

“Valpak not only helped us achieve Zero Waste to Landfill Certification but also identified opportunities for continuous improvements.”
Deeside Cereals Ltd

About the customer

Deeside Cereals is one of the UK’s largest manufacturers of breakfast cereals and cereal bars for many leading food retailers.



The challenge

Being a leading food manufacturer and conscious of the impact the food production supply chain can have on the environment, Deeside Cereals takes its responsibility to the local community and environment seriously.

It has been accredited to ISO 14001 since 2006 and has been aligning its approach to environmental targets to the Food & Drink Federation (FDF) five-fold environmental ambitions.

This has seen it develop targets in the following areas:

- Reduction of CO2 emissions
- Reduction of water usage
- Zero food and packaging waste to landfill
- Packaging requirement in absolute terms
- Fewer and friendlier food miles within our overall supply chain

The challenge to meet its waste target meant it had to manage 18 different waste streams arising on site ranging from food waste to fluorescent tubes ensuring that none were going to landfill and that all were either reused, recycled or treated by energy recovery. Then secondly, to get it all independently certified.

The solution

Valpak provided an independent Zero Waste to Landfill Certification service. This involved providing advice on achieving zero waste to landfill, a site audit, documenting waste processes/reporting procedures and reviewing evidence to support zero waste to landfill.



The benefits

Deeside Cereals has achieved Zero Waste to Landfill Certification since 2015. The benefits of this included:

- Being certified to a recognised standard
- Better management of waste resources
- Demonstrates its commitment to the environment
- Increased engagement from environmentally conscientious clients

As a consequence of it achieving Zero Waste to Landfill Certification and other environmental initiatives on site Deeside Cereals were runners up at the Asda Sustain & Save Exchange (SSE) supplier of the year sustainability awards 2017/18.

“At Deeside Cereals we are deeply committed to the three pillars of sustainability integrating social, economic and environmental factors at the heart of our organisation. Working with Valpak helped ensure we manage our wastes in a way which minimises their impact on the environment”

If you would like any further information on any of our services please contact us on **03450 682 572** or email **info@valpak.co.uk**