



Food Miles – a myth?



Total energy and carbon dioxide indicators for NZ and UK diary

Item	Quantity/hectare		Energy MJ/Tonne MS		CO ₂ Emissions kg CO ₂ /Tonne MS	
	NZ	UK	NZ	UK	NZ	UK
Direct						
Fuel use (L of Diesel) (including contracting)		245		12,397		807.1
Diesel (L) (including contracting)	57.3		2,990		205.4	
Petrol (L)	22.9		1,093		73.2	
Lubricants (L)	0.9		50		1.8	
Electricity use (kWh)	556.7	378	5,425	4,818	104.0	194.4
Direct sub total	-	-	9,558	17,215	384.5	1,007.0
Indirect						
Nitrogen (kg)	73.5	149	5,712	11,891	263.7	594.5
Phosphorus (kg)	58.8	14	1,055	248	63.3	15.0
Potassium (kg)	57.2	38	684	468	41.0	28.2
Sulphur (kg)	63.7		381		22.9	
Lime (kg)	294.9	175	212	130	151.7	93.0
Pesticides (kg ai)	0.8	1.8	299	666	17.9	39.9
Cleaning Chemicals (kg)	3.2	3.1	458	456	27.5	27.5
Animal remedies (e.g. drench, bloat aids) (kg)	0.5		64		3.8	
Other chemicals (kg)	1.3	1.6	193	216	11.6	13.0
Forage, Fodder and Bedding (kg grass silage)	397	4,954	662	9,122	38.5	529.1
Cereals/concentrate (kg of dry matter)	85	3,849	231	15,884	13.5	977.9
Grazing-off (ha)	0.2	-	413		24.8	
Aggregate (kg)	1,094		131		9.0	
Indirect sub total	-	-	10,494	39,082	689.0	2317.8
Capital						
Vehicles (kg)	4.7		368		29.4	
Implements (kg)	5.5		336		30.2	
Dairy shed (cups)	-		527	653	52.7	65.3
Other farm buildings (m ²)	0.3	-	185	544	18.5	81.8
Fences (m)	4.0	-	169		17.0	
Races (m)	1.2	0.4	110	1	7.6	0.1
Stock water supply (ha)	0.0		85		6.0	
Irrigation (ha)	0.0		120		3.7	
Effluent disposal system (m ³)			123		7.7	
Capital sub total	-	-	2,023	1,199	172.8	147.2
Total Production	-	-	22,074	57,497	1,246.3	3,471.9
Yield (kg Milk Solids)	836	968				
Shipping (NZ to UK) (17,840 km)	-	-	2,030		124.9	
Total Production Energy Input/Emissions	-	-	24,104	57,497	1,371	3,472

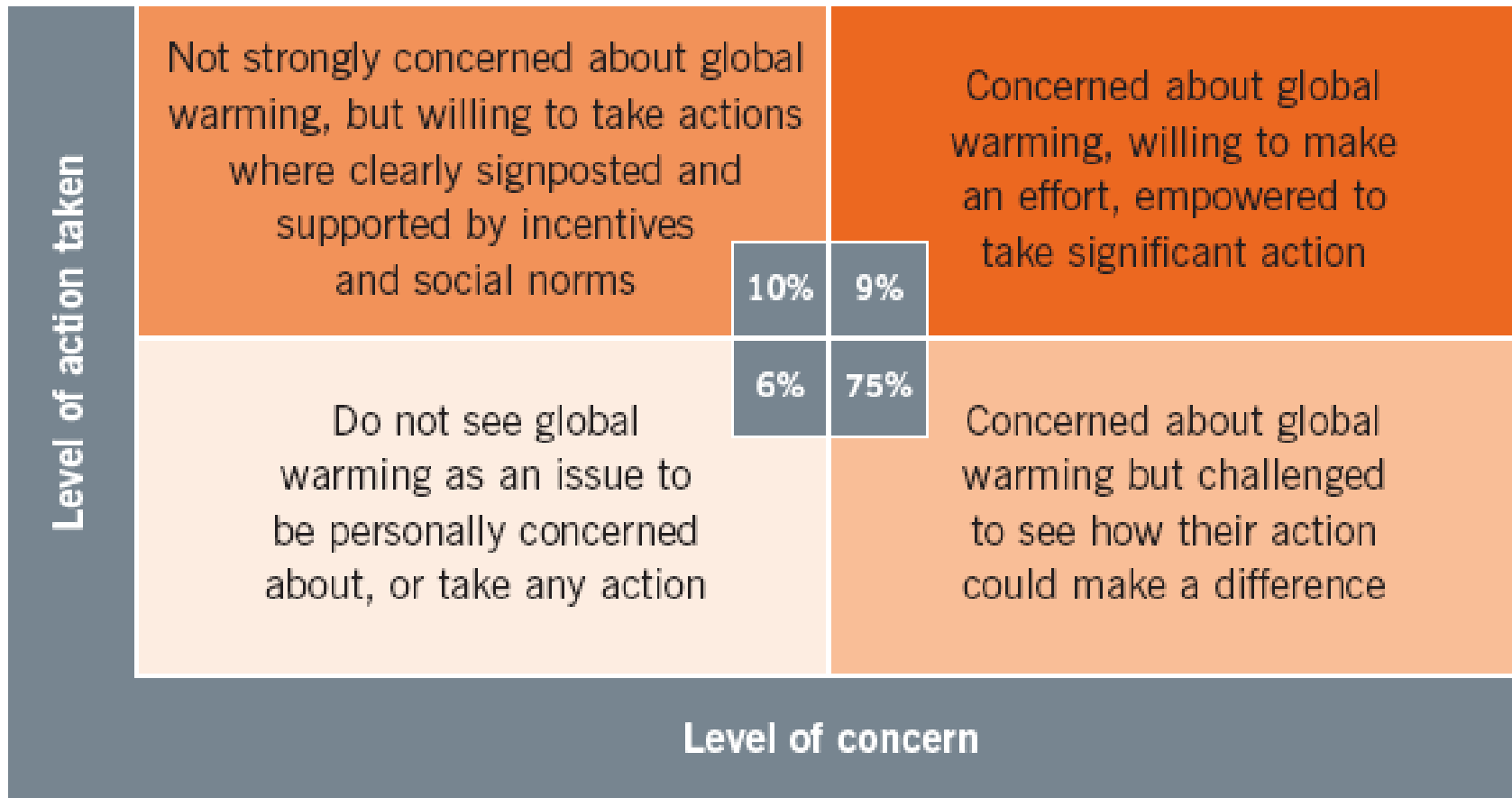
NZ and UK dairy greenhouse gas emissions

