

CASE STUDY: RHUG ORGANICS

Rhug Organics has grown from a trailer on the side of the road to a highly regarded organic farm shop in 10 years.

Meeting organic accreditation requires them to consider their packaging waste so they always try to seek out local suppliers that use less packaging, thereby using their influence to reduce the impact on the environment. Fruit and vegetables are supplied loose in cardboard boxes, so consumers can also buy them over the counter in simple paper bags.



The company have recently acquired a compactor which squashes used cardboard boxes and paper packaging into bales that is sold to a local recycling company. On average they produce 8 x 200kg bales per week which will pay for the £5000 compactor in 18 months.

“Good packaging is not as expensive as you might think. It can create a good ethical story. This helps to build customer relationships and achieve payback on your investment.”

Jonathan Edwards, Director

