

Cool Foods  
CAMPAIGN



# Taking a Bite Out of Global Warming

## Reducing “FoodPrints”:

What the public demands, the government is  
expecting and the industry can do

Meredith Niles

Cool Foods Campaign Coordinator

The Center for Food Safety



- ❑ Founded in 1996 to protect human health and the environment by stopping harmful food technologies and promoting organic and sustainable agriculture
- ❑ 75,000 + supporters throughout the country
- ❑ Education, Policy and Legal initiatives
- ❑ Founding member of the National Organic Coalition
- ❑ Wide variety of issues including organic agriculture and foods, GMOs, sewage sludge, hormones, irradiation and cloning

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# The Cool Foods Campaign

- ❑ Launched in April 2008 to educate about the impact of food and global warming and provide resources to reduce the impact.
- ❑ Now working with a variety of organizations, businesses, schools, city councils and policymakers
- ❑ Policy work on EPA, USDA, CCSP rules and regulations as well as AB-32 in California
- ❑ Filed our first legal suit in conjunction with Sierra Club, Waterkeepers Alliance, HSUS and others on CAFO exemptions

# Global Warming Evidence

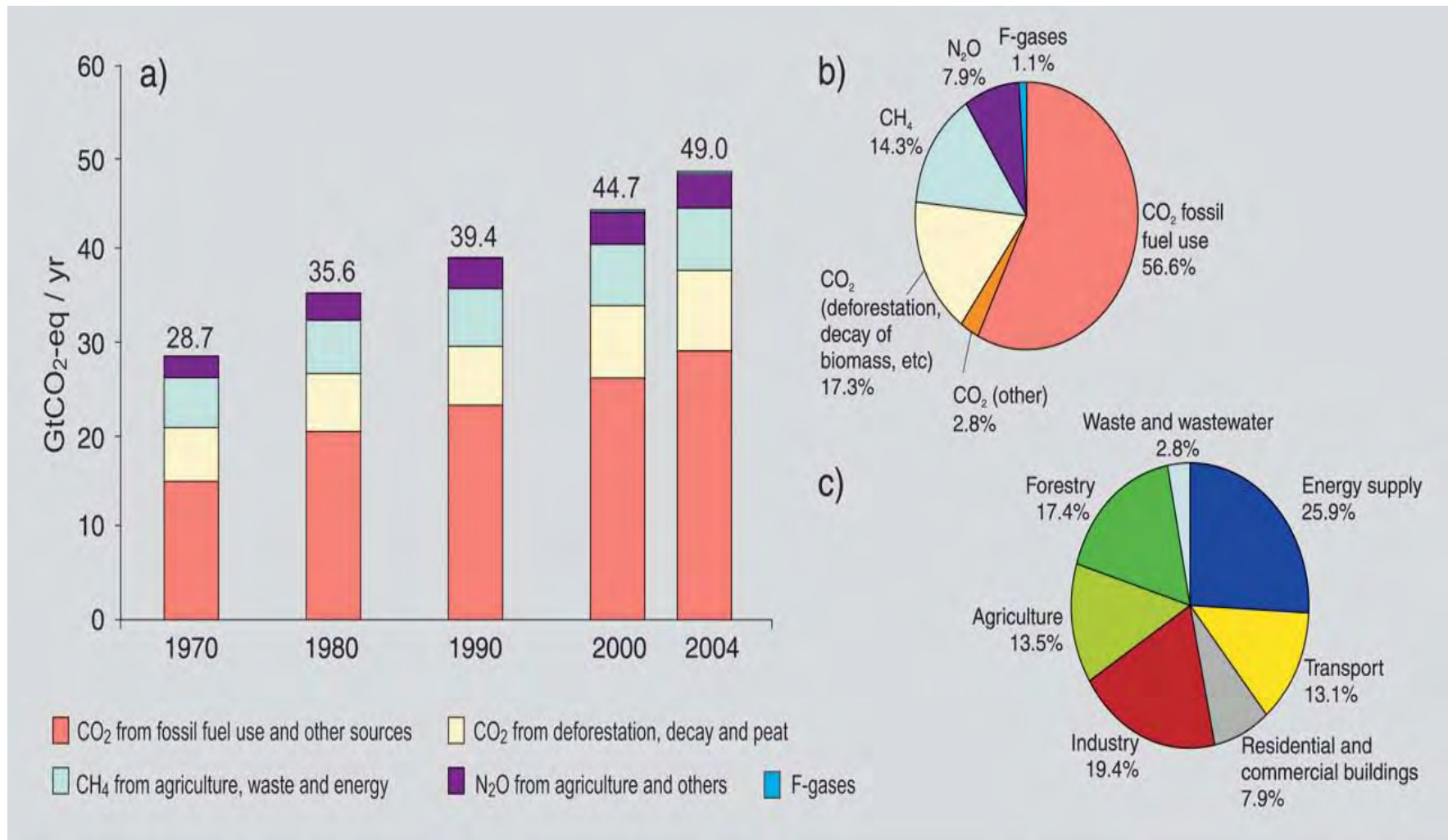
- 2007 Intergovernmental Panel on Climate Change (IPCC) report noted that:

