



# CARBONOSTICS: A NEW GENERATION LCA TOOL DEDICATED TO FOOD

**THE FOOD AND DRINK INDUSTRY NOW HAS A DEDICATED LIFECYCLE TOOL. CARBONOSTICS IS A NEW GENERATION LIFECYCLE ASSESSMENT TOOL THAT MEASURES IMPACTS AND PINPOINTS THE HOTSPOTS OF ANY FOOD PRODUCT OR MENU ALONG THREE KEY CRITERIA: COST + CARBON + NUTRITION. LAUNCHED ONE YEAR AGO BY SUSTAINABLE METRICS SPECIALIST BLUEHORSE, THE CARBONOSTICS APPROACH HAS INDEED PAVED THE WAY FOR FOOD AND DRINK PRODUCT MANUFACTURERS TO ENTER THE WORLD OF LIFECYCLE MEASUREMENT AND PRODUCT CARBON FOOTPRINTING (PCF).**

## MAKING LCA PRACTICAL

Carbonostics is positioned as a 'smart lifecycle tool' because it takes the science of lifecycle measurement and makes it practical and applicable to daily business operations. The tool accessed directly online, was created in response to the needs of small and large food manufacturers alike as well as foodservice companies, whether the company is embarking on a sustainability path or if the group has already run a LCA and is looking for further solutions or is seeking to integrate PCF in its R&D process.

"We have clients that come to us with data outputs from LCA research, and they ask me 'What do I do with this?'" explains Sara Pax, managing director of Bluehorse. "After running a Carbonostics analysis, users can use the comparative assessment feature to create an unlimited number of scenarios to model their product with different inputs, allowing management to balance the needs of the entire business and make sound operational and resource allocation decisions."

## INTEGRATED DATABASE WITH NUTRITION

Carbonostics is also smarter, according to the company, because it allows users to input primary data or secondary data, provided via the integrated Carbonostics Database including over 1300 carbon emission data points. The database was verified and approved this year by the globally recognized NGO myclimate. User guidelines suggest that companies begin an analysis with whatever data is 'readily available' - either previously gathered primary or secondary data from the Carbonostics database. Pax explains that this



provides enough information to pinpoint hotspots, "then, a user will have a clear idea whether their yogurt's hotspot is from the milk, the transport or the plastic. Carbonostics eliminates these ambiguities and helps illuminate the path ahead."

A key selling point for food companies is the inclusion of nutrition in each Carbonostics analysis. Carbon emissions can be decreased to the detriment of nutritional values. Carbonostics enable users to balance their cost and carbon impacts while maintaining nutritional values.

## MAJOR INDUSTRY SUPPORT

The Carbonostics concept has taken off in the food and drink industry. Major UK retailer and sustainability pioneer Marks & Spencer is a staunch supporter of the Carbonostics approach. "Carbonostics is a truly innovative and pragmatic tool which will enable better decision making and help the food industry continue progress towards healthy, profitable and sustainable products," M&S climate change manager Carmel McQuaid says. Other users include food and drink giants such as PepsiCo, Premier Foods and ConAgra.

Carbonostics is on a quest to increase its penetration in its primary markets - the US, the UK, France, and Northern Europe. With major support from the likes of M&S and a smart, practical lifecycle assessment concept, Carbonostics is set to become the food industry's tool of choice.

**TO BOOK A DEMO, OR FOR MORE INFORMATION, VISIT: [WWW.CARBONOSTICS.COM](http://WWW.CARBONOSTICS.COM)**