

## **Quaker becomes the first cereal brand to make reduction commitment through Carbon Reduction Label**

**In September 2009, the Carbon Trust Carbon Reduction Label will begin to appear on packs of Quaker Oats, and Oatso Simple, making Quaker, part of PepsiCo, the first cereal brand to carry the on-pack carbon reduction commitment.**

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In collaboration with the Carbon Trust, Quaker calculated the carbon footprint of 3 of its products and is now working with suppliers to identify and reduce carbon hot spots. Research is being commissioned on oat agricultural and storage practices, identifying further savings in emissions. Finally, Quaker is looking to make all its packaging renewable, recyclable or biodegradable and to make a multimillion pound investment to build a CHP boiler that will use oat husks to power the Cupar factory.

Quaker is already committed to reducing its environmental footprint. The Cupar manufacturing site in Scotland is already powered by 100% renewable electricity, and it returns water to the mains cleaner than when it is withdrawn. In addition, Quaker is reducing waste by working with the Magic Breakfast charity to distribute surplus cereals and porridge to breakfast clubs.

In 2007, Walkers - another PepsiCo business - became the first consumer brand in the world to adopt the Carbon Reduction Label and to retain the right to use it two years later following a 7% carbon reduction. Studies suggest that the label has raised consumer awareness of the environmental impact of everyday consumption, and that the transparency encourages companies to reduce their carbon footprint.