“Warming of the climate system is unequivocal”

“The global increases in carbon dioxide concentration are due primarily to fossil fuel use and land use change, while those of methane and nitrous oxide are primarily due to agriculture.”

**Levels of greenhouse gas emissions exceed anything observed in the past 650,000 years**

# Does Food Really Matter?



Source: IPCC Fourth Assessment Report



# Entire Food System Emissions

Considering an entire life cycle assessment of our food products highlights the significant contribution they make to global warming

Responsible for up to **32%** of all global emissions  
(Greenpeace, 2008)

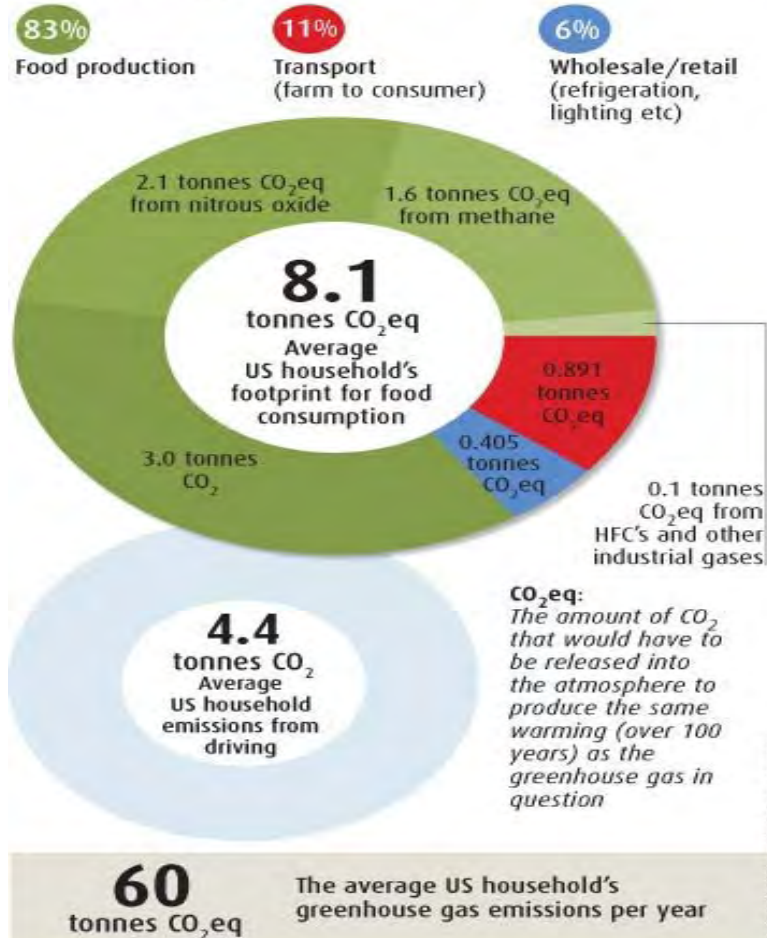
The United States food system uses **20%** of all energy in the country (Pimentel, 2008)

The United Nations estimates that animal production account for **18%** of all global greenhouse gas emissions.