	GWP ₁₀₀ kgCO ₂ eq/ha		GWP ₁₀₀ kgCO ₂ eq/kgMS	
	NZ	UK	NZ	UK
CO ₂				
Energy	1,145 ¹	2,825	1.37 ¹	3.47 ²
CH ₄				
Fermentation and manure mgmt	5,320	5,310	6.36	6.52
N ₂ O				
Direct emissions N fert. input to soil	320	815	0.39	1.00
Direct emissions N excretion to soil	1,360	1,150	1.63	1.42
Indirect emissions atm. decomposition fert. N and excretion	390	280	0.47	0.35
Indirect emissions leaching fert. N and excretion	305	1,120	0.36	1.38
Total (100% allocation to milk)	8,840	11,505	10.58	14.13
Total (85% allocation to milk)	7,530³	9,775	9.01³	12.01

Background Stories

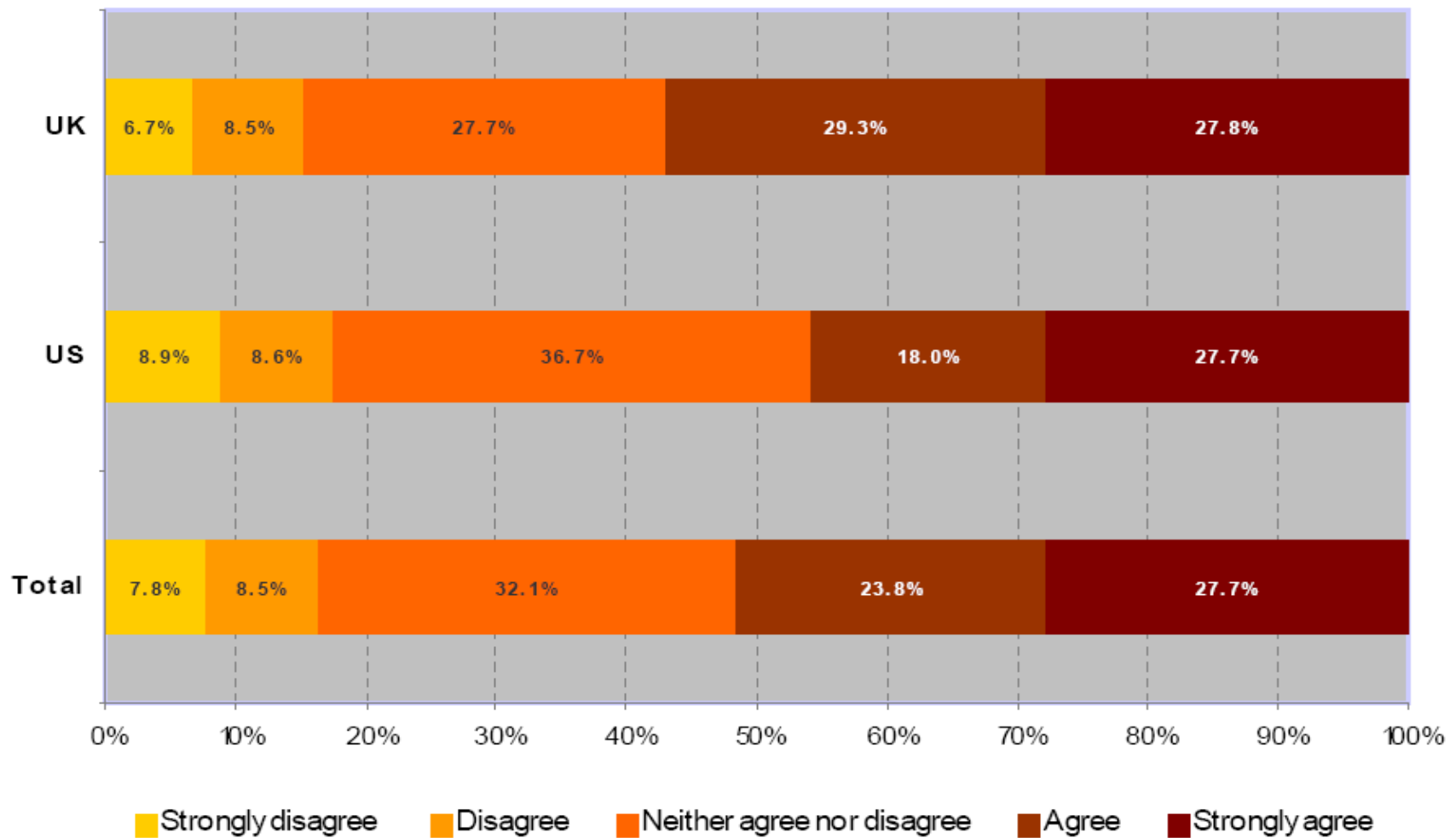


Consumer concern mapped against the level of consumer action

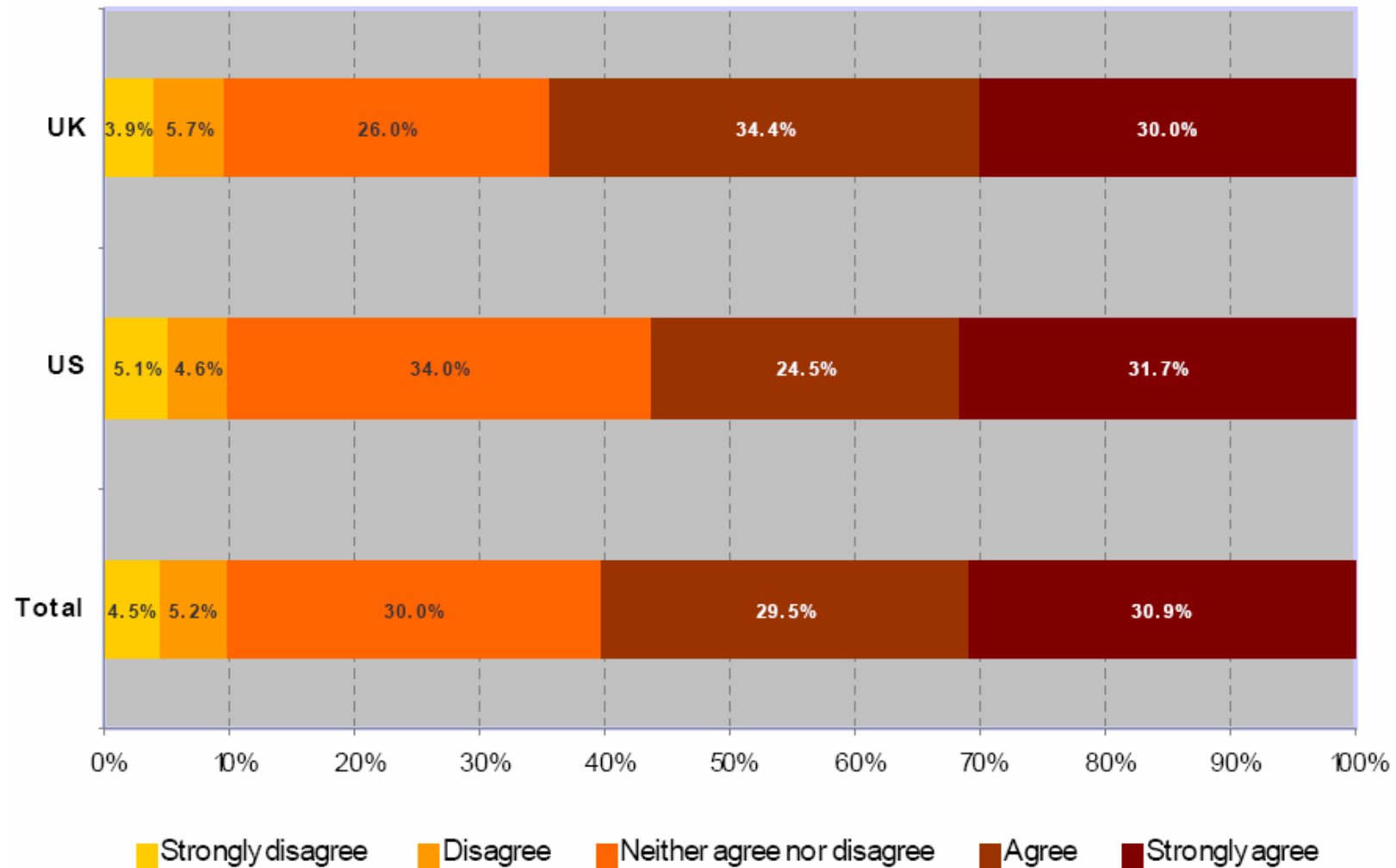


Consumer International: What Assures Consumers on Climate Change (2007)

