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WP Rawl introduces recyclable packaging

[WP Rawl](#) will debut a new sustainable packaging solution for its line of Nature's Greens triple-washed leafy greens.

"For generations our company has grown vegetables that are good for our bodies," said Ashley Rawl, vice president of sales, marketing and product development. "As leaders in the leafy greens industry, we're excited to contribute with greens that are good for our environment too."

Consumers continue to drive demand for sustainable packaging solutions. Today's consumer is more likely to prefer packaging that is recyclable.

Packaging is one of the items on the WP Rawl's sustainability roadmap as well as various projects within its growing operations, production facilities and transportation department.

"As a company, sustainability is one of our core values. It is important for our company to continuously look for solutions to help us become better stewards of our environment. We understand the actions we take today have an effect on the world in the future," said Rawl.

The full line of one-pound greens (collard, kale, mustard, turnip and greens trio), select 12-ounce and two-pound greens packaging are now recyclable once returned empty to retail store drop-off locations. The back of each package features clearly communicates the four steps process from How2Recycle, a standardized labeling system that clearly communicates recycling instructions to the public.

Learn more about its shift to sustainable packaging by visiting the WP Rawl booth (No. 4455) at the IFPA Global Produce & Floral Show.

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