# Food vs. Fuel Emissions

## FOOD FOR THOUGHT

Household greenhouse gas emissions from food account for almost twice those produced by driving. Most of this comes from the food production process itself, rather than food-miles, as is often believed



-83% of food GHG emissions are from production

-As the public begins to recognize this, they will be seeking products with reduced “FoodPrints”

-This is a huge opportunity for industry to reduce food emissions

# Not All Are Created Equal





# What Are Cool Foods?

- ❑ Foods and agricultural practices that contribute fewer greenhouse gas emissions than their conventional counterparts, including:
  - Organic foods and practices
  - Vegetable-based foods, or animal products grown organically, pastured or locally
  - Whole foods minimally processed
  - Locally-grown foods
  - Products with reduced or recycled packaging
  - Wild caught and sustainable seafood

# Food System Emission Sources

- Pre-Farm Emissions
  - Pesticide production
  - Fertilizer production
  - Antibiotics and hormones
  - Growth of feed crops and inputs for animal production



# Food System Emission Sources

## □ On-Farm Emissions

- Direct energy use (fuel, lighting, etc.)
- Soil management
- Water use
- Manure management
- Enteric fermentation
- Pasture management



# Food System Emission Sources

## □ Post-Farm Emissions



Transportation



Packaging

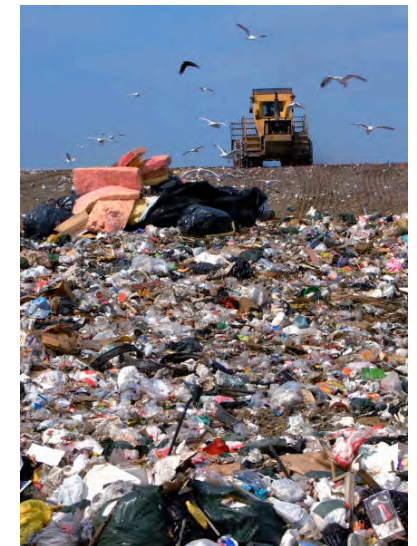


Consumer handling-  
Cooking, Food waste



Retail store energy

Processing and  
Manufacturing



Landfill or Compost



# Reducing Emissions

**Public Driven Demands**

**Policy and Legal  
Opportunities**

**Industry Initiatives**



# Public Demand: Green Companies

-A 2007 survey found that more than half of consumers said they prefer to purchase products from a company with a good environmental reputation(IPSOS MORI poll, 2007)

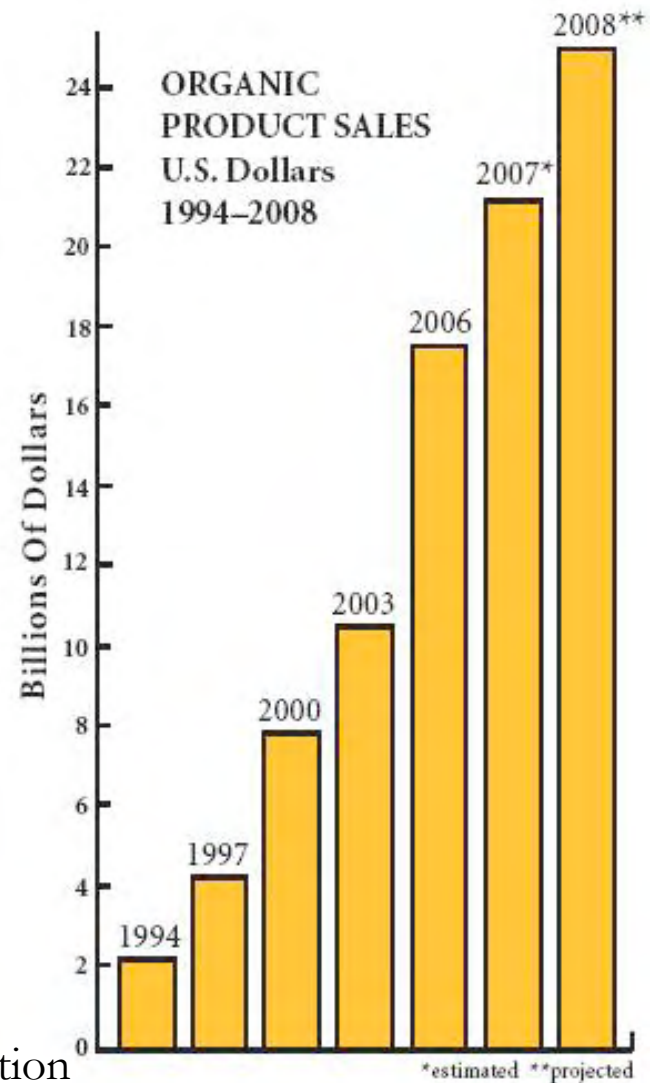
-Almost 80% of global workers believe that working for an environmentally ethical organization is important(IPSOS MORI poll, 2007)

