

Kraft Foods' Corporate footprint

First-Of-Its-Kind Project Provides Details Of Company's Effects
On Climate, Land & Water

Client need

- Measure and understand in which areas of the value chain Kraft should act to make the greatest difference.
- Set corporate strategies to manage climate change, land use and water-related impacts.
- Publicly communicate performance through the CDP and Dow Jones Sustainability Index (DJSI).

Quantis

Quantis solution



Develop an LCA-based corporate footprint to understand Kraft Foods' business' influence on carbon, land and water footprint, including everything from the raw materials sourcing to final disposal of products



Prepare a carbon footprint consistent with GHG Protocol (Scope 1, 2, and 3)



Prepare a water footprint and land footprint using Quantis' unique inventory database and impact assessment methods



Interpretation and strategic discussions to support use if outcomes

“Having the 'big picture' of our total footprint -- from farm to fork -- validates the focus of our sustainability efforts, particularly advancing sustainable agriculture”

Roger Zellner

Sustainability Director for
Research, Development &
Quality, Kraft Foods

“This study shows that in order to make meaningful change and conserve nature's valuable resources, companies need to work with their suppliers to reduce the impact of producing raw materials”

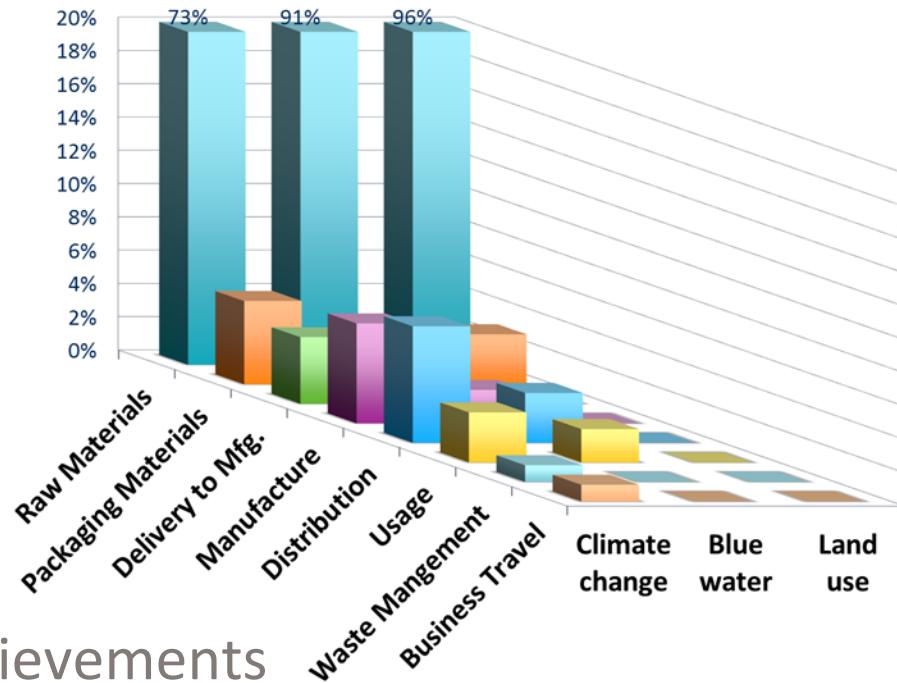
Dave McLaughlin

Vice president of Agriculture,
WWF



Kraft Foods' Corporate footprint

First-Of-Its-Kind Project Provides Details Of Company's Effects On Climate, Land & Water



Achievements

- Corporate footprint based on life cycle assessment provides key insights for setting an environmental corporate strategy.
- Sustainable sourcing of raw materials was identified as the most important action for Kraft Foods' strategy.
- The footprinting work supported disclosures to CDP and DJSI.



Key findings

- Agricultural raw materials accounts for over 70 percent of Kraft's total carbon footprint, water use and land use.
- Kraft Foods' manufacturing operation accounts for less than 10 percent of its total carbon, water and land footprint.

Client's actions

- Agriculture has become the primary target area for the company. Kraft Foods committed to increase sustainable sourcing of agricultural commodities by 25 percent by 2015.