

# TIPS & TOOLS

## 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](http://climateactive.org.au)
- SustainCert: [sustain-cert.com](http://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](http://www.mla.com.au/cn30)

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