-78% of consumers surveyed want companies to make it easier to buy low impact products (IPSOS MORI poll, 2007)

-60% of consumers want companies to provide more product-based information at the point of sale (Consumers International, 2007)

# Public Demand: Organic Products

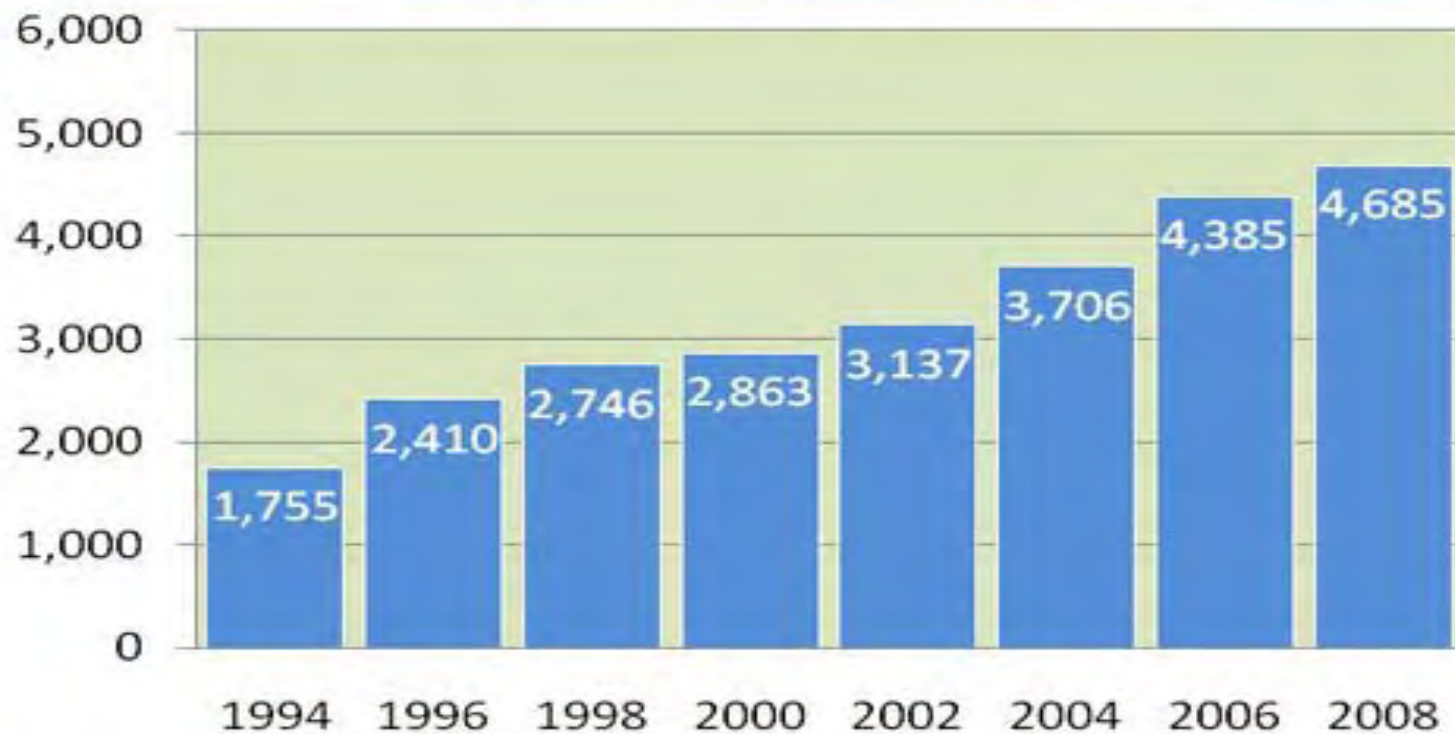
- Organic products have experienced double digit growth for more than a decade
- Between 2005 and 2006 organic meat sales increased 55% and organic dairy increased 24%