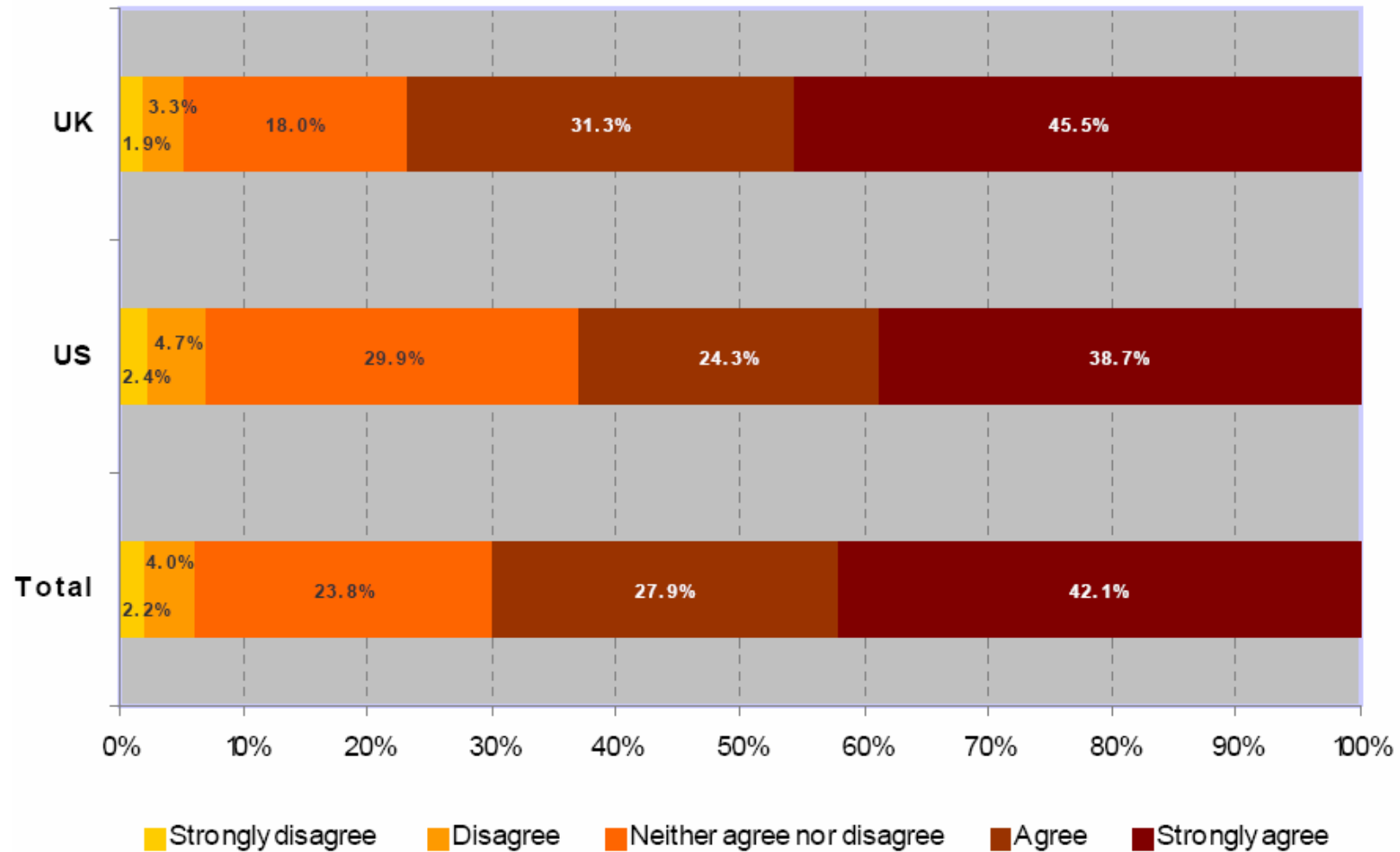
Companies to phase out products that contribute to global warming so that I can make better choice as a consumer



Companies should give more information about how their products contribute to global warming



Claims that certain products are better than others, their claims must be proven by independent third parties



Comparing flying with Eurostar



Trip/Mode	kg CO ₂ per passenger trip (return)	Emissions saved by travelling on Eurostar equivalent to	g CO ₂ per passenger km
London-Paris (return)			
Short-haul air (average) Heathrow	122	Charging 740 ipods	168
Eurostar	10.9		11
London-Brussels (return)			
Short-haul air (average) Heathrow	160	345 hrs on a laptop	219
Short-haul air (average) Gatwick	222	35 London sightseeing bus tours.	322
Eurostar	18.3		24.3

