

Carbonostics food product life cycle assessment reveals supply chain efficiency opportunities in hnaff pork pat products

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Neuilly-sur-Seine, France (July 27, 2012) -- Bluehorse Associates and the Jean Hnaff company announce today the results of a case study completed on its line of country-style pork pat products using the Carbonostics lifecycle assessment (LCA) application, in coordination with Ecole Centrale de Paris. This business case study is unique in the food manufacturing industry combining cost, carbon and nutrition metrics.

"The study using the Carbonostics tool [] allowed us to assess in detail the impact that the recipe, the packaging, and the other stages of the lifecycle had on the carbon footprint of our pats. We were able to identify the fact that the type of meat, in terms of agricultural method and parts used, has a strong impact. The combined analysis of carbon and nutrition gave us some good leads on ways to reduce our products' impacts while maintaining or improving their nutritional profile, **Loc Hnaff, Managing Director at Jean Hnaff**, says of the conclusions. The Bluehorse Associates team performed high quality work which enabled us to understand the usefulness of a product-level approach to analyze and reduce our impacts," he adds.

Scope of Case Study

The objective of the case study was to complete a carbon footprint assessment of the Hnaff line of country style pat products in order to identify avenues for supply chain, process, innovation and nutritional improvements.

More specifically, the Jean Hnaff company sought to: 1) identify the main sources of emissions for each product in its range of country-style pts throughout its life cycle; 2) compare country-style pts against each other (impact of meat type, recipe, packaging, etc.) taking nutritional quality into consideration; and 3) identify potential avenues to reduce carbon emissions.

Bluehorses LCA tool, Carbonostics, was ideal to meet the objectives of this study because of its multi-indicator approach. Carbonostics enabled the integration of greenhouse gas (GHG), cost factors, as well as 6 key nutritional indicators (calories, proteins, fat, carbohydrates, sodium and sugar) into the analysis and study. The Bluehorse team worked in collaboration with Ecole Centrale Paris using standard lifecycle analysis (LCA) methodology.

The scope of the study included a complete product lifecycle, from the production of raw materials in the agricultural phase (including the production of animal feed), packaging materials, all the raw material and finished product transport phases, the pt production processes, consumption and end of life.

Conclusions and Recommendations

The case study includes Conclusions and Recommendations on reducing carbon emissions in the primary and secondary source of emissions of pork production (including conventional, organic, Label Rouge1 and Bleu- Blanc-Coeur2), manufacturing processes, packaging, transport, freezing and slaughtering.

The study we conducted on the Hnaff country-style pats illustrated many of the benefits of pLCA, such as a more in-depth understanding of its supply chain and internal processes as well as where the company should focus its efforts to achieve emission reduction and potentially cost savings. In particular, after we worked with Hnaff, their team understood that they could indeed reduce emissions in pork meat sourcing, an area in which they previously thought they had no control over, **explains Bluehorse VP, Innovation & Development Anne Himeno**, who spear-headed the case study and research.

The case study also details Next Steps, Avenues to Explore and Main Lessons.

Media:

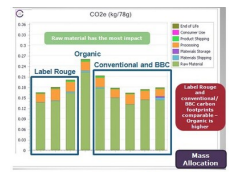


Figure 2: Results per life cycle phase

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To receive a copy of the full case study (including visuals) or to book an interview, please contact Lori Gustavus at lori.gustavus@bluehorseassociates.com or at +33/1.47.38.22.64.

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About Bluehorse Associates

Bluehorse Associates is a pioneer in the field of sustainability metrics. Our mission is to bridge the gap between environmental science and business sustainability objectives by building web-based environmental measurement tools that are practical to use and affordable to implement. Bluehorse developed Carbonostics, a fully integrated suite of carbon & energy accounting and product lifecycle assessment applications used by food and drink companies, retailers, foodservice suppliers, academics and consultants across the world.

Bluehorse is headquartered in Neuilly-sur-Seine, France and has offices in the US, Canada, the UK and Belgium. For more information, please visit www.bluehorseassociates.com or www.carbonostics.com

To learn 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.

About Hnaff

A food packer since 1907, Hnaff is currently the undisputed leader of canned pts and rillettes in France thanks to a unique and distinct quality policy. An independent, family-run business located at the western tip of Brittany, Hnaff owes its success to its unwillingness to compromise on the quality of manufactured products, to the exceptional work ethic of its employees, and to the dedication of its directors with respect to territorial development and environmental protection.

The company is a member of the "Produit en Bretagne" (Produced in Brittany) association and participates actively in its influence by being represented on the Board of Ethics. www.henaff.com

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