



# **GOLDEN COCKEREL PTY LTD**

## ***NATIONAL PACKAGING COVENANT***

### **Second Annual Report 2006 – 2007**

of  
**ACTION PLAN 2005 – 2008**

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## **1. Introduction**

This is the second Annual Report on progress towards goals set out in our Action Plan 2005 - 2008.

This report details usages in the period 1/07/06 to 30/06/07.

## **2. Company Details**

### **Golden Cockerel Pty Ltd**

Head Office: 1483 Mt Cotton Rd., Mt Cotton Qld 4165

PO Box 142, Cleveland Qld 4163

### **Subsidiaries:**

Sugar Coast Food Distributors Pty Ltd, 69 Thabeban Rd., Bundaberg Qld 4670

Capricorn Food Distributors Pty Ltd, 89 Whitman St., Yeppoon Qld 4703

### **Company Contact:**

Ron Turner

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## **3. Company Profile**

Golden Cockerel Pty Ltd is a private company and is the largest Queensland owned chicken processing company. Our major facility is a chicken processing plant situated at Mount Cotton and the company currently processes in excess of 20 million chickens per year at this site. It started as a small family business and has now developed into an efficient, highly specialised, computerised operation employing over 380 people.

The company produces a full range of fresh and frozen whole chickens, chicken pieces, de-boned chickens and value added chicken products. Fresh products are marketed extensively in Queensland and northern New South Wales while frozen products are sold in most states of Australia and the Pacific Islands. Customers include Coles, Bi-Lo, Woolworths, Red Rooster, Lenard's, Metcash and many other smaller supermarkets and butcher shops.

Subsidiary companies are

- Sugar Coast Food Distributors Pty Ltd [Bundaberg]
- Capricorn Food Distributors Pty Ltd [Yeppoon]

These two food distribution companies market fresh and frozen food products including chicken.

All plants are accredited by Safe Food Queensland [Q Safe] while the Mt Cotton Processing plant is additionally accredited by WQA [Woolworths] and AQIS [Export].

### **Brands:**

Products are packed under the following brands:

Chicken and chicken products Golden Cockerel

Pet Food Matilda

### **Turnover/Market Share**

The Golden Cockerel Group of companies has an annual turnover of \$100 million. This represents a Queensland market share of :-

- 20% for chicken

### **Place in Packaging Chain**

Golden Cockerel Pty Ltd is a food manufacturer and is thus a user of packaging materials.

## **4. Second Year Highlights**

Total production increased by 4% this year due mainly to increased business with Woolworths Supermarkets in the Meat and Deli Departments(from October). Only the outer carton for Woolworths Meat department products was included as the inners were Woolworths Branded products. All packaging for Woolworths Deli product packaging was included in this report.

Total weight of consumer packaging used over the year increased by 30%.

Packaging weight per tonne of product packed increased by 26%.

The increase in this ratio is due to the increase in proportion of chicken products being supplied in cartons at customer request (all products to the two major supermarket chains are now supplied in cartons). An additional 10% of our product is now packed in cartons rather than returnable crates.

Total weight of cardboard used increased by 28% over the year, total weight of non-recyclable packaging used increased by 37%.

## **5. Coming Year**

Increased usage of packaging will continue in the coming year once the Woolworths increased business is included for a full 12 months (this year 9 months only).

No other changes are planned at this time

## **6. Changes to Action Plan 2005 -2006**

No changes to existing Action Plan are required.

**7. KPI**

<b>KPI</b>	<b>Measurement</b>	Usage July 2004 to June 2005	Usage July 2005 to June 2006	<b>Usage July 2006 to June 2007</b>	Target for July 2008
#1. Total weight of consumer packaging per weight of total product packaged	Total weight of consumer packaging Total weight of products packaged Packaging weight/tonne of product packaged	855 tonne (All local) 31,098 tonne 27.5 kg/tonne	787 tonne (all local) 27,853 tonne 28.3 kg/tonne	1026 tonne (all local) 28,997 tonne 35.3 kg/tonne	30.0 kg/tonne
#3. Improvements in design, manufacture, marketing and distribution to minimise the environmental impacts of packaging	Liaise with packaging suppliers on improvements which will minimise environmental impacts.	Yes	No further packaging design improvements have been implemented this year.	No further packaging design improvements have been implemented this year.	Continual liaison with packaging suppliers.
#4. Changes to protection, safety, hygiene, shelf-life or supply chain considerations affecting amount and type of packaging used	Total cardboard and paper used	591 tonne	609 tonne	779 tonne	669 tonne
#6. Total weight, by type of non-recyclable packaging sold per annum into the Australian market	Plastic Code 4 Code 5 Code 6 Code 7 Composites TOTAL % of total packaging	212.1 tonne 2.8 tonne 3.7 tonne 34.2 tonne 253 tonne 29.6%	131.5 tonne 1.2 tonne 4.0 tonne 35.0 tonne 172 tonne 21.7%	184 tonne 1 tonne 16 tonne 33 tonne 1 tonne 235 tonne 23%	29.6%
#16. Percentage of signatories providing recycling collection facilities for post-consumer packaging generated on-site.	We collect office paper and used cartons on-site for recycling	Yes	We are continuing to collect waste cartons and office paper for recycling.	We are continuing to collect waste cartons and office paper for recycling.	Will continue to collect same as current
#21. Estimated tonnage of consumer packaging recycled and sent to landfill respectively, from on-site collection facilities.	Recycling Landfill	50 tonne/annum 7 tonne/annum	48 tonne/annum 7 tonne/annum	50 tonne/annum 5.4 tonne/annum	50 tonne/annum 7 tonne/annum

<b>KPI</b>	<b>Measurement</b>	Annual Usage July 2004 to June 2005	Annual Usage July 2005 to June 2006	<b>Annual Usage July 2006 to June 2007</b>	Estimate/Target for July 2008
#26. Implementation of Buy Recycled purchasing policy or practices	Total weight of packaging with recycled content. % of total packaging	591 tonne 69.1%	609 tonne 77.4%	779 tonne 76%	- 80%
	Weight of recycled material used. % of total packaging	212 tonne 24.8%	238 tonne 30.2%	334 tonne 32.5%	- 31%
		At June 2005	At June 2006	<b>At June 2007</b>	
	#22A. Environmental Code of Practice for Packaging	Has it been adopted		Yes	Yes
#27. Baseline Data	Submitted by due date	Yes	Yes	Yes	
#29. Annual Report	Shows continuous improvement		No	No	

Signed on behalf of Golden Cockerel Pty Ltd.

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R Turner Manager – Product Development and Quality

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R Dullaway Chief Executive Officer