

Pure Coffee Limited (T/A Celcius Coffee)

Pure Coffee Ltd (trading as Celcius Coffee) meets the requirements of carboNZero^{Cert™} certification having measured its greenhouse gas emissions in compliance with the requirements of ISO 14064-1, committed to managing and reducing its emissions and neutralised its remaining unavoidable emissions through the cancellation of an appropriate number of verified carbon credits in respect of the operational activities of its organisation.



Introduction¹ – We are a boutique coffee roaster based in Lower Hutt, Wellington. We roast 100% organic and certified fairtrade coffee. We have a simple goal for our business and that is to provide the best possible coffee and service while having a positive effect on our local community and the environment we live in. We are committed to reducing our greenhouse gas emissions and this was evidenced in 2007 when we became the first coffee company in New Zealand to participate in the carboNZero Programme and become carbon neutral. In our second year we reduced our emissions by 29% while growing our coffee sales by 94%. In the last year (our third) our emissions increased by 18% while growing our coffee sales by a further 57%. One reason behind this growth was our listing in the OfficeMax Catalogue. We were listed because we are carboNZero certified and this provided us with a unique selling point.

Boundary – The boundary for the preparation of Celcius Coffee's greenhouse gas (GHG) inventory is for one site. All business activities have been included.

Consolidation approach – Operational control.

Base year – 01/04/2008 to 31/3/2009

Measurement period – 01/04/2009 to 31/03/2010

GHG emissions source inclusions – The diagram below shows the operational GHG emissions for Celcius Coffee by emissions source. Total emissions for this period were 7.90 tonnes carbon dioxide equivalents (tCO₂e). The breakdown for the total emissions by Scope was:

Scope 1: 5.15 tCO₂e;

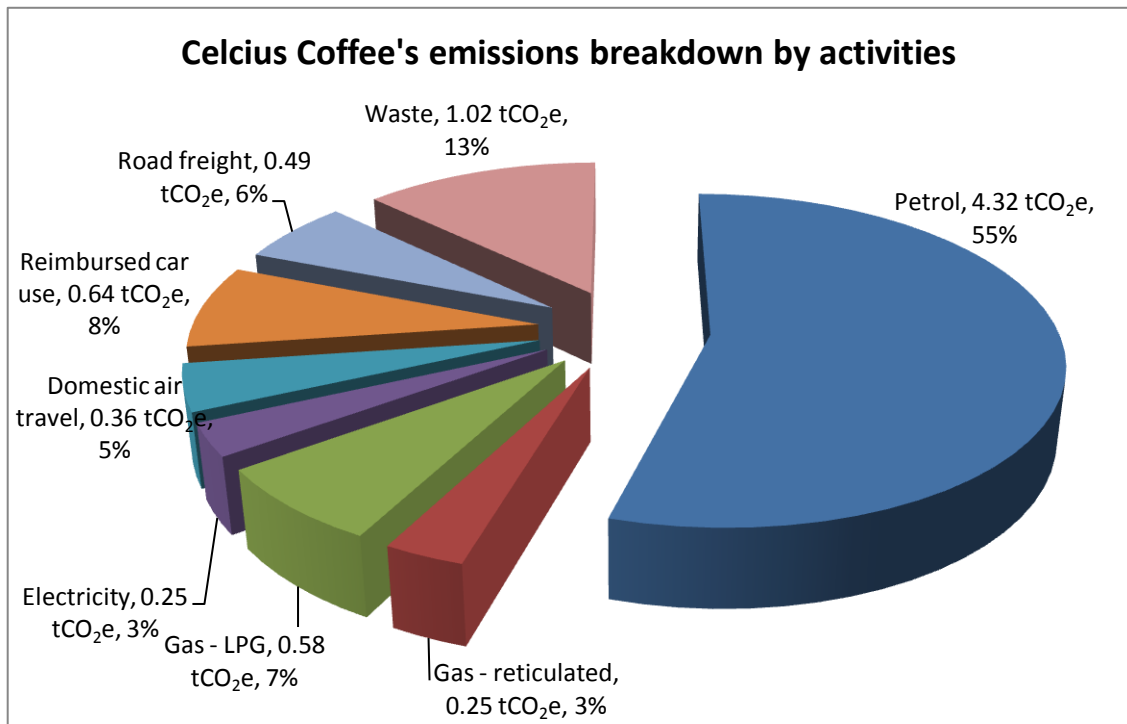
Scope 2: 0.25 tCO₂e

Scope 3: 2.50 tCO₂e.

GHG emissions source exclusions – Electricity from a premise which they occupied for only 13 days during his inventory, and courier activities under 2kg were excluded from this inventory as allowed within the programme's de minimis rule.

¹ **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.

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GHG emissions reduction commitments – Celcius Coffee has developed the following emissions management goals:

- Reduce fuel use for the company and privately used vehicle by 2%, through encouraging multiple tasks for vehicle travel keeping vehicle logs and having one carless day per week.
- Reduce waste to landfill by 20% by increasing in house recycling and encouraging suppliers to reduce packaging.

Celcius Coffee has increased their emissions by 1.2 tCO₂e from their base year. This was due to the renovation and fit out of their new café in March and April 2010. During this process Celcius Coffee produced 975 kilograms of waste which went to the landfill. This one off emissions pushed the inventory out by approximately 1 tonne.

Offset – 8 tonnes CO₂e. PRE Awapuni Landfill. Serial numbers 207511-207518 have been cancelled (or equivalent) on the carboNZero registry. Emissions from Meridian Electricity and Wellington Combined Taxes were not required to be offset as they are carboNZero certified.

Verified by – Green Fox Consulting Ltd

Level of assurance – Reasonable assurance

Summary of carboNZero certification:

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Threshold of materiality – Excluded emissions do not exceed 5% of the total footprint for the small enterprise boundary stated.

Certification status – carboNZero certified small enterprise covering all operational emissions at one site.

Certificate number – 2010087J

Certification valid until – 30 June 2011

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