



GOLDEN COCKEREL PTY LTD

NATIONAL PACKAGING COVENANT

Third Annual Report 2007 – 2008

of
ACTION PLAN 2005 – 2008

CONTENTS:	Page Number
1. Introduction	3
2. Company details	3
3. Company Profile	3
4. First Year Highlights	4
5. Coming Year	4
6. Changes to Action Plan 2005 – 2008	4
7. KPI	5

1. Introduction

This is the third Annual Report on progress towards goals set out in our Action Plan 2005 -2008. This report details usages in the period 1/07/07 to 30/06/08.

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

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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 23 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 400 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], SQF [Coles] 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 \$130 million. This represents a Queensland market share of :-

- 22% for chicken

Place in Packaging Chain

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

4. Third Year Highlights

Total production increased by 15% this year due mainly to increased business with Coles Supermarkets in the Meat and Deli Departments (from April 2008). Only the outer carton for Coles Meat department products was included as the inners were Coles Branded products. All packaging for Coles Deli product packaging was included in this report.

Total weight of consumer packaging used over the year increased by 18%.

Packaging weight per tonne of product packed increased by 4%.

The increase in this ratio is due to the large increase in sales in products sold in cartons at customer request (all products to the three major supermarket chains are now supplied in cartons).

In addition, there was a small loss in sales in products sold in reusable crates.

The total weight of cardboard used increased by 25% over the year.

The total weight of non-recyclable packaging used increased by 25% over the year.

The percentage of recycled cardboard used remained the same.

5. Coming Year

Increased usage of packaging will continue in the coming year once the Coles increased business is included for a full 12 months (this year 3 months only).

No other changes are planned at this time.

6. Changes to Action Plan 2006 -2007

No changes to existing Action Plan are required.

A new plan for the 2008 – 2010 period is being developed.

7. KPI

KPI	Measurement	Usage July 2004 to June 2005	Usage July 2005 to June 2006	Usage July 2006 to June 2007	Usage July 2007 to June 2008	Reason for Change / Improvement
#1. Total weight of consumer packaging per weight of total product packaged	Total weight of consumer packaging	855 tonne (All local)	787 tonne (all local)	1026 tonne (all local)	1204 tonne (all local)	Increased Sales
	Total weight of products packaged	31,098 tonne	27,853 tonne	28,997 tonne	32,858 tonne	Increased Sales
	Packaging weight/tonne of product packaged	27.5 kg/tonne	28.3 kg/tonne	35.3 kg/tonne	36.7 kg/tonne	Increased % Consumer Sales vs Bulk Sales
#3. Improvements in design, manufacture, marketing and distribution to minimise the environmental impacts of packaging	Liase 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.	No further packaging design improvements have been implemented this year.	No change
#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	971 tonne	Increased Consumer Sales
#6. Total weight, by type of non-recyclable packaging sold per annum into the Australian market	Plastic					Ceased product
	Code 4	212.1 tonne	131.5 tonne	184 tonne	184 tonne	
	Code 5	2.8 tonne	1.2 tonne	1 tonne	1.2 tonne	
	Code 6	3.7 tonne	4.0 tonne	16 tonne	1 tonne	
	Code 7	34.2 tonne	35.0 tonne	33 tonne	30 tonne	
	Composites			1 tonne	1.8 tonne	
TOTAL	253 tonne	172 tonne	235 tonne	218 tonne		
% of total packaging	29.6%	21.7%	23%	18%		
#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.	We are continuing to collect waste cartons and office paper for recycling.	No change
#21. Estimated tonnage of consumer packaging recycled and sent to landfill	Recycling Landfill	50 tonne/annum 7 tonne/annum	48 tonne/annum 7 tonne/annum	50 tonne/annum 5.4 tonne/annum	80 tonne/annum 7 tonne/annum	Increased Sales

KPI	Measurement	Usage July 2004 to June 2005	Usage July 2005 to June 2006	Usage July 2006 to June 2007	Usage July 2007 to June 2008	Reason for Change / Improvement
respectively, from on-site collection facilities.						
#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%	971 tonne 80%	Increased Sales Increased Sales and increased recycled cardboard usage
	Weight of recycled material used. % of total packaging	212 tonne 24.8%	238 tonne 30.2%	334 tonne 32.5%	415 tonne 35%	
		At June 2005	At June 2006	At June 2007	At June 2008	
#22A. Environmental Code of Practice for Packaging	Has it been adopted		Yes	Yes	Yes	No change
#27. Baseline Data	Submitted by due date	Yes	Yes	Yes	Yes	No change
#29. Annual Report	Shows continuous improvement		No	No	Yes	Increased use of recycled packaging

Signed on behalf of Golden Cockerel Pty Ltd.

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P Stevenson Technical Services Manager

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R Dullaway Chief Executive Officer