Source: Organic Trade Association

# Public Demand: Farmers Markets

## Number of Operating Farmers Markets



Source: USDA - AMS - Marketing Services Division

**6.8%  
Increase**

# Federal Policy Initiatives

- Strict Federal policy still mostly non-existent
- Massachusetts v. EPA (2007)
  - Center for Food Safety attorneys were one of three original plaintiffs
  - The Clean Air Act can be used to regulate carbon dioxide emissions
  - Still waiting on the regulations

**“Few challenges facing America—and the world—are more urgent than combating climate change.**

**Many of you are working to confront this challenge...but too often, Washington has failed to show the same kind of leadership. That will change when I take office.”**

**President Barack Obama**

**November 18, 2008, Addressing the Global Climate Summit**

# State Policy Initiatives

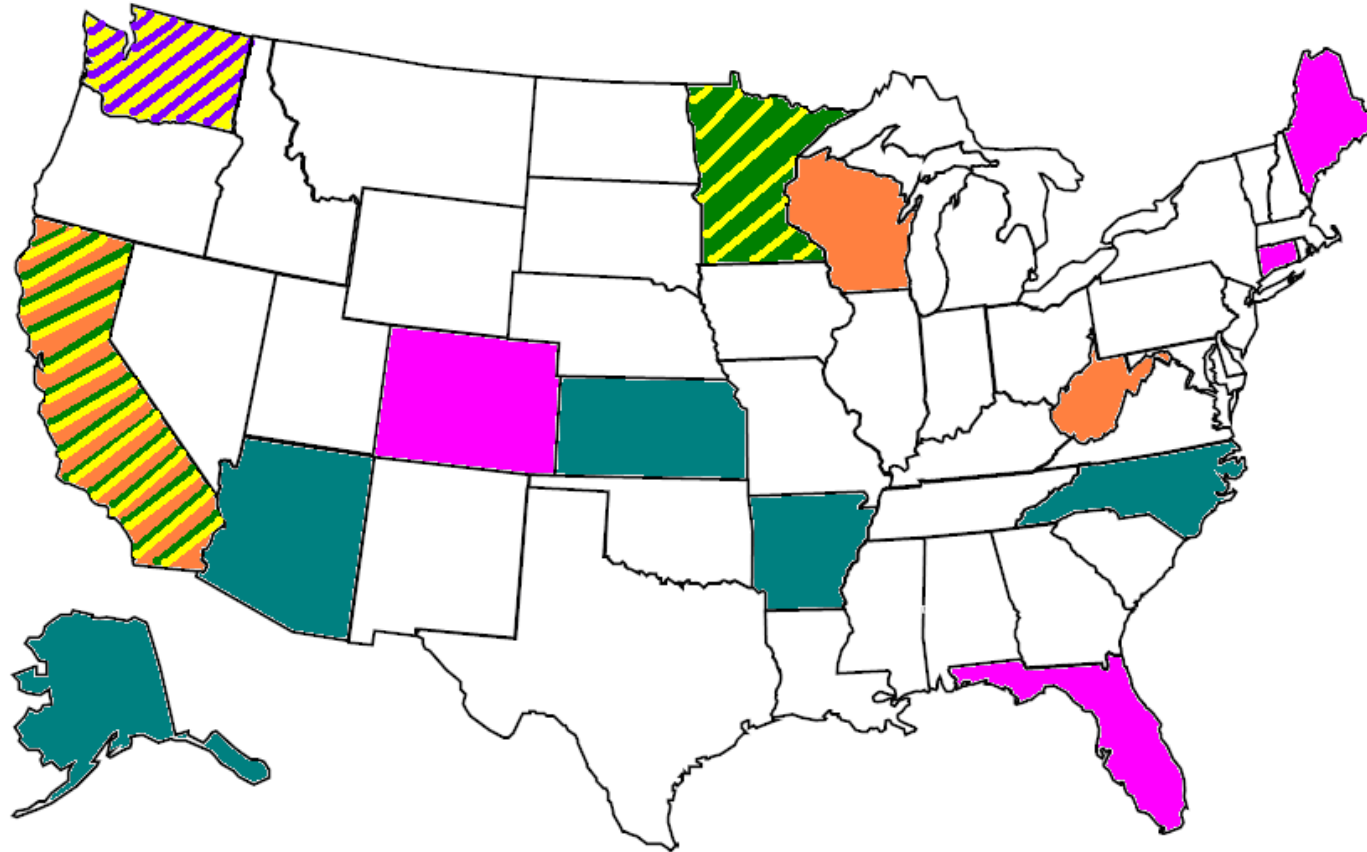
## □ Actions focused mostly on:

