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myclimate verifies food product lifecycle tool Carbonostics 2.0

Carbonostics is approved by independent, third-party climate protection organization myclimate.

NEUILLY -SUR-SEINE, FRANCE — February 26, 2010 — The newly released version of lifecycle management tool Carbonostics has been reviewed and verified by independent, non-profit foundation myclimate - The Climate Protection Partnership.

Carbonostics is a groundbreaking lifecycle management tool that allows users to measure any food product or menu across three key criteria - **cost+carbon+nutrition**. The online application guides users as they **pin-point hotspots along a product's value chain while eliminating false assumptions** in the process. The unlimited scenario and comparative assessment functions are deliverables unique to Carbonostics and are highly appreciated by its users. Carbonostics revolutionary approach to lifecycle analysis is intuitive yet simple: it provides access to vital information to empower decision-making and resource allocation.

Carbonostics version 2.0 builds on its original model with some exciting enhancements including additional carbon emissions data as well as improved, more sophisticated functionality. Carbonostics 2.0 features:

- ✓ **End-of-life calculation**
 - For all food and packaging materials
 - Disposal data allocated by both material and geographic region
- ✓ **Consumer waste calculation**
 - Allocated by geographic region
- ✓ **Math model updated**
 - Aligned to French agency ADEME's BPX30-323 standard (in anticipation of France's ecolabelling legislation to take effect in January 2011)
 - Consistent with international standards: PAS2050, GHG Protocol and ISO
- ✓ **Emissions from packaging included**
 - Contains options to measure secondary and tertiary packaging layers
- ✓ **Waste Reuse & Sequestration options**
 - Includes options to offset waste and emissions with reuse and sequestration inputs
- ✓ **New Supply Chain graph**
 - Grouped by supply chain steps, as well as nutrition and raw material categories.
- ✓ **Baseline/Scenario detail screen re-organized**
 - More information
 - User-friendly

"Carbonostics is the leading lifecycle screening tool for the food industry because it is easy to use, reliable, and delivers absolute ROI. The Blue Horse team worked diligently on version 2.0 to build a smarter lifecycle screening tool that outperforms any other tool on the market," Blue Horse Associates founder and managing director Sara Pax comments.

“We are very pleased to announce the myclimate verification, which provides an independent, third-party stamp of approval supporting our approach and methodology from a well-respected, international NGO.”

According to myclimate managing director René Estermann, *“The Carbonostics Math Model correctly includes all relevant lifecycle stages of a food product such as ingredients, processing, packaging, transport, storage, use phase and disposal. [...] Carbonostics is a useful tool for lifecycle screening and for identifying hotspots.”* [Click for full [verification](#)]

“The Carbonostics database is one of the largest food data inventories available on carbon emissions today,” adds myclimate data expert and LCA project manager Thomas Kägi.

“Carbonostics 2.0 is currently being used by those entering the lifecycle measurement field as well as sustainability officers, scientists as well as other data experts that have completed full lifecycle analyses who are now turning to Carbonostics because it provides results that gives practical direction to operational decisions,” explains Pax.

Carbonostics used by:

- large manufacturers
- SMEs
- retailers
- foodservice
- universities
- consultancies

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

www.carbonostics.com

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About myclimate

The non-profit foundation myclimate - The Climate Protection Partnership is an international climate protection organization based in Switzerland. myclimate is among the world leaders in voluntary carbon offsetting measures. myclimate carbon offset projects stand out in their adherence to the strictest standards. In addition, myclimate sets up carbon assessments and raises awareness about climate change and climate protection with climate education projects. www.myclimate.org

For more information on myclimate services such as Carbon Footprinting (i.e. CO2 calculations), LCA or reporting, please contact: Thomas.Kaegi@myclimate.org

About Blue Horse Associates

Blue Horse Associates is pioneering sustainability metrics for the food industry. Headquartered near Paris, France, Blue Horse Associates has field offices in the UK, the Netherlands, and the US. www.bluehorseassociates.com

About Carbonostics®

Carbonostics is an innovative, simplified lifecycle 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. www.carbonostics.com

For more information or to schedule a live demo, contact:

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