

Sustainable practices on the rise at Goodman Fielder

Sustainability Advantage Case Study

Goodman Fielder

Goodman Fielder is Australasia's leading listed food company, with headquarters in Melbourne and Sydney. It produces many of Australia's largest grocery brands including Meadow Lea, Praise, White Wings, Pampas, Mighty Soft, Helga's and Wonder White. Goodman Fielder is also the largest supplier of edible fats and oils to Australian and New Zealand food manufacturers and wholesalers. It operates almost 60 plants across Australia, New Zealand, Papua New Guinea, Fiji and New Caledonia and employs more than 7,000 people. The company has a Corporate Environment Team that provides advice to its manufacturing facilities across Australia and the Pacific.

Industry

Food manufacturing



Goodman Fielder now recycles most of its bakery waste.



Sustainability drivers

Goodman Fielder wanted to improve its environmental performance, investigate cost-saving opportunities, access external expertise on sustainability and develop stronger cooperative ties with the environmental regulator. Sustainability Advantage provided an ideal vehicle for furthering these goals and supporting the development of initiatives the company was considering or had commenced.

Achievements and savings

Waste	<ul style="list-style-type: none">• Developed innovative solutions to bakery waste through an industrial ecology approach• 50 per cent reduction in waste at several sites
Employee training	<ul style="list-style-type: none">• Developed and implemented an Environmental Awareness training program for employees
Strategic planning and reporting	<ul style="list-style-type: none">• Examining opportunities for sustainable design at its new Greenfield food manufacturing site in western Sydney• Released its first public Sustainability Report in 2009

Steps

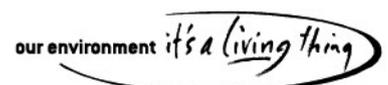
Goodman Fielder joined Sustainability Advantage in 2006 with a commitment to investigate the sustainability of its Moorebank bakery site and Mascot oils facility. The company had in place an Environmental Policy, signed and endorsed by the CEO, as well as employing environmental procedures, standards and audits to ensure regulatory compliance. For the Moorebank bakery, Goodman Fielder completed the Sustainability Advantage Resource Efficiency workshops and identified a number of opportunities for reducing waste to landfill.

Finding beneficial uses for bakery waste

Goodman Fielder enhanced the recycling program at its bakery to include both unsold bread and bread production waste. It decided to work closely with a food recycling company that specialises in animal nutritional products. The company now takes most of Goodman Fielder's bakery waste, using it as a component in stock and pet food. Through the introduction of new bins, signage and training about separation, contamination has been greatly reduced, ensuring the safety and quality of the waste. According to Goodman Fielder's Environment Manager, approximately 20,100 tonnes of waste bread products were recycled and used in pet food during the 2009 financial year.



Environment,
Climate Change
& Water



Goodman Fielder is also exploring potential recycling opportunities for the returned plastic bags that are used to package bread products.

Environmental training for all

The Group Sustainability Manager wanted to introduce Environmental Awareness training for Goodman Fielder's manufacturing staff. Sustainability Advantage provided two education and training experts to work with the company in designing the training. Goodman Fielder developed six training modules for the program: Environmental Management at Goodman Fielder; Energy Use and Climate Change; Water, Waste, Noise/Odour; and Preventing Environmental Contamination. Goodman Fielder's aim is for all manufacturing staff to attend this training.

Outcomes

The support and advice of Sustainability Advantage has been of great benefit to Goodman Fielder. According to Group Sustainability Manager, the Program helped the company keep its environmental goals on track. Like many large manufacturing companies, the key challenge on all of Goodman Fielder's sites is that everyone is so busy and focused on their own job, they are not looking for things to do. Sustainability Advantage, as an external group, was valuable in assisting to push the sustainability agenda in the company.

Next steps

With some of the Mascot plant operations soon to be transferred to a new purpose-built facility in Western Sydney, Goodman Fielder and Sustainability Advantage saw an opportunity to investigate and document how a greenfield food manufacturing site could maximise sustainable solutions into its design. The partners worked together on strategic planning for the site. Another major initiative for the company in 2009 was the release of the first public Goodman Fielder Sustainability Report as a companion document to its annual report.

'Sustainability Advantage provided momentum – it accelerated some ideas that may have fallen over. The discipline of having someone turn up regularly and ask "Have you done it yet" or "How is it going?" has made things happen'.

Mike Searles, Group Sustainability Manager, Goodman Fielder

More information

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Register

Contact DECCW's Business Partnerships

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Achieve a Sustainability Advantage. Sustainability Advantage is a business support service from the Department of Environment, Climate Change and Water NSW (DECCW). It is designed to help your organisation understand sustainability, successfully manage for a better environment and add business value.

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