- Energy Sector
- Transportation
- Buildings

## □ Wide variety of initiatives including:

- Regional Cap and Trade Initiatives
- Climate Change Commissions
- Climate Action Plans
- GHG Reporting
- Economy-wide Reduction Plans
- GHG Performance Standards for Vehicles
- GHG Performance Standards for Electricity

# State Climate Change Initiatives



■ GHG performance standards for electric power

■ Reducing Vehicle Miles Traveled

■ State Climate Change Commissions

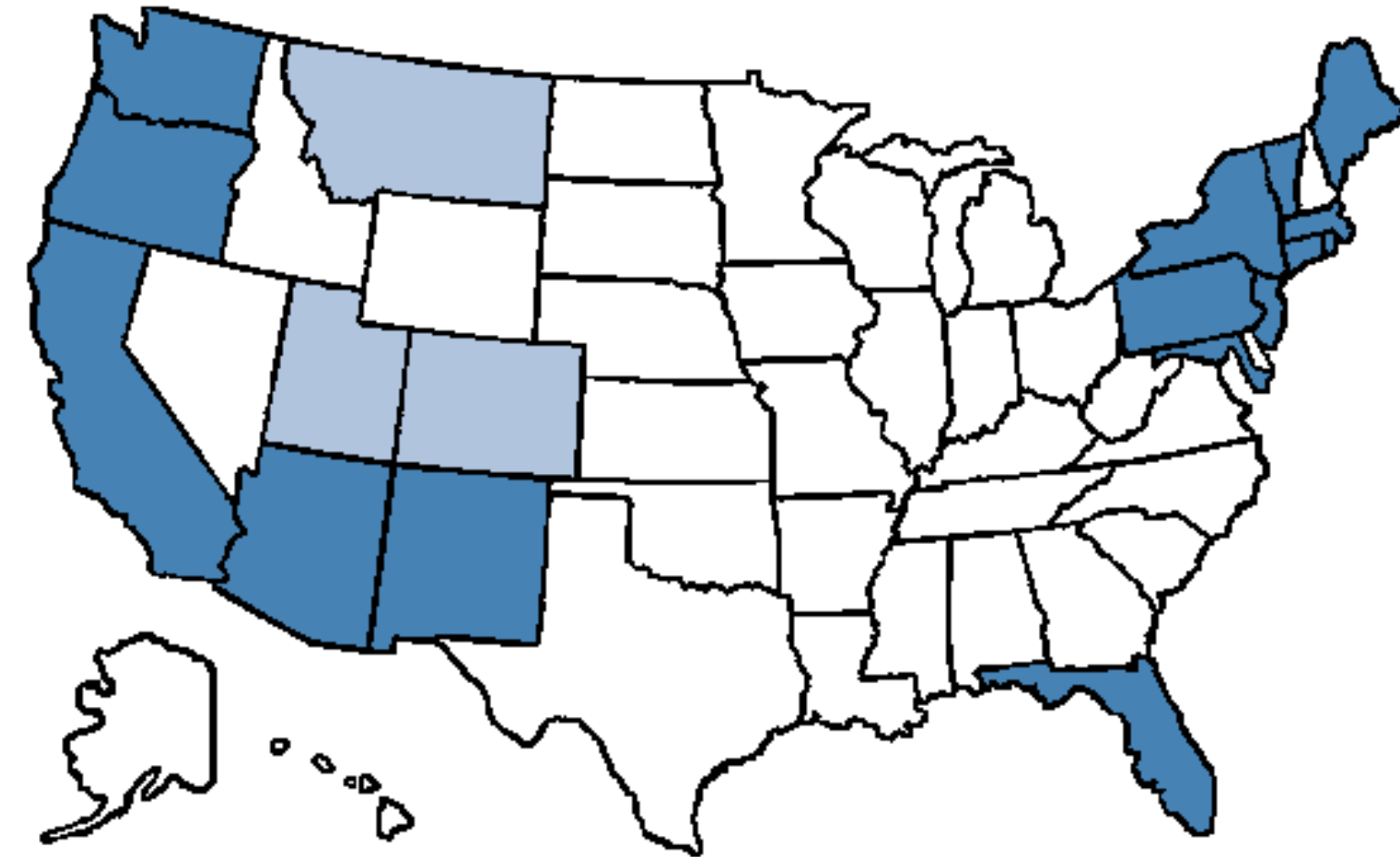
■ Climate Action Plans

■ Greenhouse Gas Reporting

■ Economy Wide Greenhouse Gas Reductions

Data from the Pew Center on Global Climate Change

# Vehicle GHG Emissions Standards



- States Adopting CA Vehicle Standards
- Poised to Adopt CA Vehicle Standards

Source: Pew Center on Global Climate Change



# Industry Initiatives and Opportunities

Increasing Public Interest and Concern

+

Federal and State Policies Developing

=

