

Happy Family Organics Right-Sizes Packages Reducing Climate Impact

[Happy Family Organics](#) started as Happy Baby in 2006 with the mission to “change the trajectory of children’s health through nutrition.” Since then, the company has grown exponentially and continues to offer innovatively packaged organic food options grown without artificial hormones, GMOs, or toxic persistent pesticides.

Alongside the company’s growth, they’ve deepened their [commitment to climate action](#). They’ve made six climate commitments through the Climate Collaborative, and packaging is one of their core priority areas.

Proposed Packaging Adjustments

One of these products is Happy Baby Organic Yogis, a popular freeze dried yogurt and fruit snack and has been the focus of their latest packaging reduction efforts. Happy Family Organics Packaging Development Manager, Marcu Alexander and Director of Sustainability, Katie Clark knew that the Yogis package was bigger and bulkier than necessary and set out to right-size the pouch. Working with their supplier they reduced the height of the pouch and adjusted the size of the outer case while still protecting the product.



Assessing Impacts of Packaging Changes

Happy Family Organics knows that assessing progress in packaging and looking at the full life cycle of packaging emissions is crucial to getting a full picture of their products’ footprints.

Through their partnership with the [Climate Collaborative](#) (CC), Happy Family Organics was already working to deepen their industry engagement and improve packaging, and the CC partnership with Trayak allowed them to go even further. [Trayak](#) specializes in helping companies to quickly benchmark their existing packaging and using that data to improve the sustainability of their packaging.

The three organizations worked together to collect the Yogis packaging system information (materials, masses, conversion processes, etc.) and perform a Life Cycle Assessment (LCA) with Trayak’s [EcoImpact-COMPASS](#) (Comparative Packaging Assessment) tool.

The collaboration showed that their new design had a positive impact on all phases of the life cycle of the Yogis product from an emissions standpoint, but also from an overall product efficiency and cost perspective.

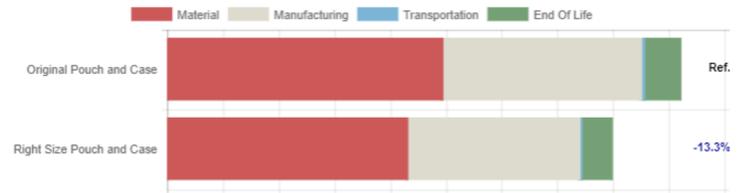


RESULTS by the numbers



Greenhouse Gas Reduction:

The new Yogis package has resulted in reducing Greenhouse Gas (GHG) Emissions by 13% for material impact, 14% reduction in end of life impacts (landfilling), and 28% reduction in transportation impacts.



With an annual production of almost 8 million Yogis products, Happy Family Organics is reducing GHG emissions by 188,368 kg CO₂ eq — equivalent of **taking 40 passenger vehicles off the road for an entire year!**

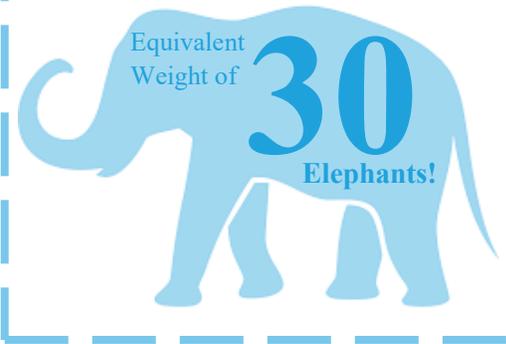
Material Reduction:

Changes to the pouch and case have resulted in significant reduction in materials used and pallets required for transport.

This right-sized design annually saves:

- ◆ 8,640 pounds of pouch materials (8% reduction)
- ◆ 197,534 pounds of corrugated cardboard (14% reduction)
- ◆ 3,666 wooden pallets (145,969 pounds) (40% reduction)

New Design Reduces Materials by



Water Consumption Reduction:

New Design Saves Amount of Water to Fill

18 Olympic Sized Pools!

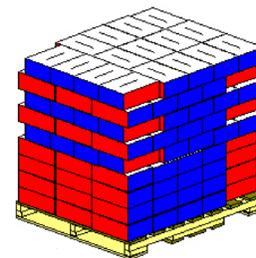
The new package saves about 13% of water consumption, roughly 12 million gallons annually.

This is equivalent to 18 Olympic sized swimming pools!

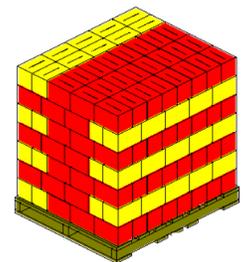
Cube Utilization

Happy Family Organics saw improvements in reduced material use, efficient transport, and less material sent to landfill. A pallet of original-sized Yogis transported only 864 bags while the new right-sized packaging system transports 1,428 bags — a **65% improvement!** Additionally, the cardboard master cases were size-reduced so Happy Family Organics was able to fit more onto the pallet, increasing the overall cube utilization by 4%.

Original



Improved



TRAYAK



CLIMATE COLLABORATIVE™
Commit. Act. Impact.

Big Picture

Cost Savings and the Business Case:

Many companies cite poor performance or increased cost as significant barriers to making their packaging more sustainable. This was *not* the case for Happy Family Organics.

First, the new pouch incorporates increased barrier properties better preserving the product in hopes to reduce food waste. Additionally, Happy Family Organics saw a cost savings of 37% which can be attributed to several factors:

- ◆ Using less material means paying for less material.
- ◆ Lighter packages mean more can be shipped with the same amount of fuel – reducing truckloads and shipping costs.
- ◆ The new materials were transported shorter distances, also reducing shipping costs.



Consumer Perception:

Before introducing the smaller Yogis package design, Happy Family Organics made sure to communicate with their consumer base of the change through various marketing and social media posts. There was a concern that sales would dip if consumers thought that the amount of Yogis per package had decreased.

Through the communication with their consumer base, Happy Family Organics has seen praise for the right-size package design. Consumers are loving that they can still buy the products they love, but with a more climate friendly package. Below are comments from consumers on a Facebook post about the Yogis packaging change:

“Good job! My daughter loves these...they’re going to be even better now that we’re reducing waste! I did think the packaging was too big before, almost like wasted space!”

Fantastic to see this. We love our Happy Baby products but I’ll be happy to cut back on waste

Yes I love this!!!! Less waste is always a bonus in my house!!!! 

Call to Action:

Happy Family Organics was able to reduce their cost and improve performance while transitioning to a more sustainable package for their Yogi product. If you are interested in this type of engagement, please reach out to Trayak and/or the Climate Collaborative today!

