

# Summary of carboNZero certification:



J.Friend and Co Limited (trading as New Zealand Artisan Honey)

*J. Friend and Co Limited meets the requirements of carboNZeroCert™ certification having measured its greenhouse gas emissions in compliance with ISO 14064-1:2006, committed to managing and reducing the emissions and neutralised the remaining unavoidable emissions through the cancellation of an appropriate number of verified carbon credits in respect of the operational activities of its organisation.*



*J. Friend and Co Limited meets the requirements of carboNZero<sup>Cert™</sup> certification having measured the life cycle greenhouse gas emissions of its single floral source varietal honey products, committed to managing and reducing the emissions intensity of the selected products and neutralised the remaining unavoidable emissions through the cancellation of an appropriate number of verified carbon credits in respect of the life cycle emissions associated with its honey products.*

**Introduction<sup>1</sup>** – This public declaration presents certified information about J. Friend and Co Limited’s honey product carbon footprint and organisational inventory which has been prepared using the methods detailed in the Programme product specification carboNZero Product Specification for honey products.

**Company policy in relation to climate change** – J. Friend and Co Limited is dedicated to making the best honey without compromising the environment that helped to produce it. An essential element of the business philosophy is organic certification as well as carboNZero certification. J. Friend and Co Ltd is committed to producing ‘single origin honey’ - no blending of honey from different varietals, regions or even seasons takes place.

**Product details** – Honey product is currently sold either in 160gm jars, or honey collection packs containing 3 assorted 40gm jars of honey. Raw honeycomb is also sold in 340gm containers. The functional unit is 1 kg of honey. The full list of products is listed below<sup>2</sup>:

1. Single floral source honey varietals (160gm jars):
  - a) Manuka Honey active 13+
  - b) Kamahi Honey
  - c) White Clover Honey

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<sup>1</sup> **Disclaimer:** This Disclosure Statement is a summary of the verified information considered for certification and the certification decision. It should not be taken to represent the full submission for certification. While every effort has been made to ensure that the information in this Disclosure Statement is accurate and complete, Landcare Research does not, to the maximum extent permitted by law, give any warranty or guarantee relating to the accuracy or reliability of the information. The product carbon footprint information disclosed in this statement should not be used to make comparisons with other products/services unless the same methodologies, scope and boundaries have been applied.

<sup>2</sup> <http://www.nzartisanhoney.co.nz/shop/Honey+Varietals.html> (accessed 12-10-10)

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- d) Wild Thyme Honey
  - e) Beechwood Honeydew Honey
  - f) Pohutukawa Honey
  - g) Manuka Honey Active 14+ : Muzzle Station
  - h) Northern Rata Honey - limited release
  - i) Vipers Bugloss Honey
2. Raw Honeycomb (340gm containers)
3. Honey collection packs assorted single varietal honey 3 x 40gm jars
- a) Floral Honey Collection
  - b) Honey for Cheese Matching Collection
  - c) NZ Native Honey Collection
  - d) Honey for Health Collection

Each release of New Zealand Artisan Honey is produced in small, quality batches, with specific labels for each vintage much like a good wine. Each label states the specific floral varietal source, the name of the beekeeper, the vintage and the specific region the honey is collected from.

**Scope and boundary** – The product carbon footprint is for “business-to-consumer” and all business units have been included in the organisational inventory boundary.

The table below shows the life cycle stages used for describing the greenhouse gas emissions associated with the product, and what unit processes were included in the product carbon footprint.

