COMMIT. ACT. IMPACT.
Climate Collaborative Commitment Areas

- **Agriculture**: Integrate carbon farming into the agricultural supply chains
- **Energy Efficiency**: Increase energy efficiency
- **Food-Waste**: Reduce food-waste in the supply chain
- **Forests**: Remove commodity-driven deforestation from supply chains
- **Policy**: Responsible engagement in climate policy
- **Packaging**: Reduce the climate impact of packaging
- **Renewable Energy**: Commit to 100% renewable power
- **Climate Pollutants**: Reduce short-lived climate pollutant emissions
- **Transportation**: Reduce climate impacts of transportation
How many companies have committed?

225+ Companies Committing to Action

800+ Commitments
How many companies have committed?

225+
Companies
Committing to Action

800+
Commitments
THANK YOU TO OUR DONORS!

Alter Eco
Annie's
Associated Brands
Califia Farms
California Olive Ranch
Cheer Pack
Clif Bar & Company
Connective Impact
DanoneWave
Decker and Jessica Rolph
Dr. Bronner's
Elk Packaging
Gaia Herbs
GrandyOats
GreenSeed Contract Packaging
General Mills
Guayaki
Happy Family
INFRA
KeHE
Kuli Kuli Foods
Lotus Foods
Lundberg Family Farms
MegaFood
Melt Organic
MOM's Organic Market
Mountain Rose Herbs
National Co+op Grocers
Natural Habitats
Nature's Path
New Hope Network
Numi
Nutiva
Oregon's Wild Harvest
Organic India
Organic Valley
Outpost Natural Foods
Patagonia
Plum Organics
Pluot Consulting
Presence Marketing
Rebbl
Stahlbush Island Farms
Stonyfield
Studio Fab
Tacoma Park Silver
Spring Co-op
Trayak
Tell your story!

"The business community must lead the way toward climate change solutions. Our investment in solar power for our bakery is an example of a win-win for sustainability and the bottom line, and we hope our positive experience can help other businesses head down a similar path."

AARON ANKER
CHEIF GRANOLA OFFICER
GRANDYOATS
This short survey enables us to track and share the impact that companies are having as they work toward implementing their climate commitments.

- One response is needed per company
- You only need to provide information for the commitments your company has made
- No measurement or metrics reporting is required, and we have kept the update as short as possible to remove any reporting burden on your end
9. What other commitments have you made? Please select one at a time.

- Agriculture
- Energy Efficiency
- Food Waste
- Forests
- Packaging
- Policy Engagement
- Renewable Energy
- SLCPs
- Transportation
- No other commitments
What are the questions we ask?

- **Has your company started implementing the commitment?**
  - We have made the commitment but have not yet determined how we will approach implementation.
  - We have made the commitment and are in the midst of planning how we will take steps to implement it.
  - We have completed the planning process and have begun taking steps on implementation.
  - We have made good progress on implementing the commitment.
  - We have taken robust steps to implement the commitment and are seeing results.

- **Are you quantifying the emissions reductions from these actions?**
  - Yes
  - No
  - If yes, please describe measurement and progress: ________________

- [Optional]: Please provide any further details on progress against this commitment, especially as it relates to emissions reductions and/or finding business value through your climate action.
Other questions:

• **Is filling out the survey required?** All committed companies that made commitments before January 1, 2018 are expected to provide a short annual update on their progress.

• **What if we haven’t made any progress yet?** Let us know where you are in your journey to implement commitments, even if it’s just planning. You’ll be able to provide context and information on any challenges to implementation you’re encountering, from resource barriers to financial constraints and more.
The Climate Impact Reporting Journey

Digging Deeper into Climate Metrics

30. April. 2018
ABOUT SFTA
Mission

Build the capacity of the organic food trade to transition to sustainable business models.
THANK YOU to our SPONSORS!!
The Journey

Start taking action!

Report to Analyze and Improve

Establish a Baseline and Goals

Identify & Prioritize Relevant Metrics

Establish Data Collection Systems

"Materiality"
METRICS TYPES & REPORTING EXAMPLES
Reduced GHG Emissions

Metrics Types

Qualitative

Tactical

Normalized
Reduced GHG Emissions

Focus on describing the efforts a company is making to mitigate climate change, rather than the numbers or quantified results. Examples include:

- **Goals**: Goals you may have set around climate.
- **Policies**: Overarching guidance for employee and company practices
- **Best Practices**: Actual programs in play or actions being taken. “Walking the Talk”
- **Climate Events/Initiatives**: Participation or leadership in climate events, and/or company initiatives that are focused on raising awareness or results around climate.

