



By Maura Maxwell

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CO₂ Correct takes strain out of CO₂ compensation

Industry veteran launches accessible carbon compensation scheme for the fruit and vegetable industry



A new initiative has been launched to make carbon compensation more accessible and affordable for fresh produce suppliers.

Founder Stephan Schneider said the CO₂ Correct scheme takes the strain out of the complex and expensive Life Cycle Analysis calculations that often hampers company's efforts to address their carbon footprint.

"The process is quite simple. Organisations that are looking to do something about their carbon footprint can become a member of CO₂ Correct," he explained.

"The new member fills in a short excel with some information on the products that they would like to compensate. CO₂ Correct will calculate your carbon compensation within days and also quote you a compensation price per kilogram."

The fruit or vegetable can then be sold as carbon compensated under the CO₂ Correct label or a private label. Each quarter sales figures are shared with CO₂ Correct and the company will be sent an invoice for carbon correcting its environmental impact.

"The costs for compensation are just a few cents per kilogram depending on the country of origin and the final destination," Schneider said.

Global warming has increasingly affected the fruit and vegetable industry over the years. Drought and excessive rainfall are becoming more common events and this needs to be turned around.

At the same time more and more retailers are looking to improve the sustainability of the sector by demanding suppliers to act now. Reduction of our carbon footprint is an important step to realise this. Everything that impacts the environment like the use of any type of

the earth resources can be related to a certain CO₂ impact. This makes CO₂ compensation a very effective step into a more sustainable future.

"Joining the CO₂ Correct network brings you into contact with organisations that are all looking to reduce their carbon footprint," Schneider said.

"Within the network, members will be supported to develop a sustainable strategy and members will share knowledge that can benefit others into reducing the environmental impact."

Starting an initiative like this requires complete transparency according to Schneider. "I want CO₂ Correct to be an open organisation which offers complete transparency on the revenues, expenses and the investments made into additional climate reduction projects.

"For this we are working closely with partners in regards to reduction projects,

Life Cycle Analysis and of course a good financial accountant that will check and approve our annual report. All will be publicised on our website.

“Carbon correction will take place by supporting climate reduction projects

from our partner FairClimateFund. These climate projects reduce CO₂ emissions and deforestation and improve the living conditions for people in developing countries.”

The projects are Fairtrade

certified and generate Gold Standard/Fairtrade Carbon Credits.