



FOR IMMEDIATE RELEASE

## Food Industry: Carbonostics responds to sustainability obstacles

*An increasing number of food companies are taking steps to improve sustainability practices thanks to simplified life-cycle management tool Carbonostics.*

**NEUILLY -SUR-SEINE, FRANCE — October 19, 2009** — Carbonostics responds to the growing need for tangible sustainability measurement for products by offering a user-friendly and cost-effective application complete with a comprehensive carbon emissions database.

Designed specifically for the food industry, Carbonostics is an innovative, simplified life-cycle management (SLCM) tool that helps companies balance the financial (cost), environmental (carbon), and social (nutrition) impacts of any food product or menu.

### Overcoming life-cycle assessment challenges

Until now, two of the major obstacles in implementing full life-cycle analyses have been complexity and cost. Carbonostics users (mainly supply chain, R&D, sustainability, or environmental, health and safety managers) agree that Carbonostics has **simplified their data gathering and made environmental impact measurement affordable and accessible**. Users have the option to gather and input their own data and/or pull best-match data from the Carbonostics database.

“Carbonostics provided us an affordable starting point - a stepping stone - to begin life-cycle assessments of our product lines,” a user and food industry executive testifies. “The tool itself is easy-to-use and the information we get out of Carbonostics helps us make management decisions about resource allocation in our efforts to be more sustainable.”

An additional challenge for food companies is the risk of deteriorating nutritional quality of its food and beverages for the sake of reducing greenhouse gases (GHG) and overall environmental impact. Carbonostics is the only tool on the market providing **more than 700 carbon emission data points exclusively for food ingredients shown side-by-side with nutritional data**. This means that, in the tool, different comparative scenarios can be created to find alternative solutions for any food product or menu. The comparative charts guide users as they aim to strike the balance between reduced environmental impacts and lowered costs all the while maintaining a healthy nutrition profile.

Carbonostics is indeed a **unique offer** on the market: it’s online, product based, affordable, pragmatic, guides comparative assessment and offers a comprehensive database of carbon emission and nutritional data.

### PAS2050 supports simplified tools

Running a SLCM tool like Carbonostics means that a smaller, yet highly relevant, amount of product life-cycle data is measured, providing a **comprehensive high-level of understanding of where a product’s biggest “hot-spot” impacts are**. The PAS2050 Guide, the first standard for the assessment of life-cycle GHG for goods and services, supports the use of simplified tools: “To decide whether an emission source is likely to be material, it helps [...] to do a high-level footprint analysis using estimates and readily accessible data. This analysis includes the full life cycle of the product but relies on estimates and generic data to build a high-level footprint. Significant sources of emissions can later be replaced by more specific [...] data.”



**Sustainable businesses lead the field**

According to a 2009 AT Kearney report, **sustainability focused companies out-performed their peers - even in the midst of a financial crisis**. The report’s results revealed that the food and beverage companies with active sustainability agendas traded 16% higher against the industry average from May to November 2008.

“Evidence shows that sustainable business practices result in healthier and more profitable companies. [Blue Horse Associates] developed Carbonostics to give food companies an affordable and practical way to design and implement a sustainability action plan that is appropriate for their business, their brands, and their stakeholders.” explains Sara Pax, Managing Director of Blue Horse Associates.

“Carbonostics continues to be well received by the industry because it delivers actionable data about a product’s carbon footprint, its cost, and its nutritional value.” Tools like Carbonostics are guiding the food industry as it takes the necessary steps to become a leading sustainability industry.

For more information on how food manufacturers, retailers and food service providers are using Carbonostics, Blue Horse Associates Managing Director Sara Pax is available to answer questions, receive feedback or to present a live demo.

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**About Blue Horse Associates**

Blue Horse Associates provides sustainability solutions for the food and consumer goods industries. BHA experts participate in conferences worldwide on sustainability issues and are present in the global discussion on regulations and standards harmonization. Blue Horse Associates launched **Carbonostics** in April 2009 to provide a solution to the food industry’s sustainability and life-cycle management challenges. Headquartered near Paris, France, Blue Horse Associates has field offices in the UK, the Netherlands, and the US. Visit: [www.bluehorseassociates.com](http://www.bluehorseassociates.com)

**About Carbonostics®**

Carbonostics is an innovative, simplified life-cycle management tool designed to balance the financial (**cost**), environmental (**carbon**) and social (**nutrition**) impacts of any food product or menu.

**Carbonostics: balancing sustainability with success!**

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**Come meet us!**

Salon Entreprise Durable, Paris, Oct 20-21

Green Strategy 2009, London, Nov 19

GHG Protocol: Product/Supply Chain Stakeholder Initiative, London, Nov 20

**To view a sample analysis or run an animated demo, visit:**

[www.carbonostics.com](http://www.carbonostics.com)