

March 2018, Amsterdam, Holland

Plastic Free Shopping in The Netherlands!

TAF visited The World's first plastic free supermarket aisle which opened on 28th February this year in Amsterdam.

The supermarket chain **Ekoplaza** has a choice of over 700 products within its plastic free section, including fruit, vegetables, dairy, meat, bread, rice and cereals.



Ekoplaza intends to add the plastic free aisle to all of its 74 stores by the end of the year. The second aisle is due to open in The Hague in June.

For the past 12 months Sian Sutherland, co-founder of the environmental group "A Plastic Planet" has been campaigning for all supermarkets to offer a plastic free aisle.

Sian Sutherland makes a very valid point in saying that, **" There is absolutely no logic in wrapping something so fleeting as food in something as indestructible as plastic. Plastic food and drink packaging remains useful for a matter of days yet remains a destructive presence on the earth for centuries afterwards"**.



Instead of plastic, the products are wrapped in new, compostable bio materials as well as traditional, recyclable materials such as glass, metal and cardboard.

The new, bio materials will break down in 12 weeks into Carbon (good for soil), water and bio mass (soil).

Why change when we can recycle? The answer is simply that plastic packaging can not be recycled endlessly. All plastic is downcycled as it becomes inferior each time it is recycled. **All plastic will end up as environmental waste at some point.**

Consumer pressure is the answer to making changes in the big manufacturers packaging policies.

If we don't buy plastic wrapped products, they will have to find an environmentally friendly alternative.

Plastic free aisles in our supermarkets would give the consumer the right to choose these bio alternatives and send a message that **we want plastic free food shopping.**

Finally, we may have the choice to shop in a better way for the planet and stop the overuse of plastic.

The retailers must recognize the demand for this with global concern mounting over widespread, devastating plastic pollution in our oceans and environment.

Change is coming for the better and Ekoplaza along with A Plastic Planet have made it happen!

We as consumers CAN make a difference by NOT buying products wrapped in plastic!



For the report:

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