Opportunity for Industry to be Ahead of the Curve

# Industry Initiatives To Date

- Offsetting energy use with renewables
- Packaging reductions/sustainable packaging
- Recycling
- Eliminating or charging for plastic/paper bags
- Offering local/organic products

**Both consumers and policymakers will be increasingly looking to the food and products industry to do more**

# New Industry Initiatives

- Analysis of GHG emissions
  - Cadbury Schweppes (UK)
  - Pepsi Co./Tropicana
  - Walkers Crisps (UK)
  - Fosters Beer
  - Chiquita Banana
- Offers internal benefits for companies to determine ways to reduce GHG emissions
  - Cost benefits (Pepsi saved \$90 million in 2008)
  - Reduced environmental impact
  - Satisfies public demands for “green” products

# The Newest Eco-Label: Carbon

-Reduce product emissions by 25% by 2010

-Use 50% renewable energy by 2010

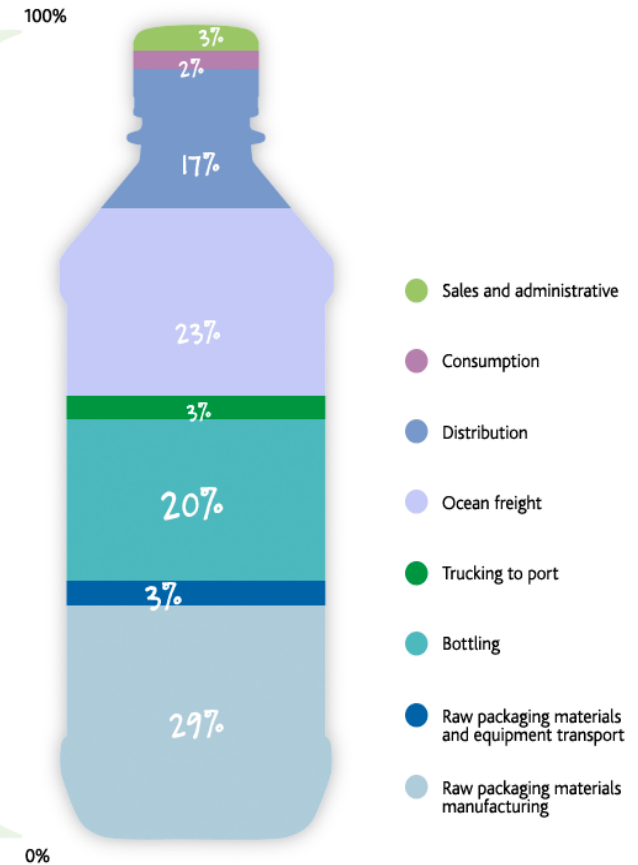
-Offset remaining emissions by 120% starting in 2008

