

Eco-Bites: How Your Favourite Packaged Foods Are Going Planet-Friendly

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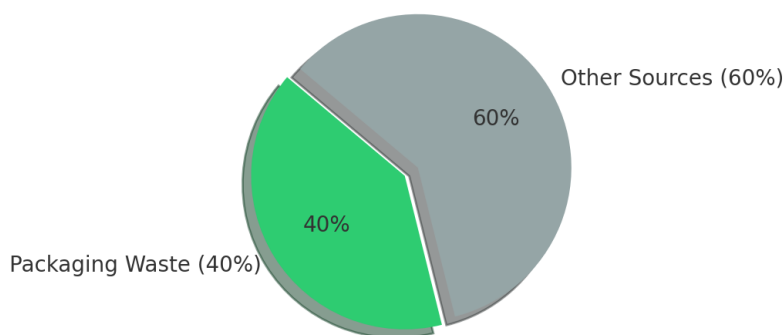
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Upon stepping into any supermarket aisle, it's evident that a broad assortment of packaged goods are available, such as crunchy potato chips, instant noodles, flavoured drinks, and pre-prepared meals. The packaged food industry's effects on waste, carbon emissions, and resource depletion continue to be a pressing concern, even though it offers a convenient option. A significant change is presently unfolding, but it has received relatively little attention. Now, a silent revolution is stirring. Green Supply Chain Management (GSCM) is rewriting the rules of how food gets from farm to fork—this time, with the planet in mind.

Plastic Waste in India (2023)



Why Should Your Chips Care About Climate Change?

Every food item undergoes multiple stages—crop production, factory processing, warehousing, transportation, and retail display. Each step leaves behind a carbon footprint, whether from:

- Pesticide-intensive farming practices,
- Plastic wrappers that persist in landfills for decades, or



- Diesel-powered trucks that release particulate matter into the air.

Studies show that packaging alone accounts for nearly 40% of India’s 3.5 million tonnes of annual plastic waste (CPCB, 2023). Left unchecked, this cycle contributes to resource depletion, climate change, and biodiversity loss.

The Green Makeover of Packaged Foods

- **Farm-to-Fork Collaboration:** Working with local farmers on the Farm to Fork project cuts down on food miles and helps the communities around it in a good way.
- **Biodegradable Packaging:** A revolution in packaging is happening right now. Things like edible utensils and packaging that breaks down in the environment are making plastic less popular.
- **AI-Optimized Logistics:** Advanced AI uses complex routing algorithms to find the fastest and most fuel-efficient delivery routes on maps.
- **Circular Economy Practices:** Food waste from yesterday could turn into compost or biofuel by tomorrow.

Did You Know?

- 40% of Indian consumers prefer eco-friendly packaged foods, even at a higher price (Nielsen, 2022).
- Net-zero logistics through route optimization can cut transport-related emissions by almost one-third.
- Compostable packaging materials decompose within 90–180 days under proper microbial conditions—unlike plastics, which last centuries.

India’s Green Awakening

India’s packaged food market is booming, but so is the urgency for eco-friendly solutions. Some brands are already leading the way:

Indian Packaged Food Brands Going Green

Brand	Green Initiative	Target/Impact
Nestlé India	Paper-based Maggi wrappers, recyclable packaging	100% recyclable/reusable packaging by 2025
ITC Limited	Well-being Out of Waste” program, recycled packaging	30,000+ tonnes of waste recycled annually
PepsiCo India	Biodegradable snack packs, water stewardship	Net-zero emissions by 2040
Haldiram’s	Plant-based biodegradable containers	Reduced single-use plastic in select outlets
Amul	Solar-powered chilling plants, eco-friendly cartons	Lower energy use in dairy supply chain

These efforts show that sustainability is no longer a CSR afterthought—it’s becoming a business necessity.

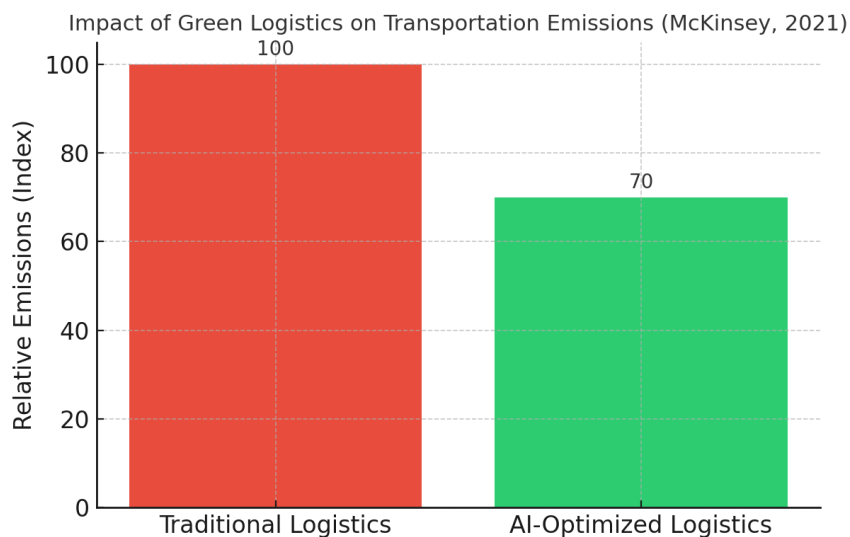


Quick Fact Box: What Makes a Supply Chain Green?

- **Sustainable Sourcing** – Using raw materials from renewable, ethically managed sources.
- **Eco-Friendly Packaging** – Compostable wraps, recyclable cartons, and edible films.
- **Energy-Efficient Production** – Solar-powered plants, water recycling, and low-emission machinery.
- **AI-Driven Logistics** – Demand forecasting, route optimization, and reduced storage waste.
- **Recycling & Upcycling** – Turning by-products into compost, animal feed, or biofuel.

Before vs. After: The Supply Chain Shift

Stage of Supply Chain	Traditional Practice	Green Alternative
Sourcing	Long-distance suppliers, high carbon food miles	Local farmers, fair-trade sourcing
Packaging	Single-use plastic, non-recyclable wrappers	Biodegradable, recyclable, edible packaging
Production	Fossil fuel-based energy, high water usage	Solar-powered plants, water recycling systems
Transportation	Diesel trucks, inefficient routing	Electric/low-emission vehicles, AI-based logistics
Waste Management	Landfills, incineration	Recycling, composting, upcycling into biofuel





Consumer's Role

Green supply chains aren't just about companies—they need consumers to participate too.

Five Simple Ways You Can Support Green Packaged Foods

- Look for eco-labels such as recyclable, compostable, or biodegradable signs on packaging
- To reduce transportation-related emissions, choose local brands with shorter supply chains.
- Choose reusable bags and minimally packaged foods to reduce the usage of single-use plastics.
- Invest in businesses that have made a commitment to environmental sustainability by reducing waste and utilizing renewable energy.
- To dispose of things in an eco-friendly manner, try recycling packaging and sorting household waste.

The Future: Green is the New Delicious

Engaging with environmentally friendly supply chains is no longer a matter of corporate social responsibility—it is a prerequisite for business success. Businesses that adopt sustainable practices will not only safeguard the planet, but also earn the trust of their customers and secure long-term advantages in the market. As Sunita Narain, noted environmentalist, says: *"To achieve inclusivity and environmental sustainability, we must redefine economic growth."* The next time you open a snack, remember—it's more than a bite. It's a vote for the kind of planet you want to live on.

"Because in the future, food won't just be about filling stomachs—it will be about healing the planet."