Annual Report and Action Plan

Company Name:	**Heritage Harvest Brands Pty Ltd**
Trading As:	**Eastcoast Beverages**
ABN:	**63070068709**

About APCO

Australian Packaging Covenant Organisation (APCO) is a co-regulatory not-for-profit organisation leading the development of a circular economy for packaging in Australia. APCO's vision is a packaging value chain that collaborates to keep packaging materials out of landfill and retains the maximum value of the materials, energy and labour within the local economy.

Each year, APCO Brand Owner Members are required to submit an APCO Annual Report and an APCO Action Plan. This document is the Annual Report and Action Plan output for the organisation listed above. This document provides the overall performance level of the organisation, as well as any commitments they have made to work towards on their packaging sustainability journey. This document may also include additional information provided by the Member in their report.

Overall Performance Leading

The chart below indicates the overall performance level of this organisation listed above in the 2026 APCO Annual Report. The organisation's reporting period was **January, 2025 - December, 2025**.

1 Getting Started	2 Good Progress	3 Advanced	4 Leading	5 Beyond Best Practice

Understanding APCO Annual Reporting performance levels:

1	**Getting Started:**	You are at the start of your packaging sustainability journey.
2	**Good Progress:**	You have made some first steps on your packaging sustainability journey.
3	**Advanced:**	You have taken tangible action on your packaging sustainability journey.
4	**Leading:**	You have made significant progress on your packaging sustainability journey.
5	**Beyond Best Practice:**	You have received the highest performance level and have made significant progress on your packaging sustainability journey.

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APCO Action Plan Commitments

For each of the Packaging Sustainability Framework criteria listed below, a description is provided along with the commitments made by the organisation in their APCO Action Plan.

Criterion 1:

Governance & Strategy:

This criteria considers actions to integrate packaging sustainability into business strategies.

- Develop a strategy that includes goals (objectives) and targets for packaging sustainability that addresses the Sustainable Packaging Guidelines (SPGs) or equivalent.
- Include a commitment to contribute to the achievement of the National Packaging Targets and aim to integrate it within our organisation processes.
- Communicate and promote packaging sustainability objectives and targets within your organisation and to external stakeholders (suppliers, final consumers, community groups etc.).

Criterion 2:

Design & Procurement:

This criteria considers actions taken to ensure that sustainability principles are considered in the design or procurement of both new and existing packaging through use of the Sustainable Packaging Guidelines (SPGs).

- Use the Sustainable Packaging Guidelines (SPGs) to review our packaging to identify opportunities for improvement.

Criterion 3:

Recycled Content:

This criteria considers actions taken to increase or optimise the amount of recycled material used by your organisation.

- Develop a policy or procedure to buy products and/or packaging made from recycled content.
- Aim to use recycled content in any packaging where this is feasible, including:
  - Secondary packaging
  - Tertiary packaging

Criterion 4:

Recoverability:

This criteria considers actions taken to improve the recovery of packaging at end-of-life and increase use of reusable packaging.

- Investigate whether all of our packaging is recyclable at end-of-life and identify any gaps and

opportunities for greater reuse or recycling.

Criterion 5:

Disposal Labelling:

This criteria considers the extent to which packaging has been labelled to help consumers determine what to do with packaging at end-of-life.

- As packaging is updated or refreshed, add on-pack information for consumers on recyclability or correct disposal.

Criterion 6:

On-site Waste:

This criteria considers progress in increasing the amount of on-site solid waste being diverted from landfill.

- Develop a system to collect and recycle used packaging generated at our facilities.

Criterion 7:

Problematic Materials:

This criteria considers the extent to which organisations are actively phasing out problematic and unnecessary single-use plastic packaging and preventing/reducing litter.

- Help reduce litter by:
  - Conducting regular clean ups on-site
  - Ongoing investigation into packaging improvements (e.g. tethered caps) to reduce litter potential (not yet implemented in 2025).
    S:\Environment\Meeting minutes\2025

Further commitments:

These commitments look at additional actions the organisation may take to improve reporting.

No commitments have been made for this criteria this year.