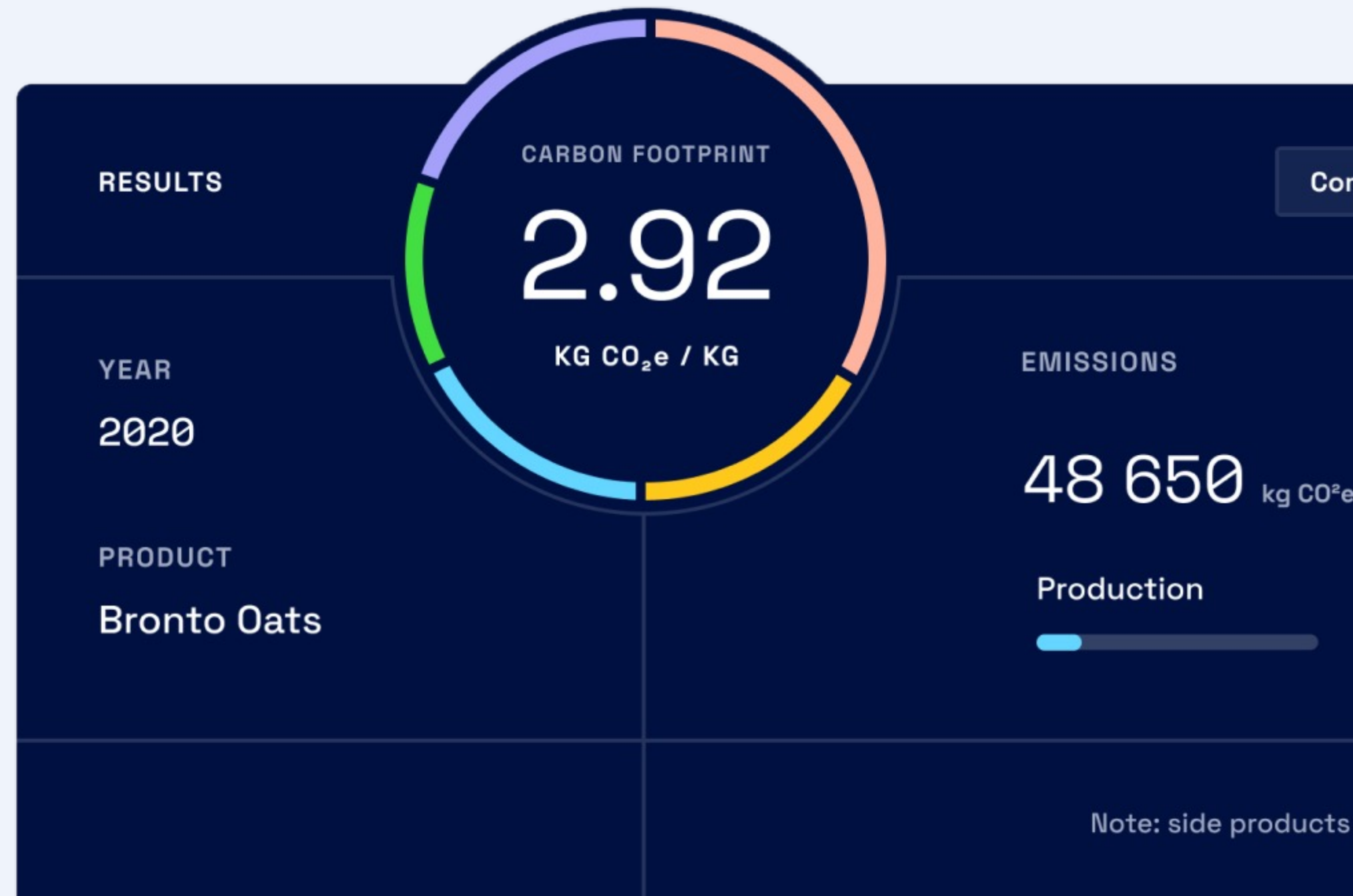


A carbon footprint calculator that makes sense





In an ever-evolving food industry, it's becoming harder and harder to even get your product on the shelf.

This market climate is driven by several forces:



Intensely
competitive markets
dominated by major
players



Entry of **innovative newcomers** with
novel products and
business models




Continuously
growing market share for private-
label products



Rise of
sustainability and
environmental values


Food brands face a *variety* of *obstacles* to get their products on the shelf:





The major players are increasingly requiring the disclosure of carbon footprints and climate action measures, which has introduced a critical new barrier to the market.

How can
SME food
brands
deliver?



Biocode is an online carbon footprint calculator for food businesses.



Clear and easy to use—no experience or specialized knowledge needed.



Quick-start your calculations with a ready-to-use emissions database.



Clearly see your carbon footprints throughout the supply chain.



Leverage transparent, reliable, science- and standards-based calculations.



Demystifying carbon calculation

“

Before we bought Biocode, I thought that carbon footprinting calculation would be really confusing, we couldn't do it, and we wouldn't know how to do it. But luckily *you don't have to be a carbon footprinting expert* to use Biocode.

Sari Torpström, QA Expert, Pakkasmarja Oy

Precise, accurate sources

The screenshot shows a data entry for 'Lingonberry' in Europe. It includes a close button (x) in the top left corner. The main title is 'Lingonberry'. Below it, the region is 'EUROPE'. The 'SOURCES OF INFORMATION' section states: 'Estimate by Biocode specialists utilising information from Statistics Finland (2021) and Ecoinvent 3.7.8 to represent an emission factor for lingonberry (fresh)'. The 'ASSUMPTIONS' section states: 'Assumes an average distance of 0,5 km per 1 kg of lingonberry picked from forests in Nordics. The method of logistics is assumed to be a van with an average consumption of diesel 10 l/100 km.'. The 'YEAR' is '2021'. The 'SOURCE URL' is partially visible as 'https://www.stat.fi/tup/kbkinv/kbk'. On the left side of the screenshot, there are two boxes, each containing the text 'kg CO₂e / kg'. The top box is partially obscured by a trash can icon, and the bottom box is also partially obscured by a trash can icon.

“

I always wondered how carbon footprint calculations are made. With Biocode, it's **really easy** to check the precise sources, for example, to find exactly the right raw materials and get **accurate calculations**. Like 'OK, this one is like ours, this one isn't.'

Biocode user

Product Development Manager

Pakkasmarja's Carbon Neutrality Journey with Biocode



A berry company founded by berry growers, Pakkasmarja has leveraged lifecycle assessment in pursuit of its carbon neutrality goals.

Challenge

A premium brand with a strong sustainability ethos, Pakkasmarja effectively tackled Scope 1 and 2 emissions. But calculating Scope 3 emissions is complex, expensive and time consuming. Pakkasmarja wanted accurate primary data and not just rough estimations, as well as accurate primary production calculations.

Solution

Biocode's product-level carbon footprinting clearly communicates all emissions – even for primary production. With accurate, specific calculations for their crops, Pakkasmarja's contract farmers can grow their credibility and positively impact distributor relations.

Results

Insightful Findings:

Carbon footprint calculations have revealed unexpected insights for Pakkasmarja – for example, the impact of their widespread adoption of solar energy.

Collaboration through the supply chain:

- 6% of farmers included in first round of calculations
- Plans to reach 100% as each contract is updated
- Farmers given new opportunities to enhance and share sustainable practices

Enhanced responsibility

- Stronger sustainability message – aligning with Pakkasmarja's core values
- Improved relations with customers



Brands that have made the switch

SNELLMAN
KONSERNI – KONCERNEN

HKSCAN