Life cycle stage	GHG emissions source
Upstream Processes	Beekeepers-Electricity
Upstream Processes	Beekeepers-Diesel
Upstream Processes	Beekeepers-Petrol
Upstream Processes	Beekeepers-Freight - road
Upstream Processes	Packaging-Glass (jars)
Upstream Processes	Packaging-Labels
Upstream Processes	Packaging-Cardboard
Upstream Processes	Packaging-Lids (aluminium)
Upstream Processes	Packaging-Freight - road
Upstream Processes	Packaging-Freight - sea

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Life cycle stage	GHG emissions source
Core Processes	Organisation-Electricity
Core Processes	Organisation-Petrol
Core Processes	Organisation-Diesel
Core Processes	Organisation-Air travel domestic
Core Processes	Organisation-Air travel - short haul
Core Processes	Organisation-Air travel - long haul
Core Processes	Organisation-Taxi travel
Core Processes	Organisation-Rental vehicle travel
Core Processes	Organisation-Waste to landfill
Downstream Processes	Distribution-Freight - road
Downstream Processes	Distribution-Freight - sea
Downstream Processes	Disposal-Freight - road
Downstream Processes	Disposal-Waste to landfill - residual food waste
Downstream Processes	Disposal-Waste to landfill - cardboard

**Base year** – 01/07/2009 to 30/06/2010

(Please note: previously this company was certified under the Small Enterprise Certification programme for organisational emissions for the period 01/04/2008 to 31/03/2009)

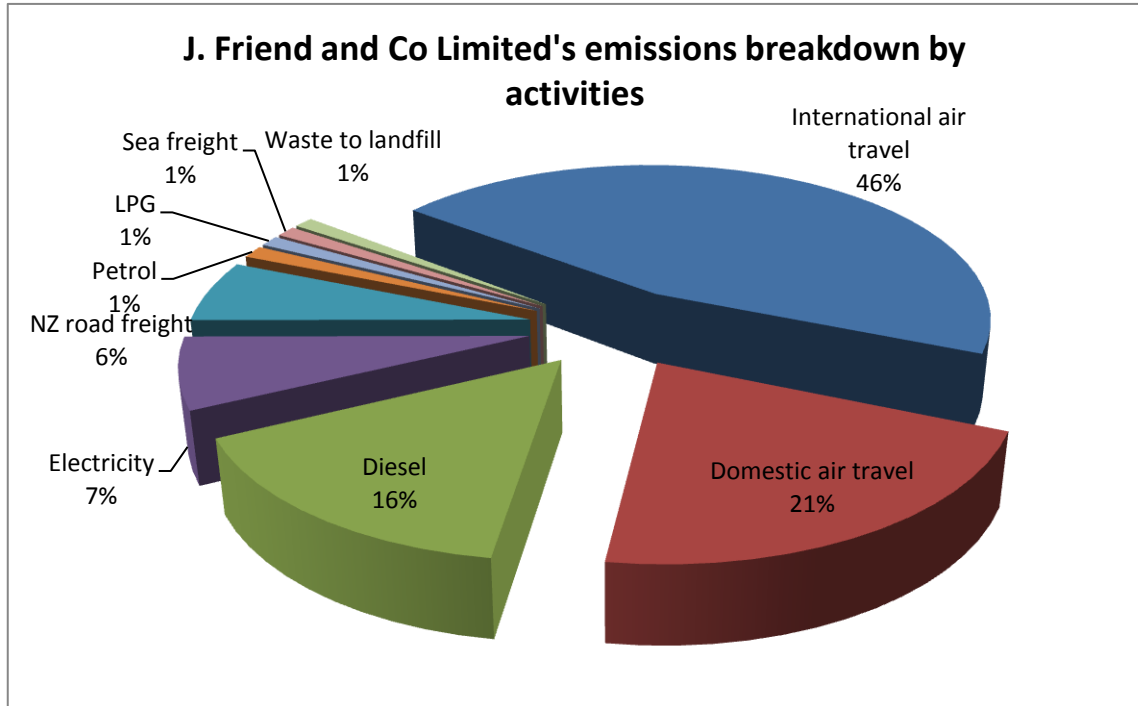
**Measurement period** – 01/07/2010 to 30/06/2011

**Emissions source inclusions** – The operational GHG emissions for the organisation by emissions source are shown in Figure 2 below. (Only the organisation emissions were verified for this inventory, as per programme rules, some products only required to be verified biennially)

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**GHG emissions source exclusions** – The table below lists emission sources excluded from the measurement.

