



Meat and Poultry
packaging from **Farm**
to Fork with less waste

The conversation around sustainable packaging has shifted

Sustainable packaging: reducing food and packaging waste

The meat and poultry industry is under increasing pressure to deliver products that stay fresh for longer while reducing environmental impact. According to the United Nations Food and Agriculture Organization (FAO), around 13.2 percent* of food produced globally is lost between harvest and retail, while the UN Environment Programme (UNEP) estimates that 19 percent** of total global food production is wasted at retail, in food service and in households. For highly perishable products such as fresh meat and poultry, extending shelf life and protecting product quality are therefore essential to reducing waste across the supply chain.

* Food and Agriculture Organization International Day of Awareness of Food Loss and Waste

** UN Food Waste Index Report 2024



FAO research highlights that appropriate packaging is one of the key interventions for reducing food loss throughout the supply chain, helping protect food quality, extend shelf life and prevent unnecessary waste. By investing in smarter packaging, meat processors, traders and retailers can reduce both food waste and packaging waste while improving operational efficiency and meeting growing consumer and regulatory expectations.

Meat and poultry packaging solutions to extend shelf life

As global awareness of food waste and sustainability continues to grow, the meat industry faces increased pressure to innovate not only in sourcing and processing, but also in packaging. Sustainable meat packaging plays a vital role in extending shelf life, maintaining food safety, and ultimately reducing waste, both in retail and consumers' homes.

Spoilage isn't just a food waste problem, it's a cost centre that erodes margins and undermines consumer trust. Solid board packaging enhanced with barrier coatings and protective inner layers are transforming shelf life management into a competitive edge. The packaging combined with advanced protective coatings or inner layers helps safeguard meat products from oxygen, moisture, and contamination. This robust barrier system significantly extends shelf life, ensuring that your products arrive at their destination and stay fresh for longer on store shelves.

Why it matters

- + **Prolonged freshness gives processors more flexibility in distribution and retail display**
- + **Traders can navigate longer transport windows with less risk of loss**
- + **Retailers experience fewer markdowns and more consistent product quality**

Solidus Futurline® range

Smart portioning with MAP and skin packaging reduces food waste

Not everyone needs a family-size steak pack, and that's where our Modified Atmosphere Packaging 'MAP' trays and skin packaging come into play. These formats from our Solidus Futurline® range allow for portion-sized packs, so consumers can buy exactly what they need with minimal leftovers.

By catering to smaller households and individual needs, smart portioning helps reduce over-purchasing and spoilage at home. The rise of portion-controlled packaging, enabled by MAP trays and skin packaging, is a direct response to how today's consumers shop: purposefully, mindfully, and often in smaller households.





Why it matters

- + Offer formats that reflect actual consumption behaviour, not just unit economics
- + Reduce food waste at the consumer level by enabling people to only buy what they will use
- + Elevate brand perception as a company that understands and supports sustainable living

Moisture control for lasting freshness

One of the key features of solid board packaging is its ability to control moisture

Meat and poultry can be packaged chilled or frozen, often in a humid environment. A solid board box is robust, compact and retains its maximum strength even in humid conditions. By minimising condensation inside the pack, it creates an environment that discourages bacterial growth and preserves the texture and taste of meat products. This moisture control enhances freshness and extends usability, reducing the volume of meat discarded due to premature spoilage. Products packed in fibre-based board also freeze much faster, making it an excellent choice for fresh goods such as meat and poultry.

Why it matters

- + Packaging with poor moisture resistance can lead to food waste, reducing shelf life and posing food safety risks
- + Moisture-resistant packaging reduces drip loss and dehydration, keeping meat fresh longer for transport, sale and consumption
- + Moisture barriers preserve meat's appearance, flavour and texture, which are key to consumer satisfaction



Reducing food waste is only one part of the sustainability equation

Less packaging waste through circular fibre-based packaging

The packaging itself also plays an important role in lowering the environmental footprint of meat and poultry products. Fibre-based solid board packaging offers a more circular alternative to conventional packaging by reducing plastic use, improving recyclability and making transport more efficient.

Our packaging solutions combine product protection with responsible material choices. For retail applications, our MAP and skin packaging make use of a renewable solid board tray with a thin plastic barrier layer. This significantly reduces the amount of plastic required while maintaining the protective properties needed to keep meat and poultry fresh for longer. Once separated where local recycling systems allow, the board component can enter existing paper recycling streams.

Beyond retail packaging, our solid board transport boxes are designed for strength and efficiency. Their stackable construction optimises pallet loads, helping businesses transport more products per shipment and contributing to lower CO₂ emissions throughout the supply chain. By using recycled fibres alongside FSC[®] certified virgin fibres where required, our packaging solutions support a more responsible use of natural resources while delivering the performance the meat industry demands.



Why it matters

- + Fully recyclable fibre-based packaging helps reduce packaging waste compared to conventional plastic packaging
- + Hybrid MAP and skin packaging use less plastic while maintaining protection and shelf life
- + Stackable transport boxes improve logistics and transport efficiency
- + Recycled fibres and FSC®-certified board support a circular economy and responsible forestry

Packaging is increasingly becoming a communication platform

Smart packaging features enhance traceability and trust

With high-quality print and smart features such as QR codes, companies are empowering buyers and supply chain partners with origin data, usage guidance and real-time tracking of shelf life.

Solidus is continuously examining how these types of smart technology fit into its meat packaging solutions to create smart and connected packaging.



Why it matters

- + Enhanced trust and traceability, especially in export markets
- + Streamlined inventory management and waste reduction in-store
- + Opportunities for deeper brand engagement with end users

Solidus

Solidus supports sustainable meat and poultry packaging trends with innovative, circular fibre-based solutions that extend shelf life, prevent spoilage, reduce food and packaging waste, and lower environmental impact.

From solid board transport boxes to retail packaging, we help producers, processors and retailers move towards more sustainable operations while contributing to the goals of the EU Farm to Fork Strategy through smarter packaging and circular material use.

Discover more, please contact us
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Your circular packaging partner