**PROS**
- Focus on descriptions
- Less emphasis on quantified analysis
- Great way to begin reporting
- Stories that connect to consumers

**CONS**
- Harder to “prove” impact
- Open to greenwashing allegations
- More difficult to catalyze action to the next step
Qualitative

Sustainable Food Trade Association

Sustainability Report
June 2015 - May 2016

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Fair Trade Certified Ingredients

Organic Fair Trade Dark Chocolate

Our roots, values, and expertise are all co-created and shared by the cooperative, which we proudly serve as part of our Fair Trade movement, our support of farmers and their families, and our commitment to working and community.
Qualitative

Sustainable Food Trade Association

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We Support Fair Trade Producers

This year, we released two new products with Fair Trade certified ingredients. Our cocoa, coffee, and chocolate are all certified Fair Trade. We are proud to be part of the fair trade movement that supports these farmers and their dedication to work and community.

Fair Trade Ingredients in Pounds

- Chocolate: 2,183
- Cocoas: 38
- Coffee: 79

Emissions

Events and Employee Travel

We have taken the first step of measuring our baseline emissions related to travel. With this information, we can empower our employees and establish a company policy that targets reduction goals which may include action offsetting, energy efficient vehicle rentals and car sharing, and utilizing air travel when possible.

Tons of CO2 Emissions

- Closed Fuel: 10
- Unleaded Fuel: 1
- Jet Fuel: 35
- TOTAL: 46

* Does not include non-car related travel involved.
Metrics Types

Tactical

Describes results of tactical measures taken to reduce emissions, such as:
- **Pounds**: packaging/waste reduction
- **Gallons**: water, gasoline
- **Energy Units**: kWh, BTUs
- **Dollars**: climate education efforts, organic products
- **Percentages**: % of employees participating in alternative commuting program

**PROS**
- Real-time improvements
- Clear correlation to goals
- Can sound impressive
- Tactile nature resonates with stakeholders

**CONS**
- How does this translate to climate impact?
- Missing the forest through the trees?
- Greenwashing?
What does sustainability mean at Organically Grown Company?

To keep sustainability at the forefront of our work we use a science-based framework in our decision making, planning processes, and conduct of our business. Everyone at OGC is trained to evaluate how our efforts impact people and the planet through the Natural Step model ‘take, make, waste, harm’. What does it take from the earth? What does it make that will be left behind? What biodiversity does it waste? And who does it harm in its development?

Through our annual sustainability report we have the opportunity to review our successes and opportunities for improvement. Our five long-term sustainability goals give us targets to strive for as we move towards a better food system for people and the planet:

1. Achieve carbon neutrality and eliminate fossil fuel use
2. Eliminate solid waste and toxic substances
3. Achieve on farm sustainability and small/medium farm viability
4. Foster a healthy and fulfilling workplace
5. Build customer and broader community awareness and support for a healthy and sustainable food system
Sustainable Food Trade Association

Tactical

GOAL 1
Achieve carbon neutrality and

We seek fossil fuel alternatives, fleet efficiencies, alternative transportation methods and energy efficiencies. We were awarded the Western Region Sustainable Private/Small Fleet Award at the 2017 Green Transportation Summit for our efforts.

6.23 AVG MPG
An incremental increase from 6.20 MPG in 2016

SMART Commute Program and Commuter Cars
To reduce the “carbon footprint” of daily commuting, coworkers are reimbursed for utilizing alternative transport to work. In 2016, we also purchased two fuel-efficient (41.2 mpg) commuter cars to reduce fuel consumption and mileage reimbursements costs. At the end of 2017, the cars had been used an average of 3,551 miles per month resulting in an estimated savings of over $13,000.

Our Fleet
36 Trailers • 27 Tractors • 6 Box Trucks • 4 Cargo Vans

Driving Fuller Trucks
We strive to keep our trucks full by coordinating backhauls with outside vendors, which helps us leverage our fuel/energy use. The organic industry is fast growing and dynamic; as a result we sometimes experience small changes in our account and vendor relationships that will impact our sustainability data. For example, a slight drop in cases shipped per mile in 2017 to 2.41 from 2.79 in 2016. Cases backhauled also went down slightly from 867,353 cases to 749,851 primarily because of changes in strategies of two of our larger scale growers.

