



Kiwifruit Tray for Organic and Export Market



ENTRANT

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CATEGORIES ENTERED

Environmental Impact



Innovation in Design



Paper Packaging



SPECIAL FEATURES



The founding director of Maniala Mist developed a deep concern and environmental consciousness when working for 3 years packing kiwifruit. Issues with rejection of sub standard kiwifruit and fruit deteriorating in storage, unsuitable for animal consumption being dumped at landfill at a cost of \$90/tonne.



Issues with packing fruit - trays too thin/filmsy, difficult to separate and required extreme care when lifting. This cost packing time and more staff to complete a job. Re-packed fruit after export = levy.



There had been no change in the design of the trays for 25+ years.



Maniala Mist's first product, fruit fibre tray is an iconic innovation made of 65% kiwifruit pulp and 35% unbleached Kraft for use in organic export markets. No artificial additives/chemicals used in the process. Trays are inert by using the dry forming process, are biodegradable, compostable and recyclable.



BioGrow NZ have approved the trays for use in the organic export market.



The use of raw waste material goes some way to reduce carbon emissions. Vine trimmings can be used to make pulp preventing growers having to mulch into soil under vines and prevents the need to spray with weed killer.



During the pulp making process water is recycled, energy conserved using energy efficient light bulbs. Time switches are used on machinery to keep electricity to a minimum.