

9MILE CASE STUDY

Fresh Thinking: Transitioning to Reusable Produce Containers



KEY OUTCOMES



Single-use cartons removed
634,000



CO₂ emissions reduction
278.3 Tonnes CO2 eq



Waste reduction
94.0kg PM2.5 eq



Water reduction
2,772,300L Water eq



Annual crate issues
634,000



"Our relationship with Viscount is critical to our business, and we rely heavily on the efficiencies and cost savings that their RPCs deliver. Our major customers prefer our produce coming to them in reusable crates."

James Ryan
9mile
Director



THE CHALLENGE

9mile is one of Australia's leading apple growers, supplying premium fresh produce to major retailers, including Woolworths. Seeking to improve sustainability and supply chain performance, the business looked to move beyond traditional single-use cardboard packaging. Key objectives included reducing packaging costs, improving operational efficiency and product protection, meeting retailer demand for reusable packaging, and lowering the environmental impact of its packaging system.

THE OPPORTUNITY

For 9mile, the decision to partner with Viscount was about more than reusable packaging - it was about partnering with an organisation that understands the fresh produce industry.

Viscount's long-standing relationship with Woolworths, national pooling network and expertise in reusable packaging have helped simplify the transition while delivering ongoing operational benefits.

THE SOLUTION

Since transitioning to reusable packaging, 9mile has achieved measurable operational, commercial and environmental improvements.

Lower packaging costs

Greater supply chain efficiency

Reduced product damage

Improved handling across the supply chain

Increased alignment with retailer packaging preferences

Stronger long-term partnership with Woolworths

The partnership between 9mile, Woolworths and Viscount demonstrates how reusable packaging is helping transform Australia's fresh produce supply chain.