



**CARBON  
REDUCTION  
INSTITUTE**

# Carbon Reduction Institute Case Study **JASPER COFFEE**



*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.

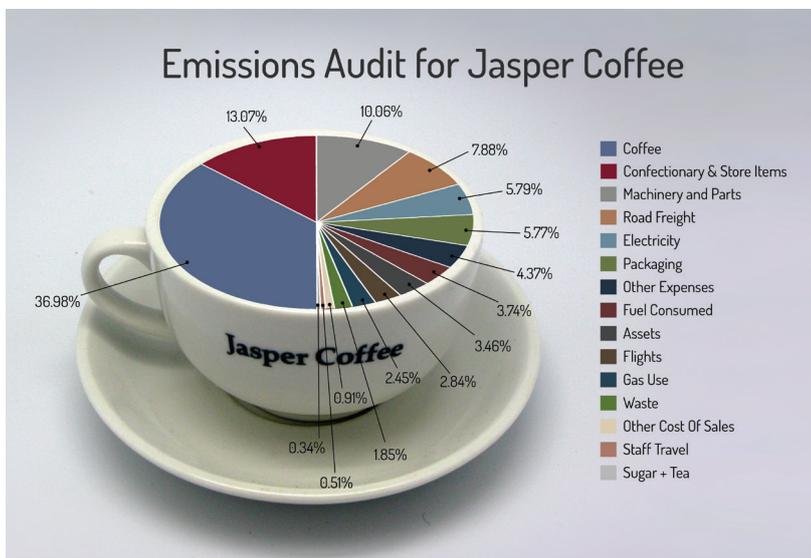
Jasper Coffee decided to undergo a NoCO2 assessment which gave them a complete 'emissions inventory' of their Company. Through the identification of emissions sources and their breakdown (shown below) they were able to understand areas where their impact could be reduced as well as offset the CO2 impact 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.

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](http://www.jaspercoffee.com) to find out more about the Company, and if you are a retailer looking to supply Jasper Coffee.



CERTIFICATION #NC117



## 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.



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