CARBON CLEAR CERTIFIES THE WORLD’S FIRST PAS 2060 CARBON NEUTRAL COFFEE

Today CoopeDota R.L., a Costa Rican coffee cooperative of 800 farmers, has announced its coffee is carbon neutral. Leading carbon management consultancy Carbon Clear have certified Coopedota’s coffee beans to the British Standards Institute’s PAS 2060 specification for demonstrating carbon neutrality, the only independent standard for the certification of carbon neutral products and services. With this announcement, CoopeDota becomes the first company outside of Europe to achieve the standard.

CoopeDota is already world known for coffee quality. World Barista Champion 2010, Michael Phillips trained at CoopeDota and used their coffee at the competition “Indeed, we are famous for our coffee’s high quality, but lately our customers value our sustainability practices as well,” said Coopedota’s general manager, Roberto Mata.

The desire to play a leadership role in combating climate change fuelled this initiative. Coopedota’s sustainability manager Hortensia Solis said, “Climate-smart coffee is about our bottom line and our continued existence. The market for low carbon products will grow as consumers worry more about climate change. We want to capture that value for sustainable purchases and pass it on to our farmers, many of whom have been directly affected by changing climate patterns in Costa Rica.”

To achieve PAS 2060 certification, the life cycle greenhouse gas (GHG) emissions associated with the product were measured, including the embodied energy embedded in fertilizers used to cultivate the coffee, electricity powering the manufacturing facility, and emissions resulting from coffee distribution. CoopeDota and Carbon Clear then developed a carbon reduction strategy to ensure ongoing emission reductions. Finally, high quality carbon offsets have been retired to compensate for all the product’s remaining emissions, making the coffee carbon neutral.
Most previous coffee carbon neutrality claims focus on one aspect of the life cycle phase, such as production, as opposed to the GHG product life cycle. This makes CoopeDota’s carbon neutral coffee the first of its kind.

Jayme Walenta, Director of Carbon Clear’s US Operations, said of the achievement, “CoopeDota is truly leading by example. Their team was committed to using the most credible carbon neutrality standard on the market, and they selected PAS 2060 for its independence in being designed by leaders in government, business and the non-governmental arena. Our hope is that CoopeDota’s achievement inspires other cooperatives and international coffee companies to demonstrate carbon neutrality with PAS 2060”.

For more information please contact Carbon Clear on 0845 838 7564 or email press [at] carbon-clear.com

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About Carbon Clear
Carbon Clear is a world leading carbon management consultancy with a proven track record of helping organisation to measure, reduce and offset their carbon emissions. For more information, please see www.carbon-clear.com.

About CoopeDota
CoopeDota is a coffee cooperative of approximately 800 farmers based in the Santa Maria de Dota valley of Costa Rica. Their coffee quality and now commitments to combating climate change are world renown. They sell their roasted coffee beans throughout Costa Rica and sell unroasted beans to major international coffee companies in North America and Europe. To learn more about CoopeDota, visit www.coopedota.com