

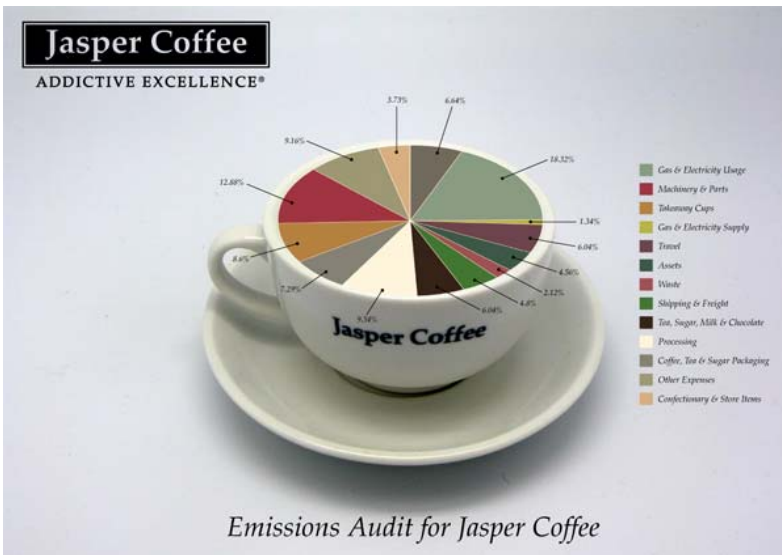


CARBON REDUCTION INSTITUTE CASE STUDY: JASPER COFFEE

Jasper Coffee
ADDICTIVE EXCELLENCE

*Exploration, Adventure, Obsession
in Every Cup.*

Jasper Coffee was already an environmentally conscious Company when they came to the Carbon Reduction Institute. Their reputation is built on their organic and fair trade brand, and they wanted to take their commitment to climate change to a new level. Jasper Coffee decided to undergo a NoCO2 assessment which gave them a complete 'emissions inventory' of their Company. Through the identification of emissions sources and their breakdown (shown below) they were able to understand areas where their impact could be reduced as well as offset the CO2 impact through the purchase of renewable energy and energy efficiency carbon offsets, making their product carbon neutral. To meet their obligations under the certification agreement, Jasper Coffee reports on and offsets its greenhouse gas emissions on an ongoing basis. They market their actions and communicate to customers and stakeholders through the use of the Carbon Neutral Product Logo.



Crop Production in a Changing Climate

The most recent assessment by the Intergovernmental Panel on Climate Change (IPCC) projected that global average surface temperature would increase by between 1.4 to 5.8°C over the period 1990 to 2100, while sea-levels could rise by between nine and 88 centimetres (IPCC 2001a).

Temperatures have already increased by 0.6°C over the 20th century, and most of this warming is attributable to human activities (IPCC 2001a). The rise in temperatures will influence crop yields by

- Shifting optimal crop growing zones;
- Changing patterns of precipitation (quantity and variability) and potential evapo-transpiration;
- Reducing winter storage of moisture in snow and glacier areas;
- Shifting the habitats of crop pests and diseases;
- Affecting crop yields through the effects of carbon dioxide and temperature;
- And reducing cropland through sea-level rise and vulnerability to flooding. (source: UNEP)

Jasper Coffee is an Australian owned, 100% Carbon Neutral business. They roast and blend to perfection the highest quality Single Origin AA Grade Arabicas. They are strongly committed to coffee growers and the environment through their range of Certified Fairtrade & Organic and Shade Grown coffees, each with a unique story. They are founding members of the Fairtrade Association (Aus. & NZ) and were the first to offer Organic coffee in 1989. Visit the Jasper Coffee website at www.jaspercoffee.com.au to find out more about the Company, and if you are a retailer looking to supply Jasper Coffee.

Carbon Neutral Products and NoCO2 Certification

There are two ways to go about achieving a carbon neutral product in your business— you can conduct a life-cycle analysis on the product which will evaluate the emissions from all the inputs in the production and supply of the product. Alternately you can conduct a NoCO2 assessment of your entire business and therefore the impact of the product will be captured within that assessment. You can then purchase carbon offsets for the total amount, allowing any product you produce to be branded as carbon neutral. This is often a more cost effective and all-encompassing direction to take, particularly to enable you to offer more than one product type as carbon neutral.

ACT NOW AGAINST CLIMATE CHANGE!
BUY CARBON NEUTRAL PRODUCTS AND SERVICES

Jasper Coffee is one of many members of the Carbon Reduction Institute's Low Carbon Economy. By certifying a product or business under the NoCO2 certification program, the company gains access to the Low Carbon Economy. The business-to-business opportunities this presents are endless. One carbon neutral accountant might decide to use a carbon neutral printer (or supply carbon neutral coffee!) - thereby reducing their own footprint to offset. Many businesses have benefited from this cross-promotion, facilitated by the Carbon Reduction Institute. Find out more: visit www.lowco2.com.au