

News

Shopping biodegradable bags transformed into food



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Edeka customer buying with a biodegradable bag. Photo: FEEDitBAG.



Food grows after the seed is planted. Photo: FEEDitBAG.



Plastic bag planted under the ground. Photo: FEEDitBAG.

Made from renewable resources and seeds (inside), this innovative method proposes to fight against pollution in Frankfurt.

When we go to the grocery store and we weight the fruits or vegetables, we use a one-use free plastic bag that is easily accessible. Once used, these bags have a very negative impact on the environment, since it takes 450 years to disintegrate them. [Edeka](#), a German supermarket chain, wants to rebel against this tendency with the help of the [agency Cheil](#). Together, they have created **FEEDitBAG**. The idea is conceived to fight against the thousands plastic bags that are used on the world per second. The collaboration between the two organisations has led to the creation of a new product: biodegradable plastic bags with seeds inside that can be planted under earth and that will produce fruits.

Only in Germany, **26 billion plastic bags** are produced for products. FEEDitBAG transforms this negative event for nature into a positive innovative resource. "It is the first bag ever that gives life", says the company. In fact, the bag contains seeds that after can grow tomatoes, potatoes or any other food that will feed you.

The process is simple. Once the groceries are bought with these bags, and after cooking and accumulating organic waste, the waste can be kept in the bag. After that, this bag with waste can be planted since the bags are made from **100% biodegradable material**, the color is made with a lot of water and with no chemicals. From your smartphone, you can even vote the most original design for the biodegradable bags. "I will plant the bag at my balcony", said one of Edeka's clients in a FEEDitBAG video.

According to what they say, the number of plastic bags have been reduced by 150,000 per month in Frankfurt, the city where the initiative was born. **Peter Splettstoesser**, head of the supermarket, wanted to highlight that if "everyone used this bag, we would build a better future for our grandchildren." The bag is biodegradable in 10 weeks and the German may decide where to plant the bag: in their garden, in an urban garden or a cooperative space to plant food, for example.

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