

THE GROWING WORLD OF PACK- AGING

Extension Circular 735 • May 1971
Cooperative Extension Service
Oregon State University

Cooperative Extension work in Agriculture and Home Economics, Lee Kolmer, director. Oregon State University and the United States Department of Agriculture cooperating. Printed and distributed in furtherance of Acts of Congress of May 8 and June 30, 1914.

The Growing World of Packaging

How Do Packages Benefit Consumers?

By:

- Retaining and protecting the quality of food.
- Saving time and offering convenience in the store and at home.
- Providing helpful information on the label.
- Aiding in storage.
- Reducing some food costs.

CONVENIENCE is the keynote in packaging as well as in food.

New Developments in materials, techniques, and machinery are bringing rapid changes in food packaging.

Industry leaders predict that future food packages will be:

- lighter weight • stronger
- better designed • more convenient
- more economical



Packaging Regulations

Food manufacturers establish principles of good practice regarding their products and most business firms abide by them.

Federal and state laws assure consumer protection in packaging and labeling.

- Package labels must give the name of the product and the net contents on the main panel. Contents must be listed in color contrasting to the background and be large enough to be easily read.

- Package labels must list the name and address of the packer or distributor.

- Ingredients must be listed on the label in descending order of volume. Listing of ingredients, however, is not required for a product with a legally established *Standard of Identity*.

- It is illegal to misrepresent package contents by the use of words such as "Jumbo Pound" or "Giant Quart" that exaggerate quantity—or by deceptive illustrations.

- Law prohibits *nonfunctional* air space or packing material in packages.

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What Does Packaging Cost?

It depends on what you are buying:

How much convenience? How much protection?

SOME AVERAGE PACKAGING COSTS OF TYPICAL FOODS ARE:

Food	Percent of retail price
Aerosol whipped topping	30
Baby foods	22 to 23
Butter	2.0 to 2.5
Cakes	8 to 10
Cereals	8 to 10
Crackers	6 to 7
Potato chips	11 to 12
Vacuum packed luncheon meats	12 to 14

Food packaging costs have been rising, but total cost of many food items is being held down because modern processing and packaging help reduce handling, transportation weight, and labor costs.

Although adding to the cost, packaging makes possible a greater choice of available food products. For example, instead of buying a sack of potatoes, as one might have 20 years ago, potatoes can now be purchased in many forms—and in varied types of packaging.

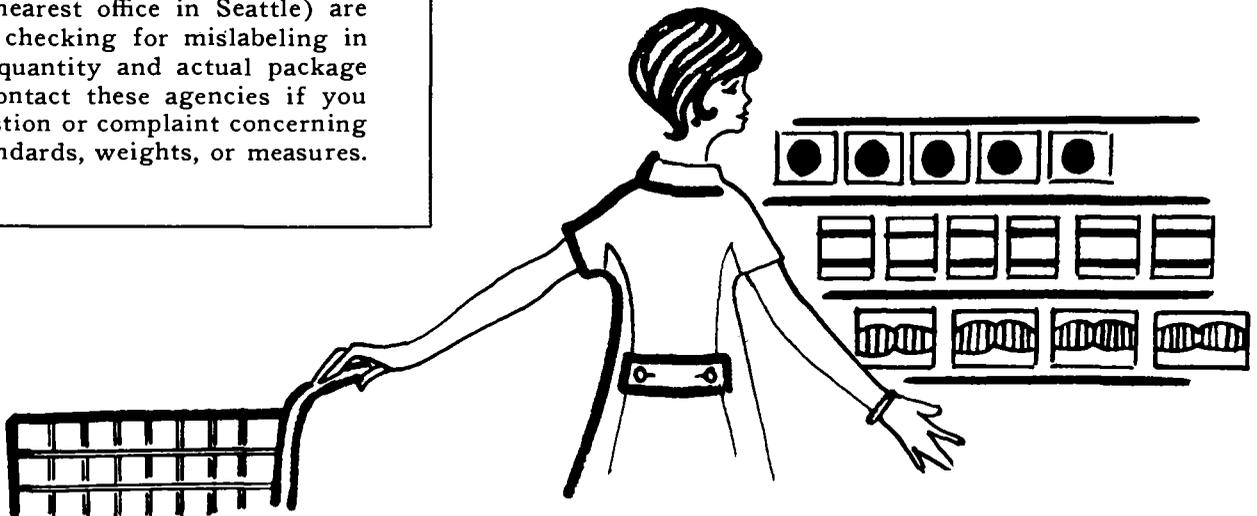
Where Do You Fit In?

Better packaging brings faster food shopping, more convenience, greater variety, and more leisure time. However, to achieve greater progress in packaging, there must be better knowledge and understanding of the needs and problems of both consumers and manufacturers.

You, the consumer, should critically evaluate any package and ask: Does it fulfill its purpose? Are the instructions clear? If you had a problem with the package, would others have the same trouble? If you feel your complaint is valid, you can be of service to the manufacturer if you will write a friendly letter explaining the problem and any suggestions you may have for improvement.

Most companies welcome constructive criticism, for it helps them keep in touch with their customers, and gives them an idea of customers' feelings.

The Consumer and Trade Services Division of the Oregon State Department of Agriculture (located in Salem) and the Federal Food and Drug Administration (nearest office in Seattle) are constantly checking for mislabeling in regard to quantity and actual package content. Contact these agencies if you have a question or complaint concerning quality standards, weights, or measures.



What Will the Future Bring?

Look for:

- Increased use of two or more different materials in a package.
- Greater use of plastics.
- New printing processes.
- Thinner, stronger glass containers in new colors.
- More packages designed for cooking and serving food.
- More fruits, vegetables, and meats in plastic trays with film overlaps.
- Increased use of nonreturnable containers
- Improved food aerosols.
- New uses of metals in packaging.

More people, with more money, will increase the demand for convenient, easy-to-prepare food. New food processes will stimulate still greater packaging activity.