

# EDIBLE FOOD PACKAGING TECHNOLOGY: A GREEN MARKETING STRATEGY

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## INTRODUCTION:

It is typically used as a kind of package. Packaging is necessary for food quality maintenance so that it can stay in good condition. The utilization of plastic as a fabric of food packaging gave rise to a range of issues to the surroundings or environment, after its utility it becomes plastic waste and most of this waste ends up in landfills, rivers and oceans and solely tiny percentage of this plastic waste is recycled because of the undeniable fact that plastic can never degrade and can remain on the landscape for many year and later on raises environmental problems. Keeping in

view all issues, the use of edible film for packaging material over the plastic packaging is an effective alternative to resolve these kind of environmental problems. Edible films and coatings are made up of edible parts and could lead to the reduction of environmental pollution. Edible food packaging technology or eco-friendly packaging plays vital role in green marketing for sustainable environment.



# ECO-FRIENDLY EDIBLE FOOD PACKAGING (HAVE YOUR FOOD AND EAT THE WRAPPER TOO)

Edible films and coating is a thin layer of eco-friendly edible material made from natural polymer like lipids and proteins. Mainly the edible films are made from milk protein casein which act as an oxygen blocker and prevents food spoilage. There are variety of edible packaging available in the market, starch based edible packaging is the other one but it allows oxygen to enter through the micro-holes.

## EDIBLE FOOD PACKAGING GREEN MARKETING INDUSTRY

In today's world consumers and several food companies have started to show concern about the environmental impact of products and are becoming more environment conscious. The reason for the concern could be perceivable climatic change, increasing air and water pollution and global warming. By identifying the changing consumer behavior and competition in market, most of the food companies were shifting their focus from normal plastic packaging to green or ecofriendly edible packaging.

*WikiCells*, is the edible skin or a food wrapper that takes the place of plastic packaging and acts as a protective peel of an orange, which protects ice cream (Magnum bar), yogurt, cheese, food from spoilage and are totally biodegradable.

*MonoSol Inc.* is a Water Soluble Film Technology which has developed water soluble (hot or cold water) sachets or wrappers.

The idea of green marketing or inexperienced marketing has been widely practiced in vehicles, batteries, refrigerators, microwave ovens, air-conditioners, soaps and detergents, paints, energy-saving lights and in many agricultural inputs like fertilizer and pesticides. Green Marketing is the marketing of product and services supported by environmental factors. According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Green marketing is also known as environmental, ecological and Sustainable marketing. Green Marketing includes several activities like modifying the merchandise, making changes within the production method and packaging, furthermore as modifying advertising or eliminating activities that impact the surrounding in negative manner.

Green Marketing is a holistic Marketing concept where the production, promotion, consumption, disposal of merchandise and services happen in a manner that are less damaging to the atmosphere.

## WHY GREEN MARKETING FOR SUSTAINABLE GROWTH?

Green marketing is a buzz word and it is very necessary to implement as humans are getting over dependent on the natural resources for their wants. It is important for all the manufacturers to use all the required resources efficiently without wasting the resources as to achieve the organizational objectives. Growing interest among shoppers and their changing buying behavior everywhere regarding protection of environment has made companies to switch over green products or marketing and has emerged that speaks for growing marketplace for property and socially accountable merchandise and services.

## SUSTAINABLE DEVELOPMENT

### Physically better environment

Conservation of natural resources  
Environment friendly



## Consumer benefits

Health and safety

More fulfilled life

## Performance Improved Organization

Better quality products

Competitive advantage

Improved profitability

# SWOT ANALYSIS

## STRENGTHS

- Edible films are eco-friendly in nature as it can be fully consumed and is biodegradable.
- Nutritional value of food can be enhanced by supplementation.
- It is helpful in reduction of solid waste disposal problems.
- Lower processing cost makes it more efficient.

## WEAKNESS

- Lack of awareness among people about edible food packaging.
- Poor mechanic.
- The packaging can develop off flavour.
- People may lack confidence by the idea of eating a package.

## OPPORTUNITY

- Due to rising environmental threats, consumers are now inclined towards green products and technology.
- Edible films can tolerate high temperature and thus can also be used as oven bags.
- The fruit and vegetable films can also be consumed as snacks.

## THREATS

- Being a new technology it may be difficult to establish market.
- Competitors may pose threat by imitating the same technology.
- Consumption habits and consumer believes.

## Green Segmentation

It is done by disseminating the consumers on the basis of their level of concerns about environmental issues. There are three categories on which the consumers are divided:

### Dark green lifestyle,

which represents the consumers who are well educated and are aware about ecological threats caused by synthetic products. Such individuals are more inclined towards green environment.

### Light green lifestyle,

involves people who have knowledge about green environment and ecological threats but do not spend money on green products due to the belief of such products being inferior in quality.

### The Uncommitted green,

involves people who do not show much concern towards the environment. They are believed to harm the environment by their purchasing behaviour.

## Target Market

Target market would have those consumers who are more aware about green products and are more concerned about environmental threats that synthetic packaging material can cause. Moreover, consumers of such group are more inclined towards the use of eco-friendly products.

## Positioning

Green products already have a positive image in consumer's mind, so, mentioning the green properties of packaging material would enable consumers to distinguish it from synthetic packaging and would also increase its value in consumer's mind.

## GREENMARKETING MIX

It is necessary to gauge the green marketing in order to grasp the position of green product. There are four elements- Product, Price, Promotion and place.

### Product

The green technology has the ability to produce better quality product and is ecofriendly too. These products carry higher value than typical products. For instance, upon opening an oversized packet of 20 individual sachets of coffee, one can simply place a sachet in a cup of hot or cold water without peeling off the seal. The edible layer that holds the coffee powder can dissolve upon contact with water.

### Price

Environmental goods are supposed to be expensive but instead they are affordable compared to normal goods.

### Place

The mode of distribution holds great importance. This eco-friendly packaging would be more comfortable for local and seasonal products in comparison to imported products. Grocery stores can provide the products wrapped in edible packaging, fruits and vegetables can also be provided wrapped in same.

### Promotion

The promotion of edible food packaging should stress on its eco-friendly properties and also on the fact that it can be consumed. Consumers should be made aware about its contribution towards the environment and also towards the food industry. With rising environmental issues, this technology can easily make its place in the market.

## CONCLUSION

Edible food packaging is a new and innovative packaging technology and can also be a great medium in promotion of green marketing. The adoption of this technology will also reduce the use of plastic, which is one of the main causes of environmental deterioration and will help in achieving ecological balance and improving human health.

