

TIPS & TOOLS

MARKETING

Developing a carbon neutral brand

Customers and consumers are driving a trend towards carbon neutral and low carbon brands as they seek the companies from which they purchase to exhibit strong environmental stewardship credentials.

There are a few known providers of carbon neutral and low carbon certification schemes, such as:

- Climate Active: climateactive.org.au
- SustainCert: sustain-cert.com

Six steps towards a carbon neutral brand

Regardless of the certification initiative used, the basic steps towards achieving a certified low carbon or carbon neutral brand are:

1. Do a baseline assessment of greenhouse gas emissions and stored carbon.
2. Evaluate emissions reduction options, such as:
 - genetics/selection/breeding
 - herd/flock management
 - improved feed/legumes
 - additives/supplements.
3. Evaluate carbon offset options, such as:
 - tree planting
 - avoid tree clearing
 - regrowth management
 - perennial pastures for soil carbon.
4. Undertake measurement and reporting.
5. Seek advice from a service provider about applying for certification and becoming certified.
6. Connect your certified product with a consumer.

Challenges

- Costs associated with measurement, monitoring and reporting, certification and auditing can be substantial and need to be considered in relation to productivity gains and/or increased value of red meat sales.
- Compliance with methods requires detailed and auditable measurement and monitoring which cannot always be applied retrospectively, so requires careful planning.
- There is no guarantee of a premium price advantage.
- There may be rapid change in the value of carbon and how carbon is accounted for as new knowledge emerges about the atmospheric behaviours of new greenhouse gases.

Benefits

The benefits of a carbon neutral brand include:

- improved efficiencies resulting in operational savings and increased productivity
- positive recognition for industry leadership and social awareness
- demonstrated positive environmental/ climate stewardship and commitment to sustainability
- a competitive edge in the global protein market
- generated revenue through potential premium value
- maintained access to capital from investors
- better connection with the community
- capacity building
- engaged employees
- increased customer recognition.

More information

Want to find out how to get started with your carbon neutral goals?

www.mla.com.au/cn30

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