-Not third party certified



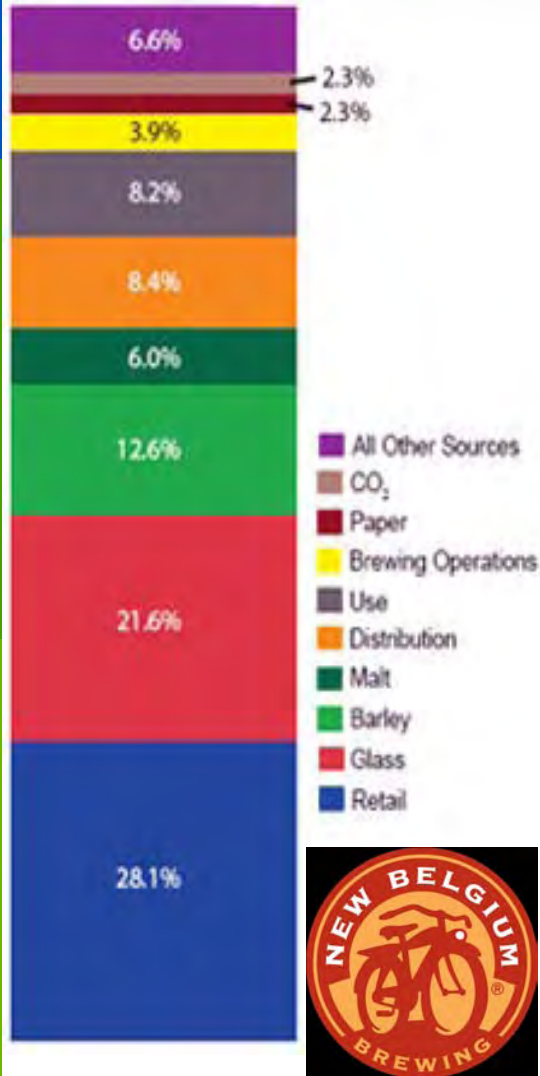
Base year carbon footprint (tonnes CO<sub>2</sub>e)

Total emissions: 85,396 tonnes CO<sub>2</sub>e



How are we getting to carbon negative?

# The Newest Eco-Label: Carbon



# The Newest Eco-Label: Carbon



**WHAT KIND OF FOOTPRINT WILL YOU LEAVE?**  
Every Timberland shoe now carries a nutritional label. So you know exactly what went into making the shoes you put on your feet.

<b>OUR FOOTPRINT</b> <i>NOTRE EMPREINTE</i>	
<b>Climate Impact<sup>1</sup></b> <i>Incidences sur le climat<sup>1</sup></i>	
SOLAR, WIND AND WATER ENERGY THAT POWERS OUR FACILITIES	Use of renewable energy <i>Utilisation d'énergie renouvelable</i> 6.6%
<b>Chemicals Used<sup>2</sup></b> <i>Produits chimiques utilisés<sup>2</sup></i>	
FOOTWEAR THAT USES ALTERNATIVES TO PVC PLASTIC	PVC-free <i>Sans PVC</i> 74.4%
<b>Resource Consumption</b> <i>Consommation de ressources</i>	
OUR TOTAL USE OF RENEWABLE, ORGANIC AND RECYCLED MATERIALS	Eco-conscious materials <sup>3</sup> <i>Matériaux écologiques<sup>3</sup></i> 3.4%
	Recycled content of shoebox <i>Contenu en matières recyclées de la boîte de chaussures</i> 100%
	Trees planted through 2006 <i>Nombre d'arbres plantés en 2006</i> 600,000

**YOUR TRASH IS OUR BOX**

**OUR GOAL IS TO PLANT 1 MILLION TREES BY 2010**

[READ MORE ABOUT OUR CORPORATE SOCIAL RESPONSIBILITY](#)

# Communicating Carbon

## □ Carbon Labels

- Importance of third party certification
- 70% of consumers believe that climate change claims should be proven by independent parties (Consumers International, 2007)
  - Carbon Trust
  - The Climate Conservancy
  - Others- ICF
- Being careful not to overwhelm customers
- NGOs are following the development (Center for Food Safety, Consumers Union)
- Need a united, effective standard that all industries should be utilizing



# Evolving the Ethic

- Agriculture is uniquely situated to help mitigate climate change: organic agriculture is the most effective way
- Natural and organic product and food companies can and should play a vital role in combating climate change

**The organic industry IS the future of food and products and should continue to evolve its image**

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CENTER FOR  
FOOD SAFETY

**THANK YOU!**

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