



FREE WEBINAR SERIES

Sustainable Solutions for Dairy Packaging and Distribution:

Unraveling Misconceptions and Optimizing Consumer Engagement

Join us for four Thursdays via Zoom

Oct. 19 - Nov. 16
4-5 p.m. PT (7-8 p.m. ET)
Attend all four and earn a certificate!

PACKAGING
SCHOOL.com



Presenter: Andrew Hurley, Ph.D.
Associate Professor of Packaging Science
Clemson University
Founder, PackagingSchool.com

[CLICK HERE TO REGISTER](#)



@DairyPCC | DairyPCC.net



Got Questions?

dairypacificcoast@mail.fresnostate.edu



Sustainable Solutions for Dairy Packaging and Distribution

SCHEDULE

Note: All dates are Thursdays

Attend all four sessions to earn a certificate!

Zoom sessions will be recorded and posted on our website – DairyPCC.net – in our new eLearning Hub.

Each session includes an overview, presentation, and Q and A session by the Packaging School, plus a case study of a PCC grant winner.

OCT 19

WHICH PACK TO PICK? Examine the reasons behind why different materials are used to package dairy products. Analyze the intersection between materials and shelf life. Evaluate why some less commonly used sustainable packaging materials may make a strong comeback in the near future.

OCT 26

“PLASTIC” CHEESE: Explore the misconceptions and misunderstandings surrounding pasteurized process cheese and the various packaging materials and formats used.

NOV 9

HUMAN FACTORS IN DESIGN: Whether or not your consumer sees your brand so they have the opportunity to purchase, and how they understand your product, is critical. Learn a few design strategies that leverage core human behaviors.

NOV 16

KNOW YOUR CLAIMS: Dissect the claims and terminology commonly used on dairy food packaging. Evaluate the consumer and legal impacts between gimmicks and certified claims.



This program is funded in part by the Pacific Coast Coalition-Dairy Business Innovation Center(PCC-DBII), administered by Fresno State. Funding for the PCC-DBII is made possible by the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service through grants AM21DBICA1007, AM22DBICA1012, and AM21DBICA1009 Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the USDA