



the barista's choice™

## Byron Bay Cookie Company Food Miles & Carbon Emissions



### Byron Bay Cookie Company & Food Miles

- Byron Bay Cookie Company (BBCC) is known internationally for its quality products and its small regional manufacturing base in Byron Bay Australia.
- However conscious of the issues regarding food miles and our environmental responsibility the company is now looking to manufacture it's cookies in Europe.
- BBCC is currently undergoing trials with a number of bakeries in Europe to ensure the same quality of product can be produced and distributed throughout the UK with the minimal carbon impact.
- It is anticipated that this initiative will take approximately 18 months to establish.

### Byron Bay Cookie Company's Strategy to Reduce it's Carbon Emissions?

- BBCC has traditionally always air freighted their products internationally to ensure the maximum shelf life when received at an international port.
- Aware of the environmental impact of air freight BBCC has been conducting product development, research and analysis for number of years which has now enabled the company to double it's product shelf life and in turn ship it's product internationally.
- All BBCC cookies are now sea freighted to international ports.
- BBCC has also voluntarily planted 2100 native trees over the years to offset the impact of its transportation emissions.
- BBCC is currently engaging the services of an environmental scientist to conduct a full audit of the organization's operations and provide strategies for the company to further reduce their carbon emissions.

## Transportation – Air Freight vs. Shipping

- Food imported by ship is said to be the most efficient mode of transport.
- Shipping generates 177 times less greenhouse gas than air freight.
- Air freight represents less than 1% of tonne kilometres (tonnages of food imported and exported) but contributes 11% of the carbon emissions from UK food distribution.
- Shipping accounts for 65% of the food miles yet is responsible for just 12% of the carbon dioxide emissions.

## Environmental Packaging

- BBCC continues to develop environmentally friendly packaging and currently uses a Plantic™ tray to protect the cookies which is an Australian developed plastic from plants.
- Plantic™ is made from corn starch, is completely safe to humans and the environment and is easily disposable.
- It is environmentally friendly and looks and feels like a normal plastic tray.
- Plantic™ trays biodegrade as quickly and effectively as any household leftover food scraps. Ideally it should be deposited in compost bins and worms farms at home. It can even be buried in the garden with lawn clippings. If it is put into the rubbish bin, it will eventually dissolve.

## Recycling

- Whilst no recycling facilities are available within the area, BBCC voluntarily recycles our water, paper, cardboard, glass and plastics as a matter of course and have it transported up the coast at considerable expense.

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