



Happy Happy Foods is proud to announce that our products and our people are now completely **carbon neutral!**

Happy Happy Foods was born of a belief that we should never underestimate how we personally can contribute to making change. Individual humans, individual businesses and governments all share the responsibility to take action against global warming and climate change.

As an organisation, we wholeheartedly believe in our power to create positive change by giving people a choice of products which minimise their carbon emissions and impact on global warming.

At the core of our business is the mission to promote climate-smart eating habits. This is what underpins our 'Climate Happy' program which works to measure, reduce and offset our carbon emissions and ensure that our products are delivered entirely carbon neutral.

By choosing plant-based products, you are already helping to reduce your climate footprint in a big way. By implementing our 'Climate Happy' initiative we are working to reduce this even further.

Currently, agriculture accounts for 40% of land use, 30% of greenhouse gas emissions and 70% of freshwater use. Industrial livestock farming contributes to 21% of carbon emissions globally and 37% of methane emissions*. We have the choice to change the world we live in simply by choosing plant-based products.

Our 'Climate Happy' program is based on three core commitments – Measure, Reduce, Offset.

*<https://www1.wfp.org/zero-hunger>

*Poore and Nemecek (2018) Science. Data Interpolated: <https://science.sciencemag.org/content/360/6392/987>.

MEASURE

Our Products

Happy Happy Foods has engaged Carbon Cloud, an independent third party emissions consultant, to perform an all-encompassing carbon emissions assessment of our products. Their assessment includes the emissions produced by the cultivation of our raw materials, transportation, manufacture and distribution.

We are committed to measuring and publishing the carbon footprint of all of our products. We fully embrace the challenge of transparency and accountability, and we encourage other individuals and businesses to do the same.

Our People

The assessment of our emissions includes the personal carbon footprints of our staff, including their home power bills, weekend activities and personal holidays!

Reduce

Happy Happy Foods is committed to making continuous environmental improvements through informed and incremental changes, not just with our current operations but also with future products. Our ambitions are not always easy to implement, and sometimes are not possible, but understanding our carbon footprint allows us to strive to be better.

We believe the environment deserves the right to a seat in the boardroom. When making decisions, our focus is to achieve sustainable and environmental outcomes, as well as commercial imperatives. It is our desire to continue to look for ways to improve and strive to implement these actions into our business.

As stated by Director John Cruse: "Our business mission is to continue to develop plant-based options that replace traditional products with an aim to helping consumers reduce their climate impact."

Our products need to be better for the environment and nutritionally better than the product it is replacing. Introducing sustainable and environmentally conscious products helps others reduce their impact.

By introducing formal measurement, we create awareness that inspires us to make consequential improvements and we encourage our employees to reflect this philosophy in their own spheres of influence.



OFFSET

Our people and our products are 100% offset so that our products come to you 100% carbon neutral.

We measure our total carbon footprint on a quarterly basis and purchase carbon credits to offset all of our generated emissions.

We purchase carbon credits through Pangolin Associates, an Australian Climate Active registered consultant. Our carbon credits support the Bundled Renewable Wind Power Project in the Rajasthan region in India. This program meets UN sustainable development goals and has so far provided 59.4MW of renewable energy.

Situated in one of the most arid parts of India, the project supplies energy to the carbon intensive "NEWNE" integrated Northern, Eastern, Western, and North-Eastern regional electricity grids. Replacing energy from burning fossil fuels, the turbines result in 102,870 million tonnes of avoided greenhouse gas emissions.



Frequently Asked Questions

What does carbon neutral mean?

In essence, 'carbon neutral' means the net greenhouse gas emissions (in particular carbon dioxide) of a product, business or individual are reduced to zero. For a product to be considered carbon neutral, action must be taken to measure, reduce and offset the carbon dioxide emitted by all the stages of its production and distribution.

Why go carbon neutral?

We accept the problem, we recognise the science, and we are doing everything we can to minimize our impact on global warming and climate change.

We believe that it is all of our individual and collective responsibilities as humans, businesses and governments to take action against global warming and climate change. We should never underestimate, on an individual level, how we can contribute in making change. For us, these are not simply platitudes.

The mission to promote climate-smart eating habits and lead the way as a climate responsible company is at the core of our business. An important aspect of this is taking responsibility for our carbon footprint. This is why we have gone carbon neutral and launched our Climate Happy program to measure, reduce and offset our carbon emissions. As a result, we now exist as an entirely carbon neutral enterprise.

What is carbon offsetting?

Carbon offsetting involves supporting carbon-negative initiatives that neutralise greenhouse gas emissions from other actions in order to achieve net carbon neutrality. For example, for every tonne of CO₂ emitted by an individual, carbon offsetting would ensure that there is one less tonne in the atmosphere.

The mission to promote climate-smart eating habits and lead the way as a climate responsible company is at the core of our business. An important aspect of this is taking responsibility for our carbon footprint. This is why we have launched our Climate Happy program to measure, reduce and offset our carbon emissions, ensuring that both our product and the people behind it are carbon neutral.

Where do you get the carbon offset credits?

We work with Pangolin Associates who provide access to certified projects.

What are your goals as a company in relation to offsetting carbon emissions?

Our overarching goal is to reduce our climate footprint as much as possible, by examining every single step from seed to cafe and seeing where we can improve both our practices and the practices of businesses that we partner with.

Where we can't reduce, we offset.