

SHOP ALL

ALL PRODUCTS

Best Sellers

Trial Packs & Bundles

BREAKFAST

Muesli

Granola

Porridge

SNACKS

Wholefood Bars

Premium Nut Mixes

MACADAMIA OIL

Macadamia Oil

GIFT IDEAS

Gift Hampers

Books

SHOP BY DIET

GLUTEN FREE

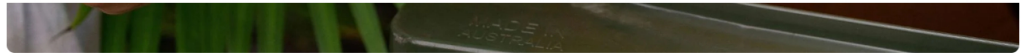
KETO

PALEO

FRUIT FREE

LOW SUGAR

VEGAN



🎁 Brookfarm Rewards



## World-first sustainable soft packaging solution

**Sustainability is at the heart of everything we do** at Brookfarm. Since the very beginning we've always been looking to the future to find better solutions to reduce our impact on the environment, while maintaining the highest quality and freshness of our premium food products.

That's why we've invested in a world-first packaging solution that is revolutionising the way we recycle soft plastics. With our Roll 'N' Recycle packaging, you can simply roll up the pouch, secure it with a recyclable sticker and pop it in your kerbside recycling bin.

🎁 Brookfarm Rewards

## A solution you can do at home

We know many of our customers are concerned about the plastic problem and our environment. Recycling is a good solution, but traditional soft plastics are difficult to recycle for a number of reasons.

They're often made from multiple layers of plastic which means the material is difficult to extract and process for recycling.

And soft plastics get stuck and damage the sorting machines at standard recycling facilities. That's why traditional soft plastics can't be accepted in kerbside recycling bins.

So we've created a sustainable solution that doesn't compromise on maintaining the quality and freshness of our premium nuts, seeds and fruits.



🎁 Brookfarm Rewards



## After more than 2 years of research and testing

In collaboration with our packaging partner [O.F. Packaging](#), we launched a world-first trial of a new Roll 'N' Recycle pouch which can be recycled at home through kerbside recycling bins. We first tested this pouch with our 1.5kg bags of Toasted Muesli over a period of 12 months.

Following overwhelming positive feedback, in mid-2022 we made the decision to roll out these 100% home recyclable pouches to all our 24 breakfast products.



 Brookfarm Rewards

## How is Roll 'N' Recycle different?

The Roll 'N' Recycle pouches are made from a sophisticated single layer of soft plastic which is firm but flexible. Because it's made of one layer of plastic, rather than layers of different kinds of plastic, it can be recycled more easily.

When you roll it up and secure it with a sticker (which is also made of the same mono plastic), it changes the soft plastic to a rigid three-dimensional shape. So, it can be recycled the same way as rigid plastics like plastic bottles, for example.

This means you can put it in your kerbside recycling bin, and it can be sorted at standard recycling facilities

 Brookfarm Rewards


If a council accepts LDPE in rigid containers (such as squeezable sauce bottles or personal care packaging) then Roll 'N' Recycle pouches should be accepted. [OF Packaging](#) is available to work with councils who would like further tests or trials.

Recyclables from kerbside recycling bins are sorted into material streams at the material recycling facility (MRFs). Mixed plastics are sent to plastic recycling facilities (PRFs). This material is then sorted, cleaned, processed into pellets and used to make recycled products like garden beds and garden edging. This process closes the loop and turns what would otherwise be a waste product into a useful manufacturing resource.



## How to recycle:

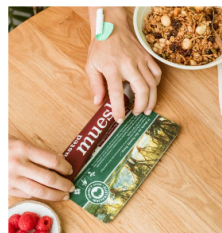


 Brookfarm Rewards

Look for the Roll 'N' Recycle icon



Peel the sticker



Roll tightly




Secure roll with sticker



Put into home recycling bin

## Award-winning innovation

We've won numerous international and national [awards](#) for our Roll 'N' Recycle sustainable packaging, including:

 Brookfarm Rewards

the prestigious Dow Packaging Innovation Awards

Packaging Award

- 2 Gold awards at the Australasian Packaging Innovation and Design Awards.

[LEARN MORE ABOUT OUR AWARDS](#)



Watch our Road to Recyclability

# Watch Our Road to Recyclability

 Brookfarm Rewards



 Brookfarm Rewards



 Brookfarm Rewards

## What's next in our Road to Recyclability?

Through this world-first initiative, we hope to reduce 2 million bags from landfill each year.

This exciting solution also has the potential to transform soft plastics recycling across Australia. We're working closely with our packaging partner to encourage the recycling industry and government to support the widespread rollout of Roll 'N' Recycle.

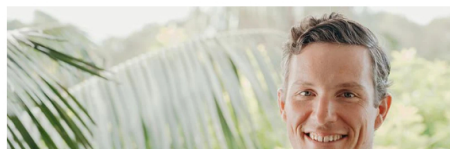
As part of our [Road to Recyclability](#), we're also investigating a recyclable packaging solution for our sachets.

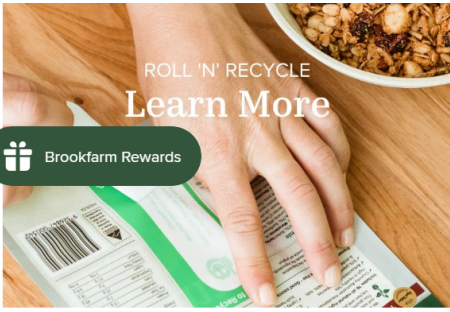
## Help us drive positive change for the environment

At Brookfarm, we really care about the environment. And we know you do too. When you choose products with the Roll 'N' Recycle label, you can recycle easily at home and play a part in reducing plastic in landfill. Just look for the bright green Roll 'N' Recycle icon on the front of the packaging or a bright green removable adhesive sticker on the back.

Each Roll 'N' Recycle product that you buy increases the demand for more sustainable packaging solutions across Australia.

 Brookfarm Rewards





**ABOUT**

- The Brookfarm Difference
- Sustainability
- Our Ingredients
- Latest News
- Careers

**SHOP**

- Account Login
- Brookfarm Family Rewards
- Shop Online
- Store Near Me
- Wholesale

**HELP**

- Contact Us
- Delivery
- Returns & Refunds
- FAQs
- Terms & Conditions
- Privacy Policy

**SUBSCRIBE TODAY**

Subscribe to our newsletter for exclusive deals, surprise treats, and delicious breakfast inspiration!