

CPF: Over 100 products receive carbon footprint labels

CPF moves ahead in the fight against global warming with more than 100 products receiving carbon footprint labels.



Charoen Pokphand Foods PCL or CPF, the leader in the food and agricultural industry, is fully aware of the importance of the conservation of natural resources and the environment, especially the global warming crisis, which has resulted in severe weather patterns worldwide.

CPF has therefore begun the assessment of the climate impact of its products with the Carbon Footprint Project, as well as various measures to manage its greenhouse gas emissions and resource consumption. As of now, the number of products from CPF and other food business units within C.P. Group stand at 133, covering products destined for the domestic and international markets, illustrating the Group's readiness to take on the challenge of being the "Sustainable Kitchen of the World".

Ms Kularb Kimsri, CPF's assistant vice president of the Global Standard System Centre, said "the Carbon Footprint Project is just one project among CPF's various undertakings on environmental management and conservation of natural resources. CPF has developed its own internal resources, including employees who have now achieved TGO-certification as carbon footprint auditors, and advanced life-cycle assessment (LCA) software that allows transparent, accurate and reliable calculation of greenhouse gas emissions which can also be audited." She added that all the products that have undergone the analysis have now been registered with the Thailand Greenhouse Gas Management Organization (TGO), numbering at 133 and including such products as fresh meat products, processed food products, ready-to-eat products made from chicken, shrimp, and pork, such as shrimp wonton, teriyaki chicken, and fresh CP chicken. The list includes both products for the Thai and international market.

CPF is also preparing to expand the project to cover even greater selection of products to affirm its commitment in the fight against global warming by adapting to the Low Carbon Economy for the future, as well as to position itself as a leader in the environmentally-friendly products market. Consumers have begun to pay more attention to carbon labeling of products, and manufacturers that can demonstrate that their

products have better environmental performance in terms of greenhouse gas emissions will be able to attract more business.

The issue is important to both industries and consumers. Carbon footprint provides a mechanism for consumers to select products that are better for the climate, and at the same time companies can use it to communicate their effort in lowering energy use and greenhouse gas emissions. CPF started its Carbon Footprint Project in 2008 based on the carbon footprinting standard PAS: 2050 developed by the United Kingdom, with the first product being “Chicken Snack” sold through Tesco Hypermart. In 2009, CPF entered TGO's pilot project on carbon footprint, becoming the world's first chicken producer to receive a carbon footprint label.

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