



CARBON REDUCTION INSTITUTE CASE STUDY: FOUND ORGANIC SUPER JUICES



Agriculture and Climate Change

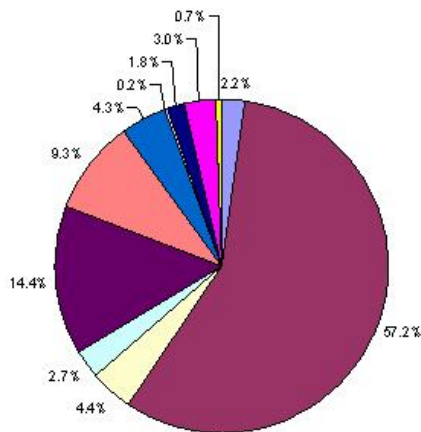
Agriculture is a major contributor to emissions of methane (CH₄), nitrous oxide (N₂O), and carbon dioxide (CO₂). On a global scale, agricultural land use in the 1990s has been responsible for approximately 15% of all GHG emissions.

One third of all carbon dioxide emissions come from changes in land use (forest clearing, shifting cultivation and intensification of agriculture). Approximately two thirds of methane and most of nitrous oxide emissions originate from agriculture.

Organic Agriculture can significantly reduce carbon dioxide emissions. As a viable alternative to shifting cultivation, it offers permanent cropping systems with sustained productivity. For intensive agricultural systems, it uses significantly less fossil fuel in comparison to conventional agriculture.

The story of the Found Organic Super Juices began in a small unit in Bondi, from where the first range, organic pomegranate juice, was launched in 2006. Today, Found offers eight different ranges of juice which are all certified organic and kosher. Found commissioned the Carbon Reduction Institute to undertake a carbon footprint assessment so that it could be a carbon neutral certified company almost right from the start. The diagram below shows the emissions sources for the Found Organic Pomegranate Juice range.

Figure 1: Found Organic Pomegranate Juice Emissions Sources.



Electricity use (office)	Embodied emissions of glass	Embodied emissions of Cap	Energy usage for Production
Importing Freight	Distribution Freight	Staff Car Travel	Waste
Flights	Advertising/Printing	Other Services/Supplies	

NoCO₂ Certification

The NoCO₂ standard is the highest level of certification offered by the Carbon Reduction Institute. Achieving NoCO₂ Certification means that your company is carbon neutral and that it has completely removed its climate change impacts. NoCO₂ certified companies can display the NoCO₂ logo to market and communicate the climate change actions they have taken. NoCO₂ certification is metered through an engineering audit that determines the emissions that your company is responsible for in its operations and an emissions monitoring process that ensures that your company continues to leave a zero carbon footprint. Please contact us if you would like to find out more!



The carbon audit revealed that the biggest source of emissions for Found Organic is the embodied emissions of glass bottles used. The freighting used for importing the bottles from Turkey and then distributing them around Australia caused the second largest source of emissions.

Still, Found Organic Juices have a comparatively lower carbon footprint than similar juices because they are cultivated and farmed organically and contain no sugars, preservatives or any other additives.

Found Organic purchase carbon offsets to offset the emissions produced during the whole process of making each bottle of juice. This makes Found Organic the world's first Carbon Neutral Juice company. Achieving NoCO₂ certification in September 2007, the company is committed to the preservation of the planet through offsetting all carbon emissions that are released when their juices are produced and bottled.



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"When we launched Found Organic Super Juices from a unit in Bondi 18 months ago, it was so hard to raise awareness. ... We've gone from knocking on hundreds of shop and cafe doors to operating out of a warehouse and creating an online shop selling eight naturally flavoured juices. It's been a whirlwind ride and we feel like we've done 12 university degrees in one year. But now we're a totally carbon neutral company and we're looking at going global. That's really satisfying."

Mark Deluca, founder of Found Organic Super Juices