

FMCG firms switch to paper-based straws

New Delhi, July 1: With the ban on plastic straws coming into effect from Friday, large FMCG and agro-food companies have removed integrated plastic straws from small tetra paks of fruit juices and dairy products, and are shifting to paper-based straws and other alternative sustainable solutions.

Leading companies, including Parle Agro, Dabur, Amul and Mother Dairy, have replaced integrated plastic straws in the tetra paks with alternative sustainable solutions.

Industry body Action Alliance for Recycling Beverage Cartons (AARC) said FMCG companies are facing difficulties in replacing plastic straws and that there would also be disruption in supplies as well.

The companies are also facing issues such as left over inventory with their stockists and retailers but they have complied with the government's decision to ban sin-



gle-use plastic by importing paper straw and whatever solution is available in the markets, AARC said.

The ban on single-use plastics, including plastic straws, announced last year, has come into effect from Friday.

Parle Agro, a leading player with popular brands such as Frooti and Appy Fizz, has started integrating biodegradable straws in its tetra juice paks as per the new guidelines.

"Our manufacturing locations

have started with integrating biodegradable straws as per the new guidelines. We have imported paper-based straws for now to meet the deadline, and will move to PLA-based straws," Parle Agro CEO Schauna Chauhan told PTI.

PLA straws are compostable and made from corn starch or sugar cane.

Mother Dairy is using imported paper straws for its juices and dairy paks being manufactured from July 1.

"We, at Mother Dairy, are in adherence to the new norms and have already imported paper straws in order to ensure compliance. Our carton products, that come under the purview, being manufactured from today (July 1, 2022) onwards will now come integrated with paper straws," Mother Dairy Fruit & Vegetable managing director Manish Bandlish said.

Dabur, which sells its Real brand juices, has also started

production with integrated paper straws. "Dabur has already commenced production of Real juice paks with integrated paper straws. We are committed to meeting the regulations and will ensure that all paks come with integrated paper straws," Dabur India executive director-operations Shahrukh Khan said.

AARC CEO Praveen Agarwal said there is going to be lot of discomfort and pain to the retailers holding inventories before June 30.

Industry and different bodies had requested for relaxation and better clarity so that the stocks which are lying in the pipeline of the distributors and retailers could be utilised, he said, adding that around 2 million retailers, who sell these products, are going to face lots of problems.

Leading dairy cooperative Amul is also working on manufacturing biodegradable straws.

— PTI