

# World-first as meat supplier goes 100% Carbon Neutral



Melbourne-based Flinders + Co has become the first completely carbon neutral meat supplier in the world. The emissions from every kilogram of meat sold by the company are being offset – with leading restaurants now looking to offer their produce as “Carbon Neutral” on menus.

High end sustainability stalwarts such as Vue de Monde and Stokehouse, as well as quick service group Laneway Greens are looking to promote the new environmental credentials to diners.

Flinders + Co, formerly Flinders Island Meat, recently launched their new company identity with a simple, bold vision - to cultivate a better food world.

Managing Director James Madden started the company with his father David in 2011. “‘Cultivate a Better Food World’ was the vision we came up with for the new company identity. We wanted to be able to one day look back and say that together we made a real difference – for the better.”

The new company vision is a bold position to take for a meat company in an industry that is not exactly garnering a lot of positive attention for either it’s environmental, or sustainability credentials at the moment.

“I believe it is our responsibility. Becoming carbon neutral is our first big step in trying to show that even our industry – one that is becoming increasingly maligned for perceived environmental issues – can still make positive change for the future”.

The carbon neutral certification was achieved after an in-depth analysis of the business by consultants from the Carbon Reduction Institute.

The study revealed areas carbon emissions could be reduced, and where they could not be completely eliminated, a number of carbon projects now provide the offsets required to achieve total neutrality. But James wanted to go further, and holistically partner with suppliers to offset the supply chain emissions for every kilogram of meat that the company sold completely.

Producers such as Cape Grim Beef and Robbins Island Wagyu have contributed to the project, with credits from their own on-site carbon offset projects being used.

The Flinders + Co company vision, and drive to become carbon neutral, is rooted not only in the broader desire to make a positive impact, but also in well-researched consumer insights.

With millennials now representing 50% of the total workforce, their environmentally conscious purchasing habits are ringing louder in the ears of companies than ever before. Research by Nielsen\* has shown that 66% of

consumers are prepared to pay more for sustainable produce, rising to 75% for those under 34 years of age. Research from Open Table\* found that 4 in 5 Australians say that it is important that the food they eat when eating out is ethical and sustainable.



Noticeably, bigger organizations are reacting to this generational shift in purchasing drivers. Meat and Livestock Australia, the peak industry body for the red meat sector, has targeted 2030 as a deadline for the entire industry to become carbon neutral.

James believes this is the right thing and will place the Australian meat industry in a unique position. “But there has to be someone who takes that first step. I’m excited that we can lead the way in this space, but I hope we don’t stay first for long. It’s so important that all of our competitors, suppliers, and even customers jump on board and come along on this journey with us – and take real action against climate change.”

Sources:

\*Nielsen Global Sustainability Survey 2016

\*Open Table 2017 Sustainable Dining Report

For any media related enquiries, please contact Flinders + Co below.

James Madden

CEO

Flinders + Co

[James@flinders.co](mailto:James@flinders.co)

[www.flinders.co](http://www.flinders.co)

+61 3 8393 0910

+61 437 420 834

For any carbon consultant related enquiries, please contact:

Garth Mulholland

Environmental Programs Adviser

Carbon Reduction Institute

[Garthm@noco2.com.au](mailto:Garthm@noco2.com.au)

[www.noco2.com.au](http://www.noco2.com.au)

+61 2 8228 7395

+61 431 154 425

Other Contacts:

Matt Dawson

Head of Operations

Laneway Greens

[mdawson@lanewaygreens.com.au](mailto:mdawson@lanewaygreens.com.au)

[www.lanewaygreens.com.au](http://www.lanewaygreens.com.au)

+61 433 959 562