

> **The Customer**

The customer is the main federal office of NABU (Nature And Biodiversity Conservation Union) in Berlin.

> **The Challenge**

NABU wants to provide its members with recommendations on how to make the selling of fresh fruit and vegetables more ecofriendly. Thus, they require an analysis of the packaging market for produce with regards to quantity (in tons of packaging) and efficiency (weight of the packaging per kilogram of packaged good).

> **The Solution**

With the aid of our GVM database „Market Volume Packaging“ fruit and vegetable purchases by private households are quantified and subdivided by fruit and vegetable sorts as well as by packaging types. Especially the development of the packaging and filling good structure for select years between 2000 and 2014 is of interest. Attention is also given to the comparison of material efficiency of service packaging and industrial packaging. In addition, GVM list typical examples for produce packaging in concise datasheets.

> **The Result**

The report provides the customer with a detailed account of packaging use and material efficiency of sales packaging for produce. Based on this foundation, NABU can start to develop well-founded recommendations for its members.

> What can we do for you? Find out more at [www.gvmonline.de](http://www.gvmonline.de) or give us a call at: +49 (0) 6131 33673-0. We are happy to be of assistance!