

# Sustainability Initiative



MONTAGUE  
SINCE 1948

Woolworths





# MONTAGUE

SINCE 1948

## WHAT WE ARE



THIRD-GENERATION FAMILY OWNED



INDUSTRY LEADERS



WORLD-LEADERS FOR JAZZ™ APPLES WITH THE HIGHEST IP LOYALTY



PASSIONATE ABOUT GOOD FRUIT BEING ACCESSIBLE TO EVERYONE



UNIQUE RESTAURANT & FRESH PRODUCE STORE



GLOBAL FOOD SAFETY INITIATIVE (GFSI) STANDARDS

SUPPORTS LOCAL COMMUNITY CHARITY & EVENTS



**Second Bite**  
Ending Waste. Ending Hunger.

## HOW WE DO IT

MONTAGUE QUEENSLAND LOCATED AT THE ROCKLEA MARKETS IN BRISBANE, QLD

\$66M STATE-OF-THE-ART FRUIT PACKING FACILITY AND HEAD OFFICE IN NARRE WARREN NORTH, VIC



GLOBAL OFFICE IN SHANGHAI, CHINA

APPLE, STONE FRUIT, TABLE GRAPE AND CITRUS ORCHARDS LOCATED AROUND AUSTRALIA

3 MILLION LITRES OF WATER SAVED ANNUALLY WITH THE NEW FACILITY



DRIVES CATEGORY GROWTH VIA INNOVATION, RESEARCH & DEVELOPMENT



ENCOURAGING EDUCATION VIA FACILITY & PICK-YOUR-OWN FRUIT TOURS



AMBITIOUS NEW PRODUCT PIPELINE, DEDICATED TO INNOVATION

## WHAT WE DO

**227 MILLION APPLES**

A YEAR SENT FROM MONTAGUE NARRE WARREN NORTH

**58.3 MILLION STONE FRUIT**

ARE PACKED EACH SEASON

MONTAGUE GROW

**783,220 APPLE TREES**

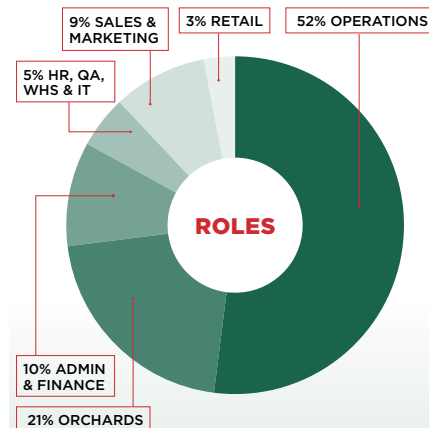
MONTAGUE GROW

**340,961 STONE FRUIT TREES**

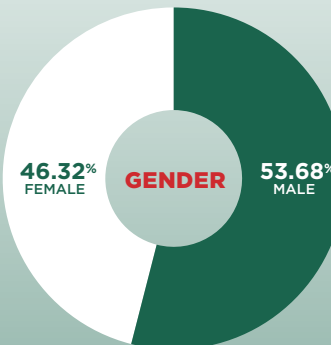


## WHO WE ARE

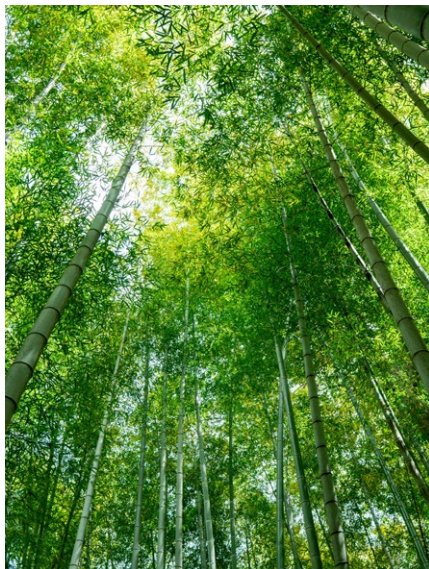
**350 STAFF GLOBALLY**



**288 SHORT TERM OVERSEAS SEASONAL WORKERS**



# FOOD WASTE: Consumer insights



## Better for you, better for people, better for the planet

Evolving mindsets are pushing individual focused wellness culture towards a version of health that views social or planetary justice as integral attributes for wellbeing products.



