

Caffeine crusaders

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MORNING coffee with a clear conscience was the driving force behind Australian company Jasper Coffee's commitment to become 100 per cent carbon neutral. It took three years.

By calculating the carbon footprint from packaging, water, gas, electricity and labour costs, aided by independent auditors over a four-month period, the company was able to calculate the rate of energy it was taking to produce its coffee.

Based on the results, Jasper Coffee's managing director Wells Trenfield made a decision to make his business as environmentally friendly as possible through what he calls "an arduous but worthwhile process".

"I read the papers so I understand what is happening to our atmosphere and our Earth," he says. "Having measured our carbon emissions, we have now offset 100 per cent of our operations with an amazing renewable-energy project in India."

Jasper Coffee was the first Australian fair-trade licensee and its greenhouse-gas inventory has been audited and approved by the Carbon Reduction Institute. See jaspercoffee.com.

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