Food Labels

60 second guide to... Food labels



Free range

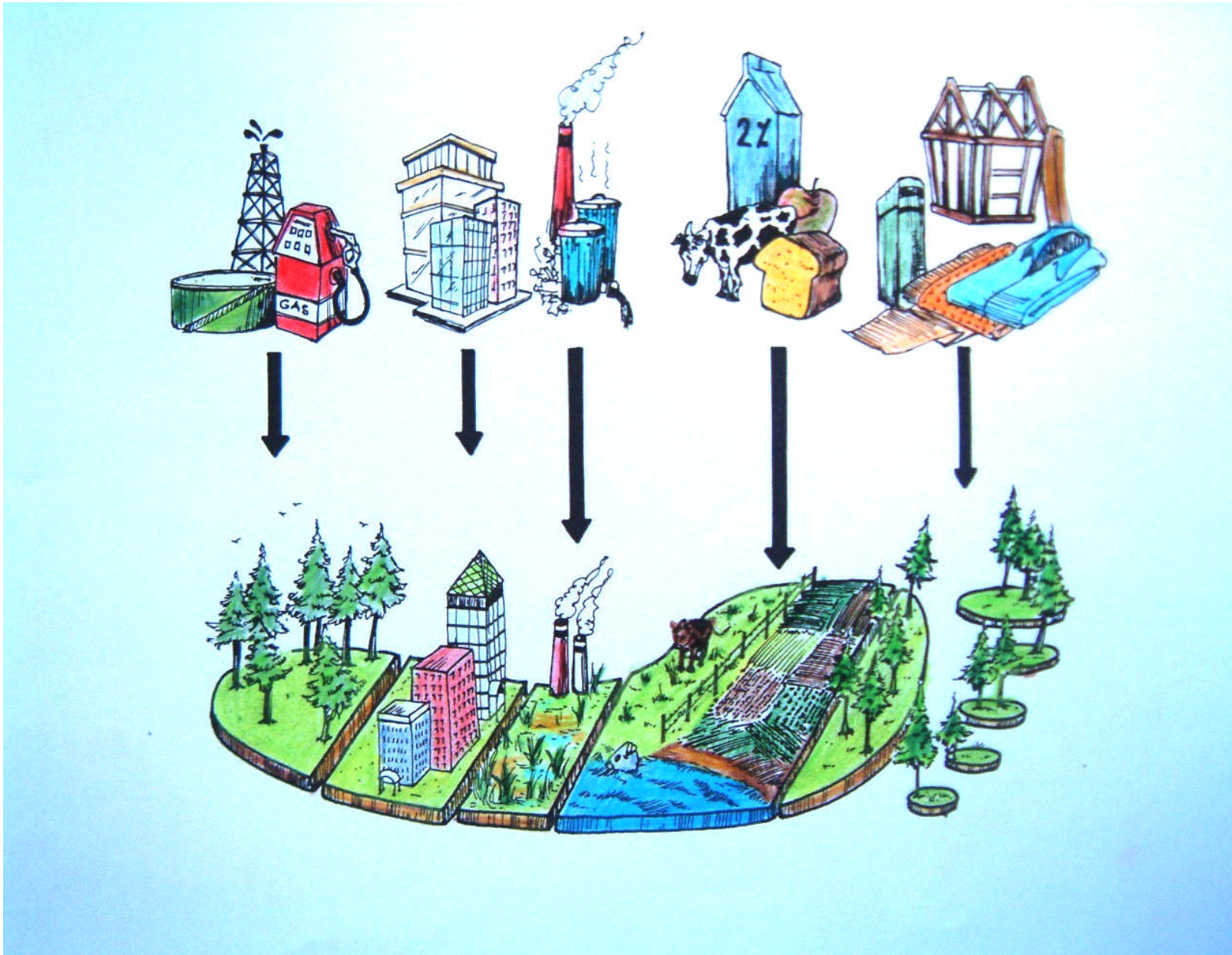


WalMart's Packaging Scorecard

- 15% - GHG / CO2 per ton of Production
- 15% - Material Value
- 15% - Product / Package Ratio
- 15% - Cube Utilization
- 10% - Transportation
- 10% - Recycled Content
- 10% - Recovery Value
- 5% - Renewable Energy
- 5% - Innovation

WARNING

**Contains graphic
footage**

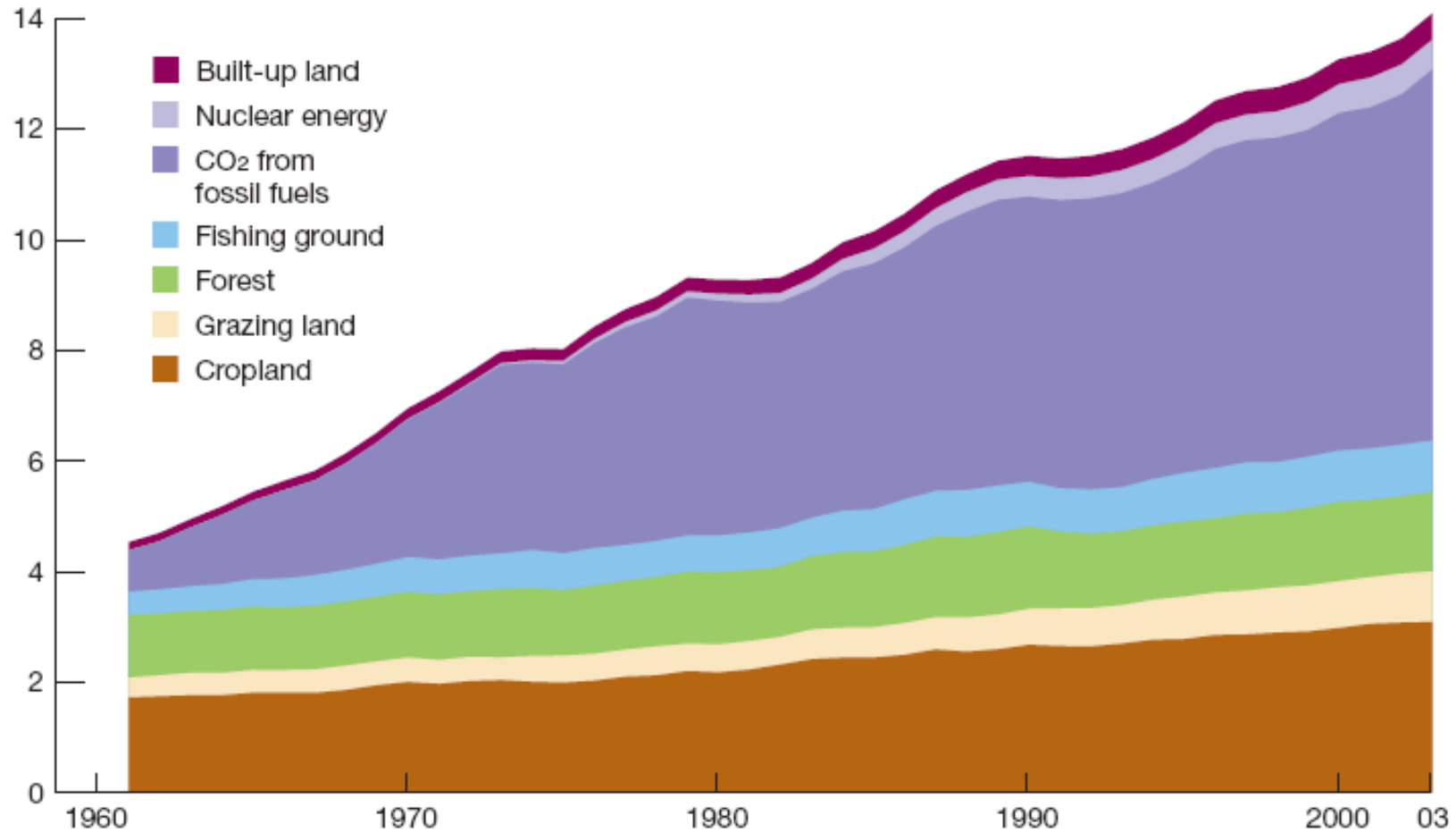


Source: Redefining progress

How many planets are we
using?