Life cycle stage	GHG emissions source	GHG emissions level scope	Reason for exclusion
Upstream Processes	Drums (used for transporting honey)	3	These are considered to be capital items that get reused numerous times and therefore not required in the inventory
Upstream Processes	Wooden hives and trays	3	These are considered to be capital items that get reused numerous times and therefore not required in the inventory
Upstream Processes	Wax used in hives	3	Moulded wax sheets are used in the frames of the hives for bees to deposit their honey. The beekeepers supply their own wax to get moulded into sheets off site. These are considered to be capital items that get reused numerous times and are therefore not required in the inventory.
Upstream Processes	Sugar (winter feeding of bees)	3	Because the hives are all organic, beekeepers must

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Life cycle stage	GHG emissions source	GHG emissions level scope	Reason for exclusion
			manage the amount of honey they harvest and leave enough in the hive to keep the bees alive during the winter. Feeding of sugar water is only done in emergency situations and for this reason is excluded from the inventory.
Upstream Processes	Plastic caps (covering the lid on all honey jars)	3	This emission source is considered to be <i>de minimis</i> . Initial estimates indicate that more than 30 kg of plastic would need to be used to exceed 1% of the inventory.
Downstream Processes	Transportation to and from store (e.g. at home)	3	No data available
Downstream Processes	In store energy use Capital (e.g. buildings)	3	No data available
Downstream Processes	Couriers and postage of items <2kg	3	Some product is sold direct to the consumer via online sales. These are under 2 kg and therefore classed as <i>de minimis</i> .
Downstream Processes	Distribution within Australia	3	Product goes to Australia directly to a distributor based in Sydney. It is unknown where the product is transported to from the distribution centre (which also has a shop on site) to final retail stores.

Data quality – Fair

**GHG emissions reduction commitments** – J. Friend and Co Limited has developed a GHG emissions reduction plan that includes the product. Some projects in this plan include:

- Minimising travel by utilising phone and email
- Reducing electricity use by investing in efficient processing equipment
- Minimising packaging by reviewing content sizing and potential for thinner glass jars

**Offset** – 15 tonnes CO<sub>2</sub>e. VERs<sup>3</sup> from EBEX21<sup>4</sup> native forest regeneration projects. Serial numbers 805960-805947 have been cancelled (or equivalent) on New Zealand Emissions Unit Registry.

<sup>3</sup> VERs are created by eligible projects for emissions reductions achieved up to the end of 2007.

<sup>4</sup> EBEX21 – Emissions Biodiversity Exchange in the 21<sup>st</sup> Century project creates carbon credits through the regeneration of native forest on private land – see [www.ebex21.co.nz](http://www.ebex21.co.nz)

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*Note: To maintain credible carbon neutral claims, J. Friend and Co Limited is required to offset both the organisation and product emissions for this period. As the product inventory was not verified this year, the offset total is calculated based on last year's product inventory; the emissions per functional unit multiplied this by current year's sales volume results in 14.57 tCO<sub>2</sub>e.*

**Verified by** – carboNZero Holdings Limited

**Threshold of materiality** – excluded emissions do not exceed 5% of the total footprint for organisation and product boundary stated.

**Level of assurance** –reasonable assurance organisation

**Certification status** – carboNZero certified “product” covering business to consumer and carboNZero certified “organisation”

**Certificate number** – 2010141J – Year 2 (Product)  
2011192J – Year 2 (Organisation)

**Valid until** – 31 October 2013

29b Coleridge Street, Sydenham, PO Box 36582, Merivale, Christchurch, New Zealand.  
Telephone: + 64 3 389 5575. Email: [jeremy@nzartisanhoney.co.nz](mailto:jeremy@nzartisanhoney.co.nz) Web: [www.nzartisanhoney.co.nz](http://www.nzartisanhoney.co.nz)