

A Cucumber Grower Achieves Significantly Longer Shelf Life While Reducing Its Carbon Footprint

Toundra Greenhouse Serres is a cucumber-growing complex located in Saint-Félicien, Québec.

The CEO of Toundra Greenhouse Serres, Mr. Eric Dube, reached out to Crawford Packaging with an ask to recommend a viable solution for packing English cucumbers into packs of 3.

For the 3-packs of their cucumbers, they were initially wrapping each individual cucumber in polyethylene shrink wrap and then wrapping them again into 3-packs. They were looking for a new and sustainable solution that would help them improve their shelf life while also reducing the material used, hence reducing their carbon footprint.

Our Packaging Specialist recommended GrowPack Anti-Fog Shrink (AFG) Film – made up of polyolefin, which was created specifically for fresh produce to help deliver a superior, retail-ready package in just one hour.

Thanks to our GrowPack AFG film, the client was able to wrap all three cucumbers together effectively, reducing the amount of material needed and thus reducing their carbon footprint by a minimum of 50%. Additionally, thanks to AFG's short anti-fog activation times (of 1 hr instead of 24+ hrs), the cucumbers were retail-ready in a short amount of time, extending shelf life significantly.

“Crawford Packaging representative really took the time to understand our needs. Very good company, very good service.”

Eric Dube, CEO, Toundra Greenhouse Serres



Challenge

- Shelf life improvement
- Reduction of carbon footprint

Solution

- Recommendation of Crawford Packaging's GrowPack Anti-Fog Shrink Film created specifically for fresh produce

Impact

- Reduction of the amount of material needed to pack three cucumbers together
- Reduction of carbon footprint by a minimum of 50%
- **Improved shelf life:** thanks to AFG's anti-fog activation time the cucumbers were retail-ready in 1hr instead of 24+ hrs