B-line delivered 301 tons of produce for OGC in Portland by cargo train, avoiding driving 3,241 miles with our trucks, eliminating 9,771 lbs of CO2 emissions

Fuel
Fuel savings:

100% Clean Air Certified under the Federal Diesel Emissions Reduction Act since 2014

17"x9.5" tires, 62 PSI, 47,690 lbs avg. weight per axel
Attendee Poll

Which tactical measure might be most appropriate for the Food Waste commitment?

a) Total pounds of inventory reduced at source
b) Pounds of waste diverted from the landfill
c) Pounds of compost created from food waste
d) All of the above

Which tactical measure might be most appropriate for the Renewable Energy commitment?

a) Total Reduction of BTU used
b) % of Energy generated by on-site solar panels
c) Total pounds sold per kWh
d) Total reduction of products manufactured
“Normalizing” climate measures can help create “apples to apples” comparisons between companies in a similar sector, or to reflect improvements in climate management, despite an increase in absolute growth which could increase overall emissions. Examples include:

- **Tons of CO2 per pound of product made**
- **Pounds of product made per kWh consumed**
- **Pounds of gasoline used per pound of product delivered**

**PROS**
- Can track improvement despite absolute growth
- Help peers benchmark performance

**CONS**
- Context-based; can be misleading
- Can be difficult to isolate cause of improvements
- Risks greenwashing claims
Metrics Types

Sustainable Food Trade Association

Intensity

Energy Use per Capita

Energy Conservation

In 2013 we tackled an ambitious energy conservation project with the help of our local utility and Department of Energy’s Power Analysis.” We spent an entire year closely tracking the energy use at our Springfield non-dairy frozen dessert plant. Using that data, we spent 2014 making a number of changes.

Our energy usage only increased by 10%, despite a production increase of 20%.

The amount of product we were able to produce per kilowatt hour increased considerably as did our use of our awesome neighbors at the Marine Power Administration whose program helped make this happen.

Energy Efficiency at Our Frozen Dessert Plant

In 2014, we saw a slight increase in our Scope 1 emissions. This was mainly because of our increased production, which necessitated more equipment and therefore more energy. The increase in production also meant more shipments to our warehouse and therefore a greater use of diesel fuel.

Scope 1: Natural gas and direct mobile source emissions

Scope 2: Emissions from electricity and indirect mobile source emissions

2012 2013 2014

2,350 2,414 2,032

14% 12% 16%

6% 10% 13%

3,610 3,811 3,685

18% 22% 21%

2,757 2,997 3,135

10% 8% 11%

1,371 2,029 2,112

5113 5,032 7,032

2012 2013 2014

3.56M 4.31M 4.73M

3.56M 4.312M 4.32M

4.73M 4.76M 4.76M

3.56M 4.31M 4.73M

3.56M 4.312M 4.32M

4.73M 4.76M 4.76M

Energy Usage (kWh)
Metrics Types: Scopes 1, 2, & 3
Attendee Poll

Which Scope category (1, 2, or 3) includes:

1. Electricity?
2. Business Travel?
3. Refrigerants?
Context is Everything

“Why Sustainability Metrics Fail to Measure Achievement, and How to Fix Them”
- Green Biz, September 21, 2016

Intensity Metrics

- Outsourcing
- Economies of Scale
- Change in Product Mix

News Release

Bacardi Limited Pioneers Groundbreaking “BEST” Method

Innovative System Combines Science and Accounting to Track Sustainability Progress

Hamilton, Bermuda, March 6, 2014 – Bacardi Limited today announced that it has pioneered a new auditing method that accurately measures performance and progress against key environmental sustainability objectives. Called BEST – Bacardi Environmental Sustainability Tracking – the new system represents an innovative best practice in assessing a variety of metrics typically included in sustainability initiatives.

Critical Context Can Include:

- Percentages
- Benchmarking to Peers
- Transparency in Methodology
TOOLS & CALCULATORS
SFTA Tools

- State of Sustainability &/or Climate Action Assessment
- Climate Metrics Guide & Metrics Inventory
- Sustainability Reporting Framework
- Opportunity Analysis and Resource Support (OARS)
**Global Reporting Initiative (GRI):** The GRI standards address a multitude of potential social and environmental sustainability reporting areas, including emissions. These can be read to help identify best practices in climate mitigation efforts and measuring.

**CDP:** Not-for-profit that runs the global system for investors, companies, and governments to manage environmental impacts. Climate Change, Supply Chain, Water, and Forests questionnaires contain a variety of metrics and questions to consider.
1. **EPA – Simplified GHG Emissions Calculator**: simplified calculation tool to help small business and low emitter organizations estimate and inventory annual GHG emissions.

