

Asda could join with WI to lobby on recycling

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Asda and the Women's Institute (WI) are considering teaming up to lobby the government on the need to standardise packaging recycling across the UK.

The lack of standardisation was one of the main issues highlighted at a meeting between Asda's packaging team and 40 WI members on Monday (16 July) to discuss the packaging of fruit and vegetables.

An Asda spokeswoman said the supermarket hoped to find the best way to recycle packaging and encourage local authorities to use that approach. She said the multiple also hoped to combine its

lobbying efforts with those of the WI.

The meeting was the first of many planned by the WI to discuss its packaging campaign with supermarkets.

Members were invited to bring examples of packaging they considered to be excessive for the Asda packaging team and industry heads to analyse.

"It's our responsibility to engage with this group and solve issues like packaging and road miles," said the Asda spokeswoman.

Packaging Federation chief executive Dick Searle, who attended the event, said it was "excellent" and "balanced", and he "warmly congratulated" Asda for staging it.