CASE 3

Sustainable Production and Consumption: A Watershed Moment or A Pipe Dream?

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Healthy food equals healthy society, but at what cost?

Perched high on the Sustainable Development Goals' manifesto, is the health and wellness of societies across the world. Producing a healthy and functional society ought to be the epitome of humanity's technological and intellectual advancements.

But is that the reality in 2018? Or is it currently more of "garbage in, garbage out"? Not so according to Mr. Ammar, the General Manager who also manages the operations of the company's sole production plant. "Producing healthy snacks for a healthy society is the priority for the company," he quips, as the company ponders their next export target market. "Affordable, healthy snacks, using healthy ingredients is our answer". Healthy and affordable – that should suffice? "Keeping our cost down without compromising on quality and health is key". A brief silence engulfs the board room. The silence is then punctuated by

the sound of his throat clearing, after which he quipped, "Having bio-degradable packaging should be the total package – but what impact will that have on our cost?"

Sink or Swim!

Haliza Food Industry was founded in the year 2008, after the founder and chairperson had laid out a carefully thought out and methodical research process. During this research period, the would-be founder analysed the domestic market to gauge the level of competition and identify potential gaps within. "After engaging in research for a four-year period, we managed to identify our competitive point and we launched the company". The research paid off as Haliza Food Industries sought to make their healthy snack to export to overseas market. In fact, the protracted time spent researching was well utilised, as the company finally inaugurated a corn snack made using all-natural ingredients. The corn snack originally came to life under its flagship WITTIES brand and was available in a wide array of flavors such as barbeque, cheese, chicken, hot & spicy and prawn. Because the WITTIES brand of corn snacks uses natural ingredients for the flavor and taste, it was well received in its first export market, China.



Figure 1 The inaugural WITTIES brand corn flavour snack packaging