



## Mey Selections becomes first Scottish consumer goods company to put carbon labels on products

Mey Selections, the Caithness based food brand, is the first consumer goods company in Scotland to be certified with the Carbon Trust's Carbon Reduction Label. Mey Selections Luxury Shortbread and two Honey products will carry the Carbon Reduction Label in stores from 1 May, demonstrating the company's work to measure and, crucially, its commitment to reduce its carbon footprint over the next two years.

Mey Selections has been working with the Carbon Trust since February 2008 to quantify, reduce and communicate the carbon footprint for its three key products. Transparent measurement is the first step to effective management of carbon emissions. Businesses working with the Carbon Trust, including Mey Selections, benefit from reduced carbon, reduced costs, better supplier relationships and improved trust from independent verification. Shortbread and honey lovers can begin to understand the impact of their purchasing decisions, and that Mey Selections is genuinely committed to tackling climate change.

John Strak, managing director of Mey Selections commented:

"Not only are we the first Scottish based consumer goods company to achieve the certification, we are one of the first food and drink companies to become involved with the initiative. Mey Selections is committed to using sustainable standards of farming, fishing and food production, so it seemed right that we look for ways to reduce our impact on the environment by minimising the carbon footprint of our products from their supply chains.

"The Carbon Reduction Label footprinting process provided us with a structure for looking at energy use and carbon emissions. Surprisingly, we found that transport and logistics seemed to be areas of relatively low carbon emissions for us. However, we were impressed by the potential revealed to cut down on our carbon footprint further, including investigating better monitoring, heat recovery and renewable energy systems that would make major savings in electricity in our factory.

“The Carbon Reduction Labels will shortly be appearing on our Luxury All Butter Shortbread, Heather Honey and Blossom Honey in Sainsburys and in our other retail stockists, and on our catering packs. We see this as a means of communicating our environmental commitment in an effective and meaningful way to customers. However, this step is just the beginning of our involvement with the initiative; by the end of 2009 we hope to have the Carbon Reduction Label on our bakery products such as the oatcakes and biscuits. The ultimate aim is to have the label featuring on all of our products.”

Euan Murray, carbon footprinting general manager, Carbon Trust commented:

“There has been a significant groundswell of interest from consumers in the carbon impact of the products they buy. The Carbon Reduction Label is a way for businesses to meet the challenge of getting meaningful information to consumers at the right time.

“We are delighted that Mey Selections has recognised this and is leading the way in Scotland, with a firm commitment to reduce the carbon footprint of its products. We look forward to working with Mey Selections to help them achieve their aim of featuring the Carbon Reduction Label on all of their products.”

For further information, please contact Emma Davies or Ashley Mabon at Smarts on 0141 222 2040 or email [emma.davies@smarts.co.uk](mailto:emma.davies@smarts.co.uk).

### **Mey Selections**

- Mey Selections will display the Carbon Reduction Label on three of its products - Mey Selections Luxury All Butter Shortbread, Mey Selections Heather Honey and Mey Selections Blossom Honey.
- The carbon footprint of a product or service is the total carbon dioxide (CO<sub>2</sub>) and other greenhouse gases emitted during its life, from production to final disposal. Mey Selections found, a 43g honey glass jar produces a 240g CO<sub>2</sub> equivalent, a 227g honey glass jar produces a 750g CO<sub>2</sub> equivalent and a kilner honey glass jar produces a 1.8kg CO<sub>2</sub> equivalent. A 200g Mey Selections shortbread box produces a 1.3kg CO<sub>2</sub> equivalent and a 400g box produces 2.6kg CO<sub>2</sub> equivalent.

### **The Carbon Trust**

- The Carbon Trust is an independent company set up in 2001 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 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.

### The Carbon Trust and product carbon footprinting

- The carbon footprint of a product or service is the total carbon dioxide (CO<sub>2</sub>) and other greenhouse gases emitted during its life, from production to final disposal. The Carbon Trust works to help organisations measure, certify, reduce and communicate the carbon footprint of their products and services and is the co-developer of an international, authoritative standard for product carbon footprinting.
- Companies that display the Carbon Trust's Carbon Reduction Label, on pack, online or elsewhere are making a commitment to reduce the carbon footprint of the product or service. Today, the Carbon Trust is establishing the Carbon Reduction Label as the leading carbon footprint communications mechanism in markets around the world.
- The carbon footprint of the labelled products is measured using the Publicly Available Specification (PAS) 2050 methodology, a single standard to measure the greenhouse gas (GHG) emissions from a product or service throughout their entire lifecycle - from sourcing the raw material, through to manufacture, distribution, use and disposal. In addition, the Carbon Trust comparability rules and secondary data are applied making the footprint fully comparable with other products footprinted by the Carbon Trust. There are now over 75 product ranges applying the methodology including those from Innocent, Cadbury, and Walkers.
- For more information, please visit [www.carbon-label.com](http://www.carbon-label.com) or call 0800 085 2005.