2. **Greenhouse Gas Protocol – Calculation Tools (all Scopes)**: These tools enable companies to develop comprehensive and reliable inventories of their GHG emissions.

3. **CalRecycle – Commercial Climate Calculator**: helps businesses assess the financial, climate, and environmental benefits of reducing waste generation and recycling their discarded materials.


5. **Cool Farm Alliance – Cool Farm Tool**: Online greenhouse gas, water, & biodiversity calculator for farmers

6. **CO State University/USDA – COMET Farm Tool**: A farm and ranch carbon and greenhouse gas accounting system that can compare current practices to projected practices to compare environmental impacts.
For more information:

Lisa Spicka
Associate Director
Sustainable Food Trade Association
707.407.5375
lisa@sustainablefoodtrade.org
Make it Relatable

2016 Community Food Co-op Impact Report

29% of staff used alternative transportation (electric car, bike, walking, bus, or carpool)

Alternative transportation miles traveled: 133,131

That's 5 ⅓ trips around the equator
Transparency & Trends

• Contextualizes results
• Helps turn data into knowledge
• Critical to identify what does/doesn’t work
Data vs. Stories

• Highlight your Best Stories & Practices

• Balance of narrative and visuals

• Transparency in results!

Sustainability Program & Reporting Tips…

In 2015, GloryBee:
• Continued using onboard recording devices to better measure efficiency.
• Held two sustainable driver trainings, and developed an efficient truck driver incentive.
• Delivered 61,676 pounds by bike, an increase of 14% over 2014.
• Continued to use 100% of routes for haul backs.
• We had an average of 6.56 mpg in 2015.

Pounds of Product per Gallon

<table>
<thead>
<tr>
<th>Year</th>
<th>Pounds</th>
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<tbody>
<tr>
<td>2011</td>
<td>354</td>
</tr>
<tr>
<td>2012</td>
<td>338</td>
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<tr>
<td>2013</td>
<td>337</td>
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<tr>
<td>2014</td>
<td>383</td>
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<tr>
<td>2015</td>
<td>345</td>
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<tr>
<td>2020 Goal</td>
<td>440</td>
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</tbody>
</table>

In 2015 our fuel efficiency (pounds carried per gallon) decreased, because our trucks traveled the same distance and used about the same amount of fuel per mile, but carried less weight on average than previous years. To improve our fleet efficiency we are adding more efficient trucks to our fleet, and implementing a sustainable driver incentive.

DISTRIBUTION

Transportation is an area where we can directly control as a company, as we own and operate our fleet of distribution trucks. 65% of our products are transported on our own fleet, and the remaining 35% are picked up by less than truck load (LTL) shippers, or by our customers in the Factory Store.

Sneak Peak: In March 2016 we added a truck with CNG dual fuel technology to our fleet; this truck is expected to get over 7.5 mpg and emit up to 40% less greenhouse gasses than our regular 20% biodiesel trucks.
Make it Your Own

- Pick most relevant metrics
- Blend with your brand story
- Be creative
- It is a PROCESS!
CLIMATE EMISSIONS: SCOPE 1 & 2 and the BACK YARD

A fun climate action journey with Straus Family Creamery
COMPANY PROFILE

- Owned 100% by Albert & Jean Straus
  - First organic dairyman in the West
- Operating since 1994
- Creamery in Marshall, CA (Marin)
- Logistics in Petaluma, CA (Sonoma)
- First 100% Organic creamery in US
- Largely West Coast regional footprint
- 30-mile milk sourcing footprint
- Present in most dairy categories
  - milk (cream-top in returnable glass)
  - yogurt
  - ice cream
  - butter
  - sour cream
- Farmer-first business model
- Social-mission based
- Always Organic
- High quality milk supply
- Delicious, minimally-processed, products
- Everything is made in-house (no co-packing)
CLIMATE ACCOUNTING TIMELINE

2010: First reported on scope 1 & 2 climate emissions via Sustainable Food Trade Association (SFTA). Now in 8th year of tracking scope 1 & 2 emissions.

