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## **PRESS RELEASE**

### **SAINSBURY'S LAUNCHES FIRST CARBON TRUST CERTIFIED CARBON MEASURE FOR DAIRY FARMERS**

**\* Dairy farmers could reduce carbon emissions by up to 10 % \***

**\*First UK milk model to be certified by the Carbon Trust \***

A first for farming, Sainsbury's today announces that it is the first retailer to launch a unique scheme which will help dairy farmers measure their carbon footprint and aim to reduce greenhouse gases by up to 10%.

The scheme, which is the first carbon footprinting model in agriculture to be certified by the Carbon Trust will increase farm efficiency, and provide greater profits for hundreds of farmers. It is the most in-depth survey of dairy farmers' carbon usage ever to be undertaken and could act as a benchmark for the whole industry and help to guarantee the sustainability of the British dairy industry.

White Gold (part of AB Agri) have just completed individual audits on all 325 Sainsbury's Dairy Development Group (SDDG) farms. The audit measured every aspect of the farms output including electricity, manure storage and machinery and fuel. The audit will run for three years and recommendations will reduce emissions by an estimated 10% annually.

Areas where improvements could be made include better utilisation of manure and fertiliser to improve crop nutrition and feed efficiencies linked to yield and overall stocking rates. Interestingly the audits which are compliant with the PAS 2050\*, revealed that some of the highest yielding farms were not necessarily the most carbon intensive.

**Annie Graham, Sainsbury's agricultural manager said:**

"In April 2007 when we met the farmers for the first time SDDG farmers identified four key areas that could pose a threat, or where there were opportunities. One of these was the environment and we hope this new scheme helps address some of our farmers concerns. We decided to work with White Gold\*\* to

develop an environmental scorecard model which measures the exact carbon footprint of each of the SDDG dairy farms and identifies where efficiencies can be made.”

**Euan Murray from the Carbon Trust said:**

“This project is a great example of how a retailer can look beyond their own store and help to identify opportunities for cutting costs and carbon along the supply chain by pooling ideas, talent and resources.

“The combination of AB Agri’s agricultural experience and the Carbon Trust’s expertise in product carbon footprinting has resulted in a robust model that works for both farmers and Sainsbury’s. Our involvement has ensured that the carbon footprinting information calculated for each farm is PAS 2050 compliant and comparable with results from other Carbon Trust certified product footprinting projects.

“The sheer scale of the project is exciting in that it provides the opportunity to compare the carbon impact of specific farming practices in detail, identify practical steps that individual farms can take to reduce their carbon emissions, and calculate the size of these reductions.”

The AB Agri model consists of two elements, an Environmental Scorecard designed to seek best practice and a detailed Greenhouse Gas (GHG) emissions programme. The GHG model provides the farm, cow and litre of milk carbon dioxide equivalent score. The farmers then receive a scorecard with their own set of results which are specific to their farm.

John Round, who farms in Gloucestershire and is a SDDG steering group farmer member, has already benefited by taking part in the carbon audit.

**John Round said:**

“When we first met with Sainsbury’s 14 months ago we told Sainsbury’s that we wanted to improve our energy efficiency. We had hardly heard of carbon footprinting, however as dairy farmers we are now well aware of what we can do to reduce our impact on the environment. Using the model we have highlighted the areas which can be improved upon will enable us to lower our emissions - and better still save us money. “

**Bob Beavan, General Manager of White Gold\*\* said:**

“Farmers have been tremendously supportive and demonstrated a keen interest in lowering their carbon footprint. Each element of the audit has the potential to deliver significant cost savings linked to their environmental improvement.

“SDDG farmers have highlighted the harvesting of rain water for re-use, utilising clover to reduce fertiliser input and the recycling of warm water as examples ways to reduce their carbon footprint.“

As ongoing commitment to the SDDG, last month Sainsbury's demonstrated collaborative working by announcing an exclusive agreement whereby SDDG members supply Sainsbury's beef processors ABP (Anglo Beef Processors) with cattle – ensuring a higher loyalty bonus of 20p/kg to dairy farmers and a consistent supply of cattle to ABP.

The SDDG is delivering against its original objectives to offer greater profits to its members - Sainsbury's farmers receive a price premium for their milk and benefits in excess of £10m.

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#### **Notes to Editors:**

- \*PAS 2050 is the standard which Defra, BSI British Standards and the Carbon Trust are working towards to measure the embodied greenhouse gas emissions of products and services.
- \*\*White Gold operates as part of AB Agri ([www.AB.Agru.com](http://www.AB.Agru.com))

#### **Sainsbury's**

- In 2007, Sainsbury's milk team met dairy farmers across the UK to find out how the retailer and its dairy farmers could work better together and by the end of the year identified four priority issues which form the **SDDG Exclusive Standard: Herd Health & Husbandry, Environment & Energy, Collaborative Working and Business Improvement.**
- In October 2006, Sainsbury's announced the launch of Sainsbury's Dairy Development Group - which aims to deliver greater profits to dairy farmers by working with them to innovate and improve their on farm efficiencies.
- Sainsbury's currently sells 430 million litres of fresh milk per year and currently sources standard own label milk from Dairy Crest and Wiseman.

#### **The Carbon Trust**

- The Carbon Trust is an independent company set up by government in response to the threat of climate change, to accelerate the move to a low carbon economy by working with organisations to reduce carbon emissions and develop commercial low carbon technologies.
- The Carbon Trust works with UK business and the public sector through its work in five complementary areas: insights, solutions, innovations, enterprises and investments. Together these help to explain, deliver, develop, create and finance low carbon enterprise.
- The Carbon Trust is funded by the Department for Environment, Food and Rural Affairs (Defra), the Department for Business, Enterprise and Regulatory Reform (BERR), the Scottish Government, the Welsh Assembly Government and Invest Northern Ireland.
- For more information on the Carbon Trust visit [www.carbontrust.co.uk](http://www.carbontrust.co.uk) or call the Carbon Trust Advice Line on 0800 085 2005.

#### **The Carbon Trust product carbon footprinting work**

- Working in partnership with Defra and BSI British Standards the Carbon Trust is developing a standard to measure the embodied greenhouse gas emissions of products and services. This will enable companies to measure the related impacts of their products and reduce them.
- The standard, known as the PAS\* 2050, is currently being piloted by twenty companies who are measuring the carbon footprint of their products. As part of the BSI process the standard has also been subject to a two stage consultation process in which approximately 1000 UK and international stakeholders have engaged.
- Once completed, the standard will ensure a consistent and comparable approach to supply chain measurement of embodied GHGs across markets. The intention is that this is the first step in moving towards an internationally agreed standard for measuring embodied GHG emissions.

#### **AB Agri**

- AB Agri (Associated British Agriculture), the Agriculture Group of Associated British Foods plc (ABF), is an international business that operates at the heart of the agricultural industry with activities that stretch from farm to fork. It is one of the UK's largest and most successful agri-food businesses with a range of successful brands, products and services backed up with continual investment in innovative products, services and technologies. From our base in the UK, our footprint is expanding in international markets.

- AB Agri is focused on developing novel ways to sustainably drive efficiency for cereal, dairy, pig and poultry producers and to meet the requirements of primary processors, food and drink manufacturers and retailers.

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