



ORGANIC,
NATURAL &
SUSTAINABLE

Att: Alfalfa House

17 June 2021

Dear Carina and the team at Alfalfa House,

Thank you for reaching out to us on this, so great to hear you are participating in Plastic Free July. We are also working on some content for this awareness month, you'll see this throughout July.

As you would be aware, all Honest to Goodness products are preservative free, 100% real food and it is our prerogative to deliver our goodies to you in an uncompromised condition to maintain taste, texture, and quality. To do this, we need a pouch that keeps our product fresh, protected and stands the test of time. It's important for us to switch to the perfect packaging material, as any repack failure is a contributor to food waste - and certainly not a problem we want to add to a poor packaging solution!

Switching to sustainable packaging has been a desire of ours for well over a decade now – we have just been waiting for the technology to catch up. You may have seen some compostable bags appearing across other brands, however many of these are industrial compostable bags, meaning they don't actually break down in a personal compost bin. Our preference is for clear home compostable bags, which is a technology that is still in its early days.

Throughout 2019 we trialled several new compostable packaging options. This testing takes place over a period of months to ensure it can withstand our product's 'best before date' across a wide range of ingredients, from very dry quinoa to oily LSA. We also trial this packaging at the high temperatures that we face during an Australian summer, and a cold, damp environment, should you wish to freeze your goodies.

Our conclusion from this testing is that we are yet to find a suitable home compostable packaging solution that we believe is the best option for both longevity of our products and for our customers. Throughout last year and this year, we are looking at other sustainable packaging options including recyclable as well as exploring an ambitious returnable/refillable solution...stay tuned for more on this later in the year.

Rest assured, we are seeking a sustainable solution, whether it be recyclable, compostable, or biodegradable. While we can't promise an exact date of when to expect home compostable packing in your pantry just yet, we do have a dedicated team working tirelessly to research and trial this project!

Regards

Grace Greenhalgh

Honest to Goodness

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