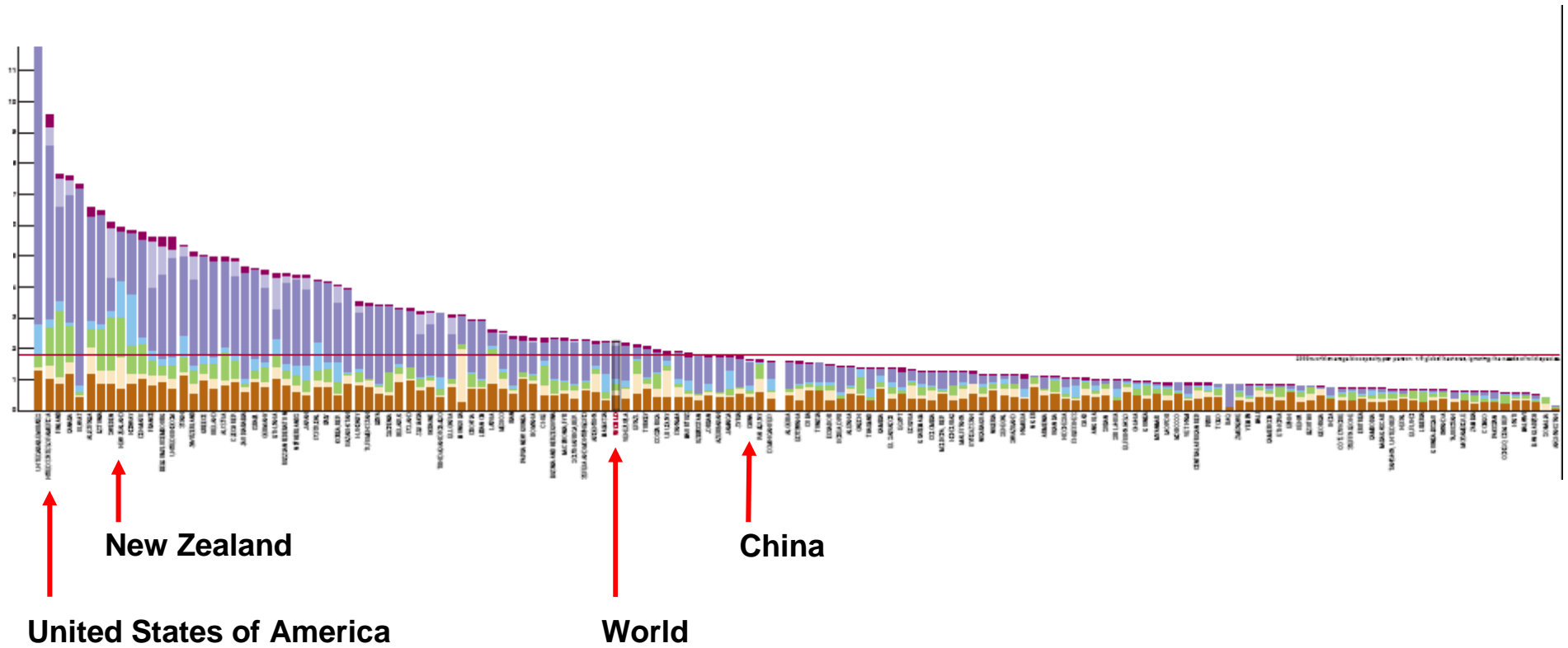
Billion 2003 global hectares

Ecological footprint by Component, 1961-2003



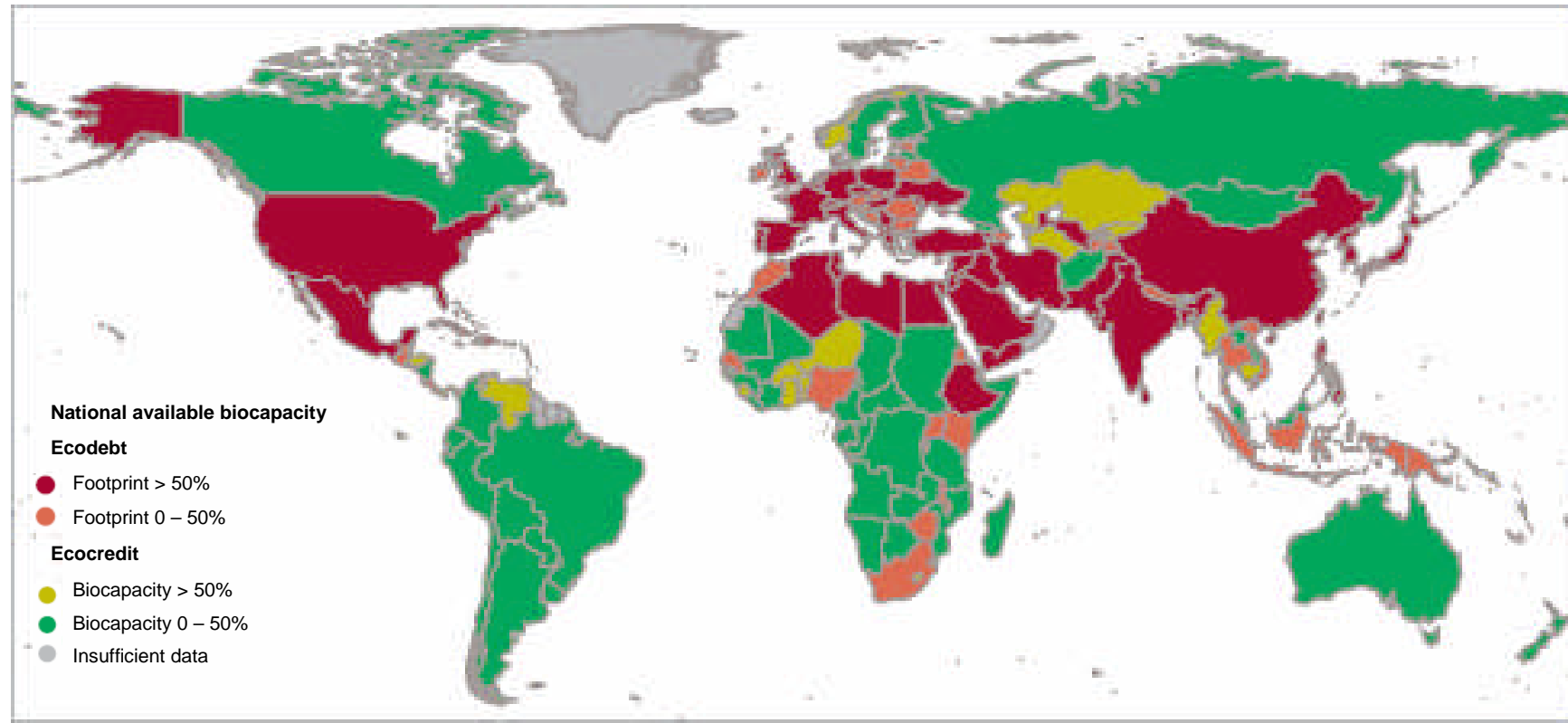
Source: Living Planet Report 2006

Ecological footprint by Country, 2003



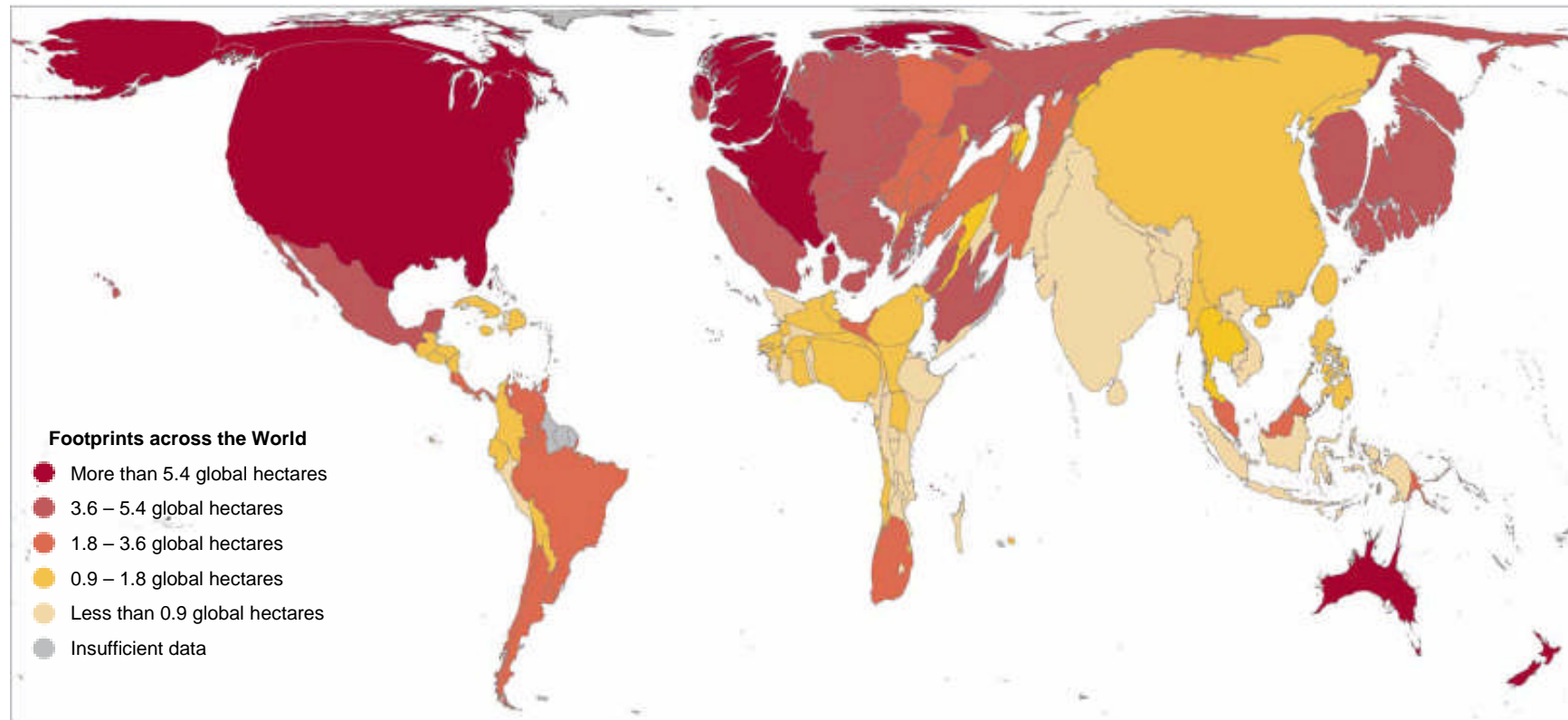
Source: Living Planet Report 2006

Ecological debtor and creditor countries, 2003



Source: *Living Planet Report 2006, Map 6*

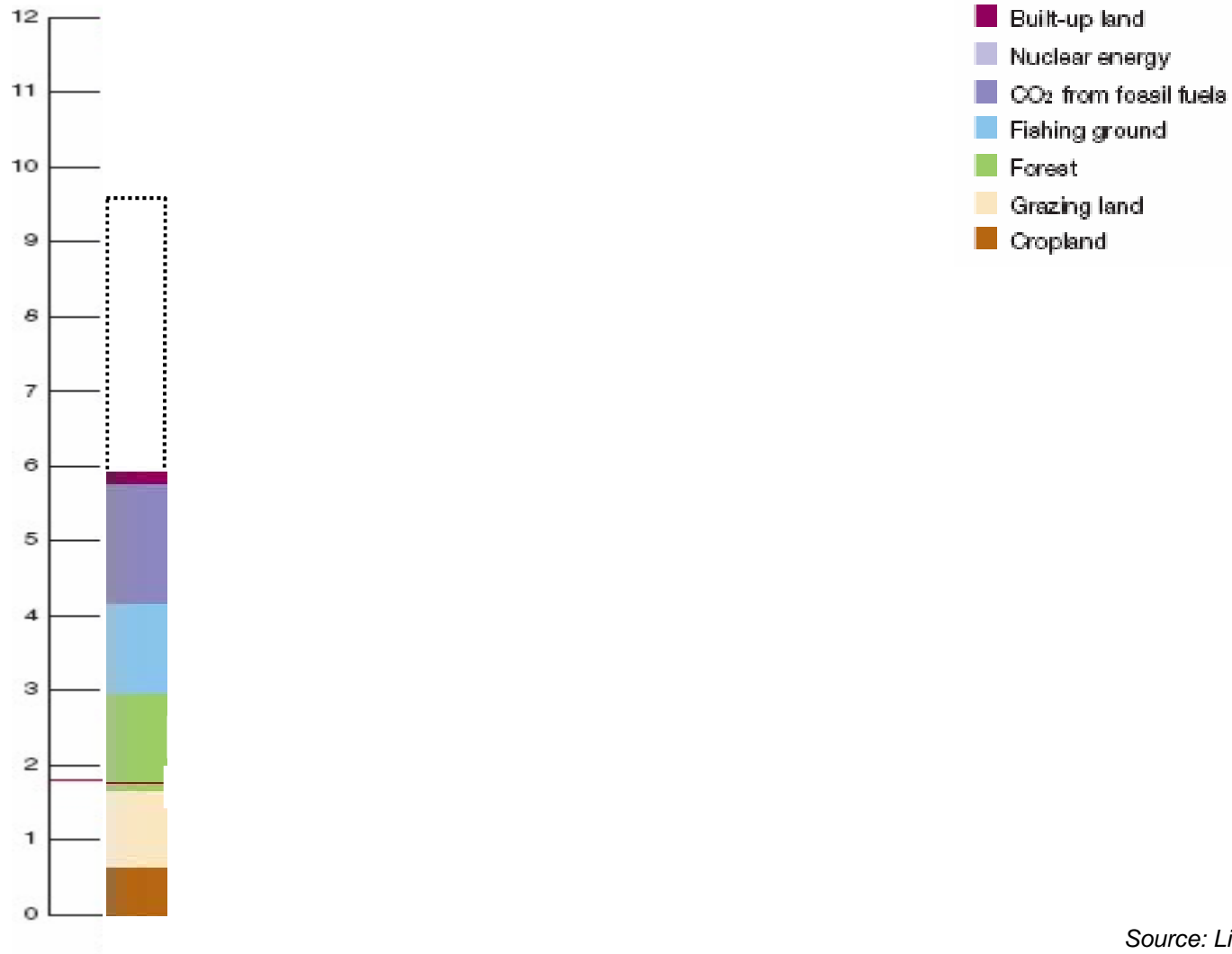
Footprint across the world, 2003



Source: Living Planet Report 2006, Map 5

New Zealand's ecological footprint, 2003

2003 global hectares



Source: Living Planet Report 2006

The Footprint – Wool 2 Crew



Wool 2 Crew [View Details](#) [Men's](#) | [Women's](#) [Organize Stories Geographically](#)



The Good

The wool comes from superbly run sheep ranches, at the base of New Zealand's Southern Alps, whose environmental standards are stringent – and ratio of head to hectare low. Our dyeing factory uses no heavy metals for our goods. And we use a domestic sewing factory that has worked with us for more than 20 years.

The Bad

The distance the wool travels from sheep to purchasable garment is 16,200 miles. It wends its way from New Zealand to Malaysia to Japan to a Los Angeles port before reaching our Distribution Center in Reno, Nevada. This is not sustainable.

What We Think

The ranching is sound; the knitting factory employs the best available practices; and the quality of the sewing is first rate. But the multicontinental shipping adds environmental cost.

What Do You Think?

[Give us your honest feedback](#)
[See what others are saying](#)

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What you don't know
can hurt you