# Bluehorse launches seamlessly integrated Carbonostics carbon accounting and product lifecycle assessment platform for the food and drink industry

**Wednesday 16 May, 2012**

The new Carbonostics responds to the growing needs of food and drink companies for reliable and affordable sustainability metrics to measure and report environmental impacts.

Neuilly-sur-Seine, France (May 16, 2012) -- Bluehorse Associates announces today the launch of a new Carbonostics suite of carbon and energy accounting and product lifecycle assessment (pLCA) applications designed specifically for the food and drink industry. The enhanced Carbonostics delivers multi-criteria environmental impact analyses that guide companies as they develop their sustainability strategy.

The www.carbonostics.com/ tool is used by large and small food and drink manufacturers, retailers, foodservice suppliers and consultants to reach www.carbonostics.com/index.php/get-started/understanding-goals/, such as:

Identify areas to reduce carbon, cost, waste and water consumption;

measure and report impacts in alignment with www.carbonostics.com/index.php/library/legislation-standards/|global standards [with templates for the Carbon Disclosure Project (CDP), Global Reporting Initiative (GRI), and GHG Protocol Scopes];

create Environmental Product Declaration (EPD) reports;

identify supply chain efficiencies;

improve supplier and stakeholder relationships;

create product portfolio analyses; and,

guide new product design, innovation and R&D.

Due to an expected jump in commodity prices over the next decade, food businesses of all sizes will need to fully understand where carbon is embedded within their businesses and products to remain both environmentally and economically sustainable, food sustainability expert Tom Beeston from Eat England says. With the Carbonostics tool and expert technical support, food industry professionals can achieve their own robust product and businesses footprint analyses in days and at a fraction of the costs of traditional approaches.

Since the original version of the tool launched over three years ago, Carbonostics has democratized the field of sustainability metrics with its unique tools and comprehensive database, which now includes over 3000 emission factors specific to food. The original Carbonostics (cost+carbon+nutrition) was the first product-level LCA tool on the market providing food companies with user-friendly, online and usable LCA. During this time, the needs of the food and drink industry evolved; and, the enhanced Carbonostics platform was built to deliver solutions to companies that are taking the first steps in sustainability as well as others who are further along the sustainability maturity scale.

The evolution of Carbonostics over the past three years mirrors the evolution in the field of sustainability metrics and the adoption of LCA. Today we deliver a suite of stepping-stone metric tools that provide value at each stage of our clients sustainability needs, Bluehorse Associates President Sara Pax explains.

The enhanced Carbonostics suite of tools launching today now includes multiple indicators (carbon, energy, cost, nutrition, water consumption and waste) across three footprint levels of measurement:

**Carbonostics: Business**
This facility level analysis is the carbon footprint of a business, measuring the emissions from energy usage within the four walls of a business or facility. It is also known as carbon accounting or energy audit.

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carbonostics

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Carbonostics :: Science :: Business :: Product Lifecycle :: Drinks :: Food ::

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**Carbonostics: Brand**
This product-level analysis is the carbon footprint of a product. It is also referred to as product carbon footprint (PCF) and/or a pLCA.

**Carbonostics: Business+Brand**
This organizational level analysis is the combined carbon footprint of a business and the products it manufactures. This analysis includes both the emissions from energy used throughout operations plus the emissions related to every aspect of a product (including agricultural production, transport, storage, processing, shipping, consumer user and disposal).

Carbonostics remains a pioneering force in the field of sustainability metrics. The application continues to successfully bridge the gap between the science and business worlds while ensuring that academic advances, such as updated standards, are made accessible to companies both large and small. Once again, we have improved the field of sustainability metrics and moved one step closer to our ongoing mission of democratizing LCA, Sara Pax adds.

To learn more about how Carbonostics is transforming businesses and products in the food sector, visit our new website at www.carbonostics.com. Or, reach us at contact@carbonostics.com or by calling +33/01.47.38.22.64 for France or +1/312-565-9967 for the US.

To Discover the Scope of Carbonostics, view our video.

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