## Consumers of all ages are becoming more socially conscious

**33%** of Australians are choosing to buy from brands they believe are doing social or environmental good.

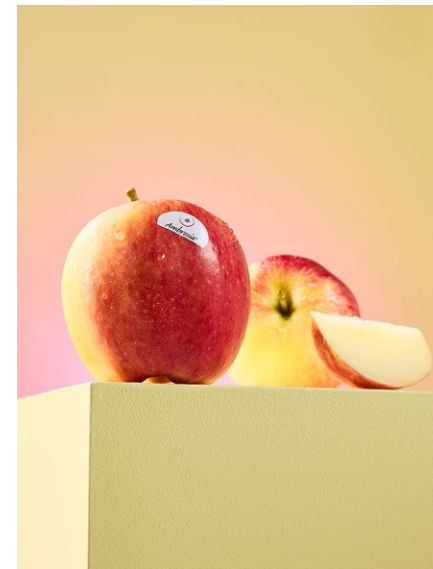


## Practicality and accessibility

**Value** is more important than ever & convenience needs to balance affordable & ease.

47% of consumers say they are in a worse financial position this year.-

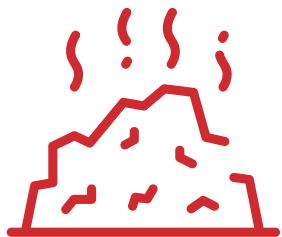
Shift towards imperfects possibly driven by price shoppers.



## Tasty healthy treats

Flavour remains paramount, despite desire for healthy products.

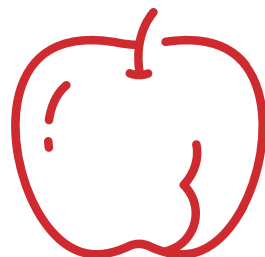
# FOOD WASTE IN AUSTRALIA: The issue



## THE ISSUE

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7.6 million tonnes of food is lost or wasted every year and ultimately ends up in landfill\*



## IMPERFECT FRUIT

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45% of the world's fruit and vegetables go to waste each year, being rejected due to minor imperfections or blemishes that in humans we would celebrate as making us unique.



## WASTED FOOD

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2000,000 kg plums are wasted each year (200 tonnes)



## CLIMATE CHANGE

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70% of this wasted food is still perfectly edible but ends up in landfill, ultimately contributing to greenhouse gases and the increasingly growing issue around climate change.

# REDUCING FOOD WASTE: Development

- Montague identified that they had a huge waste within their business.
- Blemished fruit doesn't have a home and there is a limit on how much they can supply to Foodbank. Unlike apples or pears, plums struggle to find a home as they don't get juiced.
- Montague proposed a project to the Cooperative Research Centre (CRC) which was approved.



# REDUCING FOOD WASTE: Development

# 1

**NOMINATE**

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The CRC worked with Montague and RMIT was nominated as the approved service provider.

# 2

**ASSESS & DEVELOP**

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The project has two distinct phases.

1. RMIT assessed the food waste & provided proposed consumer products.
2. RMIT developed a range of products using the waste streams identified. Montague researched these & nominated the sorbet for further testing.

# 3

**'PROJECT PLUM'**

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Sample products were produced for engaging with potential commercial partners that Montague identified.

Through our partnership with Foodbank, Peters Ice Cream were introduced to Montague Chief Innovation Officer, Rowan Little and Project Plum was born.



**To help combat food waste, Montague and Peters Ice Cream partnered with Woolworths to repurpose imperfect plums that would otherwise end up in landfill into a delicious frozen treat.**

# FOOD WASTE: Evolving

Montague has repurposed apples into juice since it first started growing them in the 1950s.

