



A Big Step Toward a Reduced Carbon Footprint

Market leadership is a familiar position for the Tropicana brand. So it's no surprise that North America's juice leader would also become the first brand in the United States to certify with the Carbon Trust the carbon footprint of a product—in this case a 64-ounce carton of Tropicana Pure Premium orange juice.

To measure its footprint, Tropicana partnered with third-party experts at the Columbia Earth Institute and the Carbon

Trust to study every facet of the product lifecycle—from growing and squeezing oranges to getting the juice to the store shelf. The analysis found that each half-gallon carton of orange juice generates about 3.75 pounds (1.7 kilograms) of total carbon dioxide emissions. This research is helping the brand improve its agricultural, manufacturing, transportation and packaging processes, all while still delivering a delicious and healthy orange juice.

We have completed similar projects with other products, including Walkers Crisps, which has reduced its carbon footprint by 7 percent since 2007. Just as consumers can use this data to monitor their own carbon footprints, we will use it as a benchmark for measuring carbon emissions going forward. It will also help guide us as we make our operations more energy efficient—and further reduce our environmental footprint.