

Fonterra ingredients brand launches game-changing tool

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Dairy for life

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In an industry first, Fonterra's ingredients and solutions brand, NZMP, has launched a tool to help customers access the emissions profile of individual New Zealand NZMP products.

The NZMP Carbon Footprint gives customers the ability to access the latest emissions data for the major NZMP New Zealand products, as well as forecast potential emission reductions for those products out to 2030, which are based on the assumption that Fonterra successfully achieves its climate targets.

Last year the Co-operative launched its Climate Roadmap, which outlines its plans to achieve its climate targets and make progress on its ambition to be net zero by 2050.

Fonterra Director of Sustainability Charlotte Rutherford says the online calculator is one way the Co-operative is helping customers understand how Fonterra's climate targets relate to the products they purchase.

Customers will also be able to request carbon footprint certificates for specific New Zealand NZMP products, which have been independently verified by globally recognised sustainability accreditor Toitā Envirocare.