



Carbonostics: balancing sustainability with success

We at Blue Horse Associates have some exciting news: **Carbonostics is now live!**

The food industry has been abuzz about our innovative triple-bottom-line analysis tool. Carbonostics is about to change the way the food industry measures and balances its financial, environmental and social impacts (cost+carbon+nutrition).

Dedicated to the food industry

Carbonostics is the first and only tool providing affordable, online access to over **800 carbon emission data points for food products**. It allows you to break down and measure the life cycle of any finished food product. Guided by our user-friendly and easy-to-navigate web-based tool, just select a product's raw ingredients, packaging materials, energy sources, transport, storage and other activities in its life cycle from our database.

Carbonostics offers the best and most transparent data available today on the carbon emissions of food ingredients. Our ever-growing database is sourced from numerous organizations, including our primary data partner, the Dutch sustainable agricultural institute CLM Research (www.clm.nl).

Leveraging this data, Carbonostics analyses each product to provide an estimate of its triple-bottom-line (cost + carbon + nutrition) – providing an immediate snapshot of “hot-spot” impacts across the board. The tool allows you to create an unlimited number of scenarios to help find your perfect balance between the financial cost, the health and nutrition of the consumer, and the environmental impact of the product.

Target hot spots, reallocate savings

Until now, companies have been faced with a budgetary roadblock. It seemed the only options were to speculate on a product's environmental impact or do a full Life-Cycle Assessment that can cost as much as £20,000 per analysis. And even with this money spent, an LCA may not provide a clear action plan to address the areas – the hot spots - where substantial improvements may be gained.

This is how Carbonostics can work for you:

- ✓ Wouldn't it be beneficial to know if switching from your normal tomato supplier to the local cooperative of farmers is going to reduce costs and carbon footprint in the way you expect - *before* making the decision to switch?
- ✓ How do you choose between investing in a compostable packaging innovation or installing a renewable energy solution in your factory?

Carbonostics provides the information to help make these decisions so you can dedicate your resources where they will have the most impact.



The PAS2050 Guide to doing a life-cycle analysis agrees: *“To decide whether an emission source is likely to be material, it helps at this point to do a high-level footprint analysis **using estimates and readily accessible data**. This analysis includes the full life cycle of the product but relies on estimates and generic data to build a high-level footprint. Significant sources of emissions can later be replaced by more specific ... data.”* Carbonostics provides an affordable way to do this first-step analysis.

Blue Horse Associates offers each Carbonostics analysis for only **£499**. This allows definitive access to our comprehensive database to do a one-product analysis with an unlimited number of scenarios. The scenarios allow you to try different ingredients, packaging materials, transport options and more, and compare the change in carbon emissions, cost, and nutritional value to your current product. The tool guides you through the process from A-to-Z and presents results in comparative charts and graphs that can be exported and shared.

The exciting news is that now, with Carbonostics, you have the freedom to do one, ten or even twenty analyses. Consider this: If you produce 2500 different products, Carbonostics allows you to evaluate the top 2% of your line for less than the cost of doing only one full LCA. Blue Horse Associates believes that these savings would be better used changing operational practices, such as reducing carbon emissions and improving efficiency in the supply chain.

Sustainable businesses are leaders in their field

Major players in the industry are looking to move food forward towards a more sustainable and productive future. They are considering the triple-bottom line and are measuring their success through reductions in environmental impact, improved financial gains, and more responsibility through nutritional value.

Everything indicates that very soon big players in the food industry and new regulation will force you to make changes to how you impact the world around you. There is only a short window of time when companies like yours can gain a competitive advantage and realize financial rewards through the measurement and better understanding of all three impacts. And we are bringing the affordable solution to you with Carbonostics.

For more information and FAQs, I invite you to visit www.carbonostics.com. Go to the Login page to see a free online demo or to create your free account. For additional questions or feedback, please contact me directly.

Carbonostics is live and online for you to begin balancing your (cost + carbon + nutrition) impact today!

Regards,

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