCED  
RESOURCE OPTIMIZED  
CONSUMER EDUCATION

### USA STRAUS FAMILY CREAMERY ORGANIC MILK STRAUS FAMILY CREAMERY

Inspired by Canadian milk bags, which fit inside reusable plastic carafes for pouring, Straus Family Creamery began testing a biodegradable, compostable and recyclable milk bottle at select Whole Foods stores in Northern California this winter. The molded fiber bottles are made from recycled corrugated board, free from plastic coatings, and fitted with an inner LDPE resealable pouch; the outer shell is compostable in consumers' backyards, while the inner plastic liner and cap are recyclable with LDPE plastics. Straus Family Creamery plans to use the format again in the future. The goal is to evolve the concept to where the outer shell can be used with refillable pouches.

**BOTTLE**  
ECOLOGIC BRANDS

**DESIGN**  
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