2016: Started accounting for all scope 1 & 2 in-house.*

2017: Climate Collaborative Commitments.
   • Active commitment projects in agriculture, energy efficiency, renewable energy, policy, food-waste, short-live climate pollutants, transportation, and packaging

2018: Started 2-year project to assess dairy farm emissions (primary scope 3) using COMET-Tool.
5 KEY CLIMATE IMPACT FACTORS

1. SFC has two facilities that are only 20 miles apart.
2. Local transport is in-house (between independent dairies & creamery & warehouse).
3. All dairies are located within 30 miles of creamery.
5. Electricity sourcing is controlled by climate-friendly local government agencies.
CLIMATE ACCOUNTING
Starting Tips – Tracking - Monitoring
JOSEPH’S TIPS TO CONSISTENT MEASUREMENT OF SCOPES 1 & 2

1. Get Familiar: Understand scope categories...later on...de-educate yourself.
2. Get Educated: Take a course in climate math or accounting. (It helps).
3. Track GHG’s In-House: If feasible (will depend on size of business).
4. Budget Time: This is an accounting practice. It takes a level of rigor.
5. Analyze the Data: DO NOT report for reporting sake. Understand the scale, breadth, seasonality, complexity, and interplay of your emissions.
6. Share Your Work: Join SFTA or a like-organization that will help you improve the quality of your tracking and reporting.
7. Report Results: Consistent reporting gives life and meaning to the data.
TRACKING SCOPES 1 & 2

1. Be comprehensive. Track everything with accessible data.
2. Determine where tracking data originates. Map it.
3. Enlist co-workers (finance, administration, department heads, etc...) to help you track down and upload data.
4. Create a protocol for monthly data updating.
5. Understand the most “material” or critical elements and spend time tracking those yourself.
Monitor Your Results. Provide Insight. Share Results.

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<td>Scope 1 Summary</td>
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CLIMATE ACCOUNTING
Reduction Highlight
Zeroing Out Scope 2 (almost)

Take Advantage of Climate Emission Reduction Opportunities. Measurement Will Help Make the Case…and...Tell the Story.
CLIMATE ACCOUNTING
Educating & Reporting

STRAUS
FAMILY CREAMERY
MARSHALL, CA
Organic
CONTEXT IS IMPORTANT

• Provides reality check

• Focuses priorities

• Impacts overall strategy
CATEGORICAL EMISSIONS

• What categories are of greatest impact?

• What categories have the lowest hanging fruit?

• How can you utilize this to inform investment priorities?

SCOPE 1: 97.2%
Direct emissions from sources directly owned or controlled by SFC.

SCOPE 2: 2.8%
Indirect emissions from the consumption of purchased energy generated upstream from SFC.

SCOPE 3: Not Reported
Indirect emissions that are a consequence of the operations of SFC, but are not directly owned or controlled by SFC.

*Diesel consumed by our transportation vehicle fleet.
**Diesel consumed at the Creamery location.
NORMALIZED EMISSIONS

• Measuring efficiency.

• Informs a more accurate multi-year comparison.

• Can boost moral on climate action.

• But...DO NOT forget that our real goal is reducing absolute emissions.
BENCHMARKED EMISSIONS

• Get outside of your house.

• Are you actually doing an OK job at controlling emissions?

• Creates healthy competition.

• May help inform when you can/should really focus elsewhere, like Scope 3 (Don’t scrape an empty bowl).

GHG EMISSIONS FOR FLUID MILK: PROCESSING EMISSIONS

- Purchased Energy
- On-Site Fuel Combustion
- Refrigerant Leakage

NATIONAL AVERAGE
EST. 2012

2696 MT CO2E*

THE AVERAGE OF 50 MILK PROCESSING PLANTS IN THE US.

STRAUS FAMILY CREAMERY IN 2017

1319 MT CO2E

51% BELOW THE INDUSTRY CLIMATE EMISSIONS BENCHMARK.

*Number normalized to reflect SFC's 2017 production.
STOP
CLIMATE ACCOUNTING
Forget the Scopes. Operationalized Emissions.
We’ve covered the house (1&2). Now don’t forget the backyard (Operational 3).
A few notes on improving your emissions strategy.

1. Standardized climate accounting is necessary.
2. But...you don’t need to act on climate within that framework.
3. Most businesses have tremendous control over certain Scope 3 items.
4. You should consider treating these the same as Scope 1 & 2.
5. To name a few (FYI - most of these have readily available climate measuring tools):
   1. Water Conveyance.
   2. Employee Commute.
   4. 3rd Party Trucking.
   5. Waste Management.
   7. Sourcing (localization)
   8. Packaging
18 Metric Tons CO2e Avoided
• Don’t neglect the realities of your direct supply chain.

• One project on a dairy farm is equivalent to offsetting all the Scope 1 & 2 emissions of our business.

• 14% of global emissions come from livestock agriculture.

• For the climate, the single most important thing we can do is to help model and champion a low-carbon, environmentally friendly dairy system.
COMET-Farm
Thank You!

Joseph Button
Sustainability Director
joseph@strausmilk.com