



COMPOSTABLE STICKER TRIAL FAQS



TRIAL

WHY ARE YOU DOING THIS TRIAL?

Consumers have told us they want less single-use plastic in their food packaging. We're proud to be one of the first apple brands in Australia to take this step. This trial helps us gather feedback, test logistics, and explore a more sustainable future for our fruit.

WILL ALL JAZZ™ APPLES HAVE THIS STICKER NOW?

During the trial (August to November 2025), you may see both regular and compostable stickers on JAZZ™ apples depending on where they were packed. Keep an eye out for the green label that is packed from our state-of-the-art Narre Warren North packhouse.

WHY ONLY 3 MONTHS?

This is a commercial trial, which allows us to test logistics, gather shopper and retailer feedback, and assess next steps before rolling out on a larger scale.

IS THIS AVAILABLE ON OTHER MONTAGUE FARMS APPLES OR JUST JAZZ™?

Right now, the trial is limited to JAZZ™ apples packed at our Narre Warren North site, but we're open to expanding based on the results of this trial.

STICKERS

WHAT'S DIFFERENT ABOUT THE NEW JAZZ™ STICKER?

We're trialling a home compostable fruit sticker on our JAZZ™ apples. It looks just like the regular JAZZ™ sticker, but with a green accent to show it's better for the planet.

ARE THESE STICKERS RECYCLABLE?

No – they're not recyclable, but that's OK! They're designed to break down and biodegrade naturally in compost instead, making them more eco-friendly than conventional fruit stickers.

WHAT IS THE STICKER MADE FROM?

The sticker is a compostable film that is design to safely decompose like organic matter at the end of its life. Importantly it is certified home compostable to demonstrate it has no harmful impact on the environment at the end of its life cycle.

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WILL THIS AFFECT THE QUALITY OR FRESHNESS OF THE APPLES?

Not at all. The only thing that's changing is the label – your JAZZ™ apples are still the same crunchy, juicy apples you know and love.



WILL THE STICKER LEAVE ANY RESIDUE OR AFFECT THE APPLE SKIN?

No – the sticker adheres like a normal label and will peel off cleanly. It won't affect the quality or taste of the fruit.

HOME COMPOSTABLE



WHAT DOES "HOME COMPOSTABLE" MEAN?

It means the entire sticker – adhesive, ink, and material – can break down in your home compost bin, along with your food scraps and garden waste. No industrial facilities needed.



HOW LONG DOES IT TAKE TO COMPOST?

The sticker is designed to fully decompose within 12 months in typical home composting conditions.



DO I NEED TO PEEL OFF THE STICKER BEFORE COMPOSTING THE APPLE CORE?

Nope! That's the beauty of it. You can toss the whole core – sticker and all – straight into your home compost bin and it will naturally decompose with the food waste.



IS THE COMPOSTABLE LABEL SAFE IF I ACCIDENTALLY EAT PART OF IT?

Yes – while we don't recommend eating it, the label is made from food-safe, non-toxic materials. It's safe if accidentally consumed in small amounts (like if part of it is left on the apple skin).



CAN I PUT THIS STICKER IN MY COUNCIL GREEN BIN?

This depends on your local council's composting guidelines. If your council accepts food scraps and compostable items in the green bin, the sticker can go in too. Otherwise, it's best suited for a home compost setup.

FEEDBACK



CAN I SHARE FEEDBACK?

Absolutely! We'd love to hear from you. Complete the feedback survey or DM us on Instagram.