

Mountain Blue and Opal partner to launch plastic-free packaging trial

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Mountain Blue, a leader in innovative blueberry genetics announced a plastic-free packaging trial in collaboration with innovative packaging and systems solutions company, Opal, on the brand Eureka, and supermarket retailer Coles Group.

As part of Mountain Blue's ongoing commitment to sustainable practices, this initiative has introduced kerbside recyclable and FSC-certified cardboard punnets for blueberries across 34 Coles stores located in Northern New South Wales over two months. The punnets, which are an alternative to plastic containers, feature a unique transparent film produced from wood pulp, allowing customers to easily view the blueberries.

By using FSC-certified materials, the packaging further reinforces a commitment to sustainability, ensuring the materials come from responsibly managed forests. The trial marks a significant step in packaging innovation within the fresh produce industry. The kerbside recyclable punnets, developed in collaboration with Opal, aim to provide a plastic-free alternative without compromising on the quality and freshness that Mountain Blue Blueberries are renowned for.

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