



**CARBON
REDUCTION
INSTITUTE**

Carbon Reduction Institute Case Study

FLINDERS + CO.

cultivate better

FLINDERS + CO. IS CERTIFIED CARBON NEUTRAL!

Flinders + Co. is a food service meat distribution company. But they're also a family company with farming roots. They're a dedicated team with a bold vision for the future. They're leaders and listeners, collaborators and innovators, partners and suppliers. They want to do more than simply 'sell meat'.

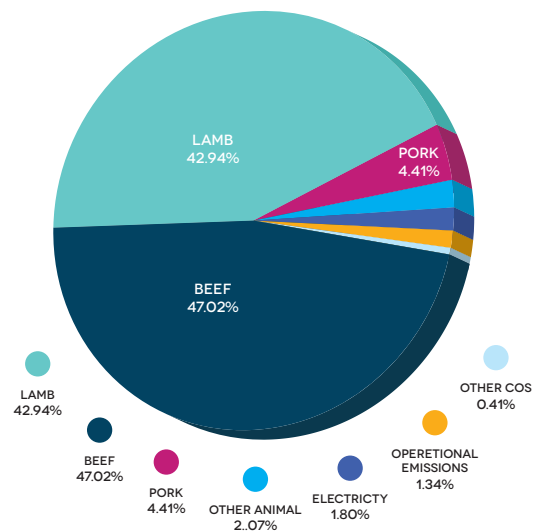
Flinders + Co was born out of the desire to cultivate a better food world serving broader missions of environmental stewardship, social justice and consumer education. They are about more than just meat. They want to ask the hard questions and tackle the big issues. Issues of sustainability, ethics and the environment. Questions of provenance, health and humanity.

Flinders + Co's vision drives every decision they make as a business. And their Four Pillars of 'Cultivate Better' define how they hope to help achieve that vision. The Flinders + Co Four Pillars are Planet, People, Product, Performance. Flinders + Co measure their success by the projects they complete under their Four Pillars. Becoming carbon neutral was one such project.

On 1st Dec 2018, Flinders + Co became the first meat company in the world, to fully offset all carbon emissions from not only from their business, but every kilogram of meat they sell. This project forms part of their "Cultivate Better" framework. This framework is designed to deliver on their company mission - to help cultivate a better food world.

Flinders + Co purchases carbon credits to offset the impact of their business including from China Wind and "LifeStraw" Kenya. Wind projects in China help reduce their footprint, improve public health and create economic opportunities in renewable energy. The 'LifeStraw' Project in Kenya provides water purification units to some of the poorest families in the country, allowing them access to clean drinking water, without the need to burn fossil fuels to boil it. In doing so, their carbon emissions are greatly reduced.

These carbon offsets have been verified against either the Voluntary Carbon Standard or the Gold Standard, the world's leading third-party verification benchmarks, and correspond to real, permanent, verified and additional reductions in greenhouse gas emissions.



NOCO2 CERTIFICATION

The NoCO2 standard is the highest level of certification offered by the Carbon Reduction Institute. It means that a company has completely removed its climate change impacts. NoCO2 certified companies can display the NoCO2 and Carbon Neutral logos to market and communicate the climate change actions they have taken. Certification is metered through an audit by our engineers that determines your operational and product emissions, the purchase of carbon offsets and a monitoring process that ensures that your company continues to leave a zero-carbon footprint.

CERTIFICATION #NC371



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