

Carbon Q's & A's

What is a carbon footprint?

A carbon footprint is a measure of the impact our activities have on the environment, and in particular, climate change. It relates to the amount of greenhouse gases produced in our day to day lives through burning fossil fuels for electricity, heating and transportation and disposal.

Kingsmill worked with the Carbon Trust to establish a carbon footprint for a loaf of our bread from growing the wheat that makes the flour through to how the consumer uses the loaf and the final disposal of any waste.

The Carbon Reduction Label is an independent label from the Carbon Trust. It shows the carbon footprint of a product and also displays a commitment to reduce that carbon footprint over the next two years.

What is the carbon footprint of a Kingsmill loaf of bread?

- A 800g loaf of Great Everyday has a carbon footprint of 1.3kg of CO₂
- A 800g loaf of Tasty Wholemeal has a carbon footprint of 1.3kg of CO₂
- A 800g loaf of 50/50 has a carbon footprint of 1.2 kg of CO₂

How is our carbon footprint assessed?

We have looked at all the impacts from farmers growing the wheat and the millers who turn the wheat into flour – our bakeries – the distribution that gets the bread onto the shelf of the store – and how the consumer uses the bread in the home through to how waste is disposed of.

How did you calculate the carbon footprint of a loaf of bread?

The assessment has been conducted in accordance with PAS 2050:2008 specification for the assessment of the Life Cycle Greenhouse Gas Emissions of Goods and Services and has been verified by the Carbon Label Company to provide a Carbon Label Company carbon label for the assessed products.

What is PAS 2050:2008?

The product carbon footprint standard PAS 2050 provides a method for assessing the greenhouse gas emissions arising from products across their life cycle, from sourcing of raw materials through production, distribution, use and recycling or waste disposal. Published in 2008, this standard is the first widely-consulted method of carbon footprint measurement and provides a consistent and accepted method of assessment.

The new methodology is the most widely consulted upon method for calculating product carbon footprints. It is rigorous and reliable and was developed by the British Standards Institute (BSI), the UK Government Department for Environment, Food and Rural Affairs (DEFRA) and the Carbon Trust, with extensive consultation from more than 1,000 stakeholders from business, NGOs and government. The process has benefited from input from expert work groups; support via commissioned research; and insights that arose from testing the draft standard with pilot companies.

What are you doing to reduce your Carbon Footprint?

Over the last few years we've been taking steps to reduce our environmental impact (and hence our carbon footprint) in the business through a number of initiatives, e.g.:

- Kingsmill has moved to making more of the product range in each of the bakeries from which it distributes. During 2007 this reduced inter-bakery product movements by 17% and resulted in a reduction of 870,000 miles driven.
- We have installed more efficient boilers which have reduced gas consumption and greenhouse gas emissions.
- In the supply chain, Kingsmill has worked with its flour supplier to deliver more flour by rail – since starting rail transport to bakeries in Glasgow and Cardiff, we have reduced road travel by lorry by over 500,000 miles per year

Where can I find out more?

To find out more information take a look at the Carbon Trust website www.carbontrust.co.uk or the Carbon label website at www.Carbon-Label.com .

Alternatively we are more than happy to help and you can always give us a call on **0800 0234 323** for the UK or **1800 882 907** for ROI.

