

# Case Study

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## Alara - Scope 3 carbon emissions reporting

### Summary of case study

[Alara Wholefoods](#) has spent over 30 years working out and implementing how it can create a sustainable food production system. Mapping and calculating the end-to-end carbon footprint (Scope 3 CO<sub>2</sub>e) of our products is the example of how we challenge ourselves as a business to be the most sustainable food manufacturer on Earth.

### Summary of progress to date and future ambitions

Organic and ethical food pioneer Alara Wholefoods has become the first cereal manufacturer in the world to declare the Scope 3 (CO<sub>2</sub>e) – the most demanding measure of carbon emissions – of its products.

At the same time, the company is offsetting the embedded carbon in its branded products

through an innovative partnership with the [Charity Rainforest Saver](#), which works in Central Africa and South America to conserve rainforests and alleviate poverty.

### Plans for the future

Alara has a long history of sustainability and ethical 'firsts'. Recently, the company added to that list by becoming the first cereal manufacturer globally to measure and communicate Scope 3 carbon emissions, which include indirect emissions in the value chain in addition to those produced by the company's own production.

Mapping and calculating the end-to-end carbon footprint of a product is a challenging and complicated task. It is far more complex than working out Scope 1 or 2 emissions, which cover direct emissions from controlled sources



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and indirect emissions from the generation of electricity.

The company has been working with researchers at the University of Westminster to collect data and calculate the CO<sub>2</sub>e for all of the ingredients used in its branded products. A CO<sub>2</sub>e declaration appears on Alara's new Grow Back Greener selection of organic breakfast cereals. They are the first breakfast cereal products to carry an on-pack CO<sub>2</sub>e declaration.

Alara is taking responsibility for the embedded carbon in its products and is working in an innovative partnership with the Charity Rainforest Saver, which works in Central Africa and South America to conserve rainforests and alleviate poverty.

Rainforest Saver employs a pioneering farming technique known as Inga Alley Cropping. A sustainable alternative to destructive slash and

burn farming, it involves the planting of rows – or alleys – of Inga trees, and growing crops in the space between the rows. Native to tropical areas, the Inga tree is highly effective at 'fixing' nitrogen in the soil, creating a continuously fertile piece of land. The trees are coppiced down each year, a process which helps capture and build soil carbon. Over a 20-year period an Inga tree will sequester half a ton of carbon, which is about 1.9 tons of CO<sub>2</sub>. Because of the way Alara is working with Rainforest Saver and paying for Inga trees to be planted, it is fully offsetting the embedded CO<sub>2</sub> in all its branded products.

Building on this successful collaboration, Alara is forming a new business (Net Zero Carbon Consulting Ltd) in partnership with Westminster University and Rainforest Saver, aiming to offer technical and practical support to other food companies committed to achieving net zero food goals.