



Formalise the "environmentally sustainable" food category

Recognise and reward eco-minded farmers who are "doing the right thing" by following sustainable production practices

Bridge the communication gap between sustainable production systems (i.e eco-minded farmers) and consumers

Give consumers the option to identify and support sustainably produced products

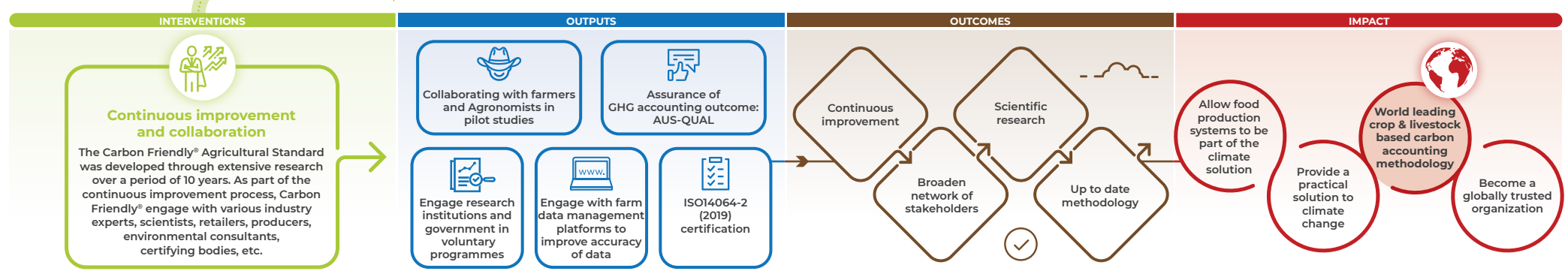
Give farmers a second value proposition

Make Environmentally sustainable products recognizable through the Carbon Friendly Certification Mark

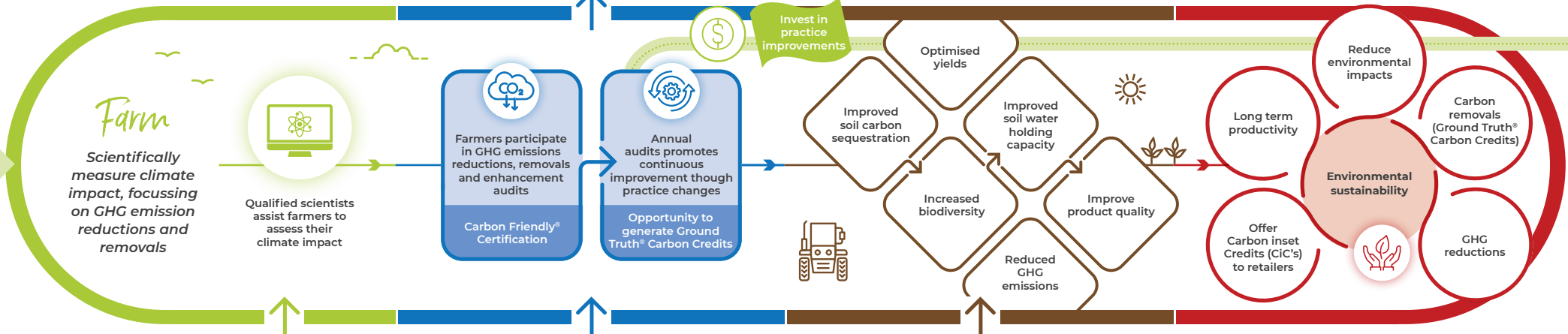
OUR MISSION
is to support farmers on their sustainability journey by scientifically measuring how much they reduce their impact on the environment

OUR AIM
is to support farmers to expand sustainable farming practices, but also to encourage other farmers to become more sustainable producers by improving their soil health and reducing their GHG emissions

R&D funds



Invest in practice improvements



Connecting

Linking the eco-minded farmer with the environmentally conscious consumer and retailer

Unique QR-Code

Unique QR-Code linked video introducing the farmer to the consumer, showcasing the farmer's practices

Consumers satisfaction & trust

Consumers support farmers doing the right thing
Promotes production and/or supply chain transparency

Bridging the Gap

Support farmers to communicate their story of sustainability to the marketplace

Market

Consumer facing communication

Retailers set targets to only source from certified farmers
Opportunity to use CiC's from farmers to offset their footprint

- Commitment to source from Carbon Friendly® Certified farmers
- Retailers promote Carbon Friendly® Certified products to consumers and the industry

- Increased market reach
- Marketing strategy
- Increased consumer awareness
- Carbon Friendly® Certified products preferred by retailers
- 2nd value proposition:
1. Sustainable product
2. Carbon Inset Credits

- Increased demand
- Higher market value
- Carbon neutral/negative supply chain
- Carbon Friendly® Certified products recognised by consumers
- Trusted products

R&D funds



Consultation Process: Development of The Carbon Friendly Agricultural Standard

BACKGROUND



The overall aim of Carbon Friendly® was to develop an international agricultural standard whereby one could certify that a product has been sustainably produced, including a mark that the consumer could identify these products with, and thereby recognise and support the farmer to expand their sustainability practices. The ambition was therefore to align to an international standard or methodology that measures all the relevant indicators that would represent a sustainability assessment.

Significant research was undertaken by Dr Visser as the focus of his PhD study to identify such a standard that could form the basis of the certification. It then appeared that there is no such overall international standard whereby one can certify that a product has been produced in a sustainable manner. It further transpired that the product mark and message to the consumer should be a clear and simple one that they could identify with.



DEVELOPMENT OF THE STANDARD



With this background knowledge, it was decided to develop a standard based on the following principles:

- For international credibility of the mark and standard it was fundamental that it should be based on a current international certified methodology that the Carbon Friendly® standard could be certified against, rather than develop a new 'in-house' bespoke methodology and standard.
- For clarity and simplicity, it was decided to only focus on the environmental pillar of sustainability and not include economic and social indicators, and metric as well.
- However, such a standard needs to address as many of the environmental indicators as possible in order to be the most suitable proxy for environmental sustainability.
- It needed to be an outcomes based assessment, and not a practice based assessment.

Factoring in all these requirements, it transpired that the most suitable framework would be a GHG carbon accounting framework that is based on the international GHG Protocol framework, which was further formalised by way of ISO 14064-2 (2019) which the Carbon Friendly® standard / methodology is now certified against.

The following environmental impact indicators are covered by the Carbon Friendly® assessment including soil health, chemical use, input intensity, land-use intensity, fertiliser use, energy use, biodiversity (native vegetation), water use (via energy) and renewable energy, all expressed in the common denominator and indicator of CO² equivalents.

FORM OF CONSULTATION



From the afore mentioned, it follows that the main difference in this regard between the Carbon Friendly® standard and most other standards of ISEAL Community Members is that it was based on a strict existing international framework rather than a new framework that had to be developed in collaboration with potential stakeholders.

The main manner of consultation was in the form of extensive research over a period of 10 years into the whole food and fibre sustainability space with regards to ways in which it could be measured and communicated for such products. Part of this process included extensive consultation with industry experts, scientists, retailers, producers, environmental consultants, certifying bodies, etc.

This process of consultation is ongoing with the continuous improvement of our methodology and Standard in terms international compliance, producer friendliness and value, retailer suitability, consumer needs, environmental relevance and overall effectiveness in generating the change we aspire to in terms of the environment.



CARBON FRIENDLY