

## CO2-neutral chocolate – innovation from Chocolats Halba

In 2009, Chocolats Halba took a close look at the CO2 emissions of chocolate products together with the MyClimate foundation. In order to measure the entire carbon footprint of a bar of chocolate, all emissions created along the product's life cycle were researched and calculated. The carbon footprint can be broken down into seven individual components:

1. Manufacture of raw materials
2. Processing at Chocolats Halba (chocolate production)
3. Packaging
4. Transport
5. Retailer/supermarket
6. Consumer

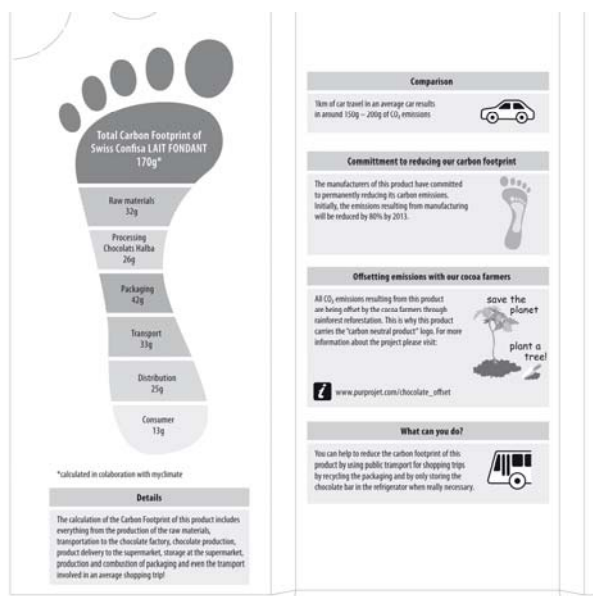
The calculations showed that a 100g bar of dark chocolate produces 150-180 g of CO2 emissions (depending on the recipe). By contrast, a bar of milk chocolate produces around 220-280g. By way of comparison, driving an average car for 1 km generates around 150-200g of CO2.

On the basis of these calculations, a strategy was developed by means of which this CO2 footprint can be reduced over the next few years. In addition, the emissions are being offset by reforesting the rainforest with the cocoa farmers. The associated products are thus CO2-neutral and bear the "Carbon Neutral Product" label (see picture). You can find information about the reforestation project at [www.purprojet.com](http://www.purprojet.com).

The innovative products were launched in the Netherlands and Germany, where Chocolats Halba has brought 16 such carbon-neutral chocolate bars to market. The carbon footprint of the products is also communicated on the inside of the packaging (see picture), and tips are given as to how consumers themselves can contribute to reducing the product's emissions.

For more information, please contact Christoph Inauen, Head of Sustainability at Chocolats Halba.

### Inside of packaging



### Outside of packaging