We have been growing stone fruit for over 20 years but up until now we have not been able to identify a product which could be made using the waste produced that was also commercially viable.

This product coupled with the partnership with Peters addressed the commercials which was imperative.

*"Peters was the obvious choice because they like Montague work closely with Food Bank to support Australia's facing economic hardship, they are located so close to Montague and they share a passion to delight Australians with fantastic locally produced product."*

**- Rowan Little,  
Chief Innovation Officer**





# INTRODUCING: Peters x Montague Rescue Pops

## THE PRODUCT

A refreshing fruit sorbet stick, deliciously and sustainably crafted with imperfect premium Montague plums that would otherwise have gone to waste.

## SUSTAINABILITY OBJECTIVE

Rescuing as many blemished plums as possible.

## CLOSING THE LOOP

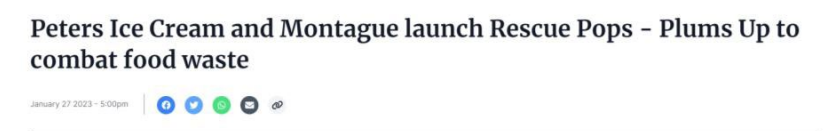
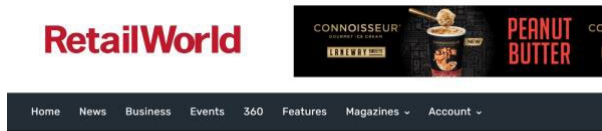
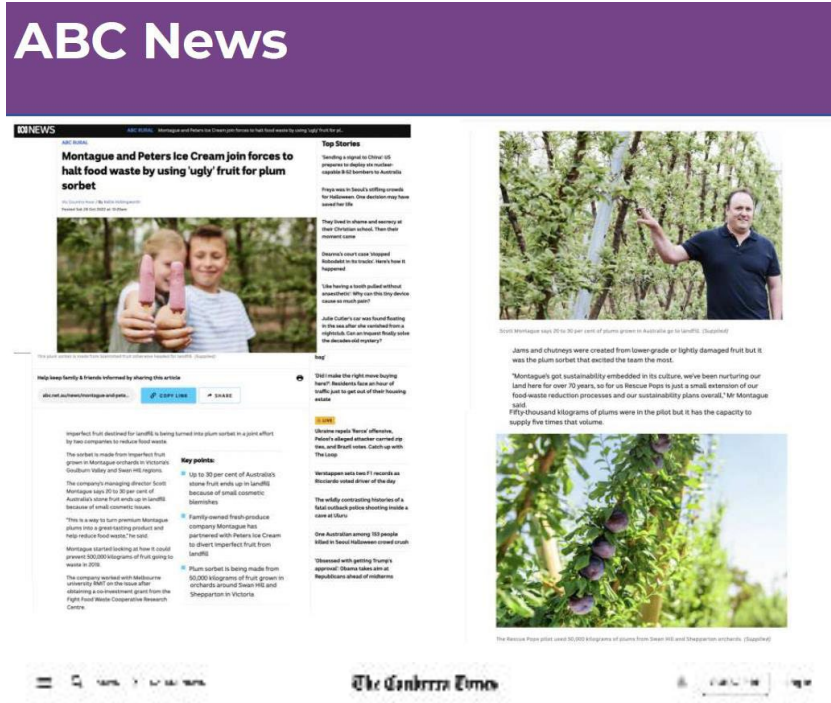
Supporting Food Bank to continue fighting food waste in Australia.

## RETAIL PARTNER

Woolworths supermarkets are exclusively selling this product nationally.



# LAUNCH SNAP SHOT: Media engagement



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NEWS WHAT'S NEW

## Partnership gives Plums Up to food rescue

By Hailey Settineri October 21, 2022

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**MONTAGUE**

**SINCE 1948**

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