



Why some food brands want you to know their climate impact 為什麼有些食品品牌想讓你了解他們的產品對氣候的影響

Orleans, France (CNN Business) -Food labels already indicate how good or bad a product is. But for the planet? Now a growing number of brands are labeling their products to show their climate impact.

Felix, Swedish Food Company, opened a pop-up store in Stockholm, where all items were priced based on their carbon footprint.

Felix lists the greenhouse gas emissions to demonstrate which the climate-friendly choices for the planet are. And everyone has a budget in "carbon dioxide equivalents" to shop for a week.

Products are given a "low climate footprint" label if their emissions are no more than half of the average for food in Sweden.

Felix's marketing manager said that in order to give the label meaning, which weren't quite understood by consumers, Felix has created a climate scale that clearly shows the current average and which climate footprint is low.

Although labeling hasn't legislated, polls indicate that two-thirds of consumers in eight countries support labeling. The well-known brand like Quorn and Unilever have established related labeling programs.

Complex formula

Evaluating a food's true carbon footprint isn't easy and brands are teaming up with specialist platforms that crunch data using complex calculation tools to work out emissions across the whole production chain.

法國奧爾良報導 (CNN商業版)--食物標籤往往是人們得知產品對身體好壞的資訊。但對地球的影響呢？現在，越來越多品牌貼標籤在其產品上以顯示該產品對氣候的影響。瑞典食品公司菲利克斯(Felix)在斯德哥爾摩(Stockholm)開設了一家快閃商店，所有商品均根據其碳足跡進行定價。

菲利克斯(Felix)已列出了溫室氣體的排放量來表明哪一個才是友善地球的選擇。人們也能有「二氧化碳當量」的預算來預先購買一個禮拜的份量。

如果產品的排放量不超過瑞典食品平均水平的一半，就會被貼上「低氣候足跡」的標籤。

菲利克斯(Felix)的銷售經理說，為了讓消費者理解他們不太懂的標籤所代表的意義，公司製作了一個氣候標尺，清楚地顯示出目前的平均氣候足跡的平均值，以及哪些氣候足跡是比較低的。

雖然標籤還沒有立法，但民調顯示，8個國家中有三分之二的消費者支持標籤。像英國素食製品商昆恩 (Quorn)，聯合利華 (Unilever) 等知名品牌都建立了相關的標籤計劃。

複雜的計算公式

計算食物真正製造出來的碳足跡不是那麼簡單，各個品牌正與專業平台合作。使用複雜的計算工具處理數據，以計算出整個生產鏈中的碳排放量。



"We have developed a web platform that allows the food producers to perform detailed climate assessments without them needing to understand any of the science or the mathematics behind it," explains CarbonCloud CEO David Bryngelsson.

Companies like Oatly input information including their ingredients, energy use, how products are shipped, and CarbonCloud's web tool does the rest.

As well as using the information to label their products, businesses can see how their climate impact would change if they switched suppliers or to renewable energy.

Nowadays, the food industry does not have a standardized approach to calculating carbon figures. However, the most important thing is to give consumers the information that is currently available.

In the future, hopefully we will see a common ground for how we calculate and how we label products, but as for right now, the climate cannot wait.

Carbon Cloud的執行長 David Bryngelsson 解釋說：「我們開發一個網站平台讓食物製造商能展示其商品對氣候的估算的細節，而不用去了解產品背後所使用的任何自然以及數學理論。」

例如Oatly公司只要把輸入資訊，包含產品的成分、能源的使用以及產品如何運送，剩下的皆由CarbonCloud這個網站去計算。

除了使用資訊標記產品外，企業也可以知道更換供應商或者使用可再生能源會對其氣候造成不同的影響。

現今，食品工業並無一個標準化的方法去計算碳排放數據。然而，目前最重要的是提供消費者當前可用的資訊。

在未來，期望我們將可以從計算碳排放和標示產品找出共同點。但就目前而言，氣候的問題更迫在眉睫。



Kushner to lead U.S. delegation to Israel, Morocco

庫什納將帶領美國代表團前往以色列及摩洛哥

WASHINGTON(Reuters) -White House senior adviser Jared Kushner will lead a U.S. delegation to Israel and Morocco next week for discussions on the normalization deal the two Middle East countries reached last week, a senior administration official said on Tuesday.

White House senior adviser Jared Kushner looks on as U.S. President Donald Trump speaks about an agreement between Israel and Sudan on steps toward normalization of relations in the Oval Office at the White House in Washington, U.S., October 23, 2020.

REUTERS/Carlos Barria

The U.S. delegation and an Israeli team will join together and take a direct flight from Tel Aviv to Rabat as a sign of progress after the Israel-Morocco deal that Kushner helped broker, the official told Reuters.

Kushner, Middle East envoy Avi Berkowitz and Adam Boehler, chief executive officer of the U.S. International Development Finance Corporation, will arrive in Israel on Monday.

While in Jerusalem, Kushner, who is U.S. President Donald Trump's son-in-law, is to hold talks with Israeli Prime Minister Benjamin Netanyahu, the official said. El Al is expected to be the airliner for the flight from Tel Aviv to Rabat next Tuesday for the Kushner team and a delegation led by Israeli national security adviser Meir Ben-Shabbat, the official said.

路透社華盛頓報導-週二一位高級政府官員表示：「白宮高級顧問賈里德·庫什納（Jared Kushner）下週將帶領美國代表團前往以色列及摩洛哥，討論兩國上周達成的正常化協議。」

二零二零年十月二十三日，美國白宮高級顧問賈里德·庫許納（Jared Kushner）看著美國總統唐納德·川普（Donald Trump）在白宮總統辦公室(Oval Office)談論以色列及摩洛哥兩國之間所達成的正常化協議。
路透社(REUTERS)/卡洛斯·巴里亞 (Carlos Barria)

這位官員告訴路透社，在庫什納代理協助進行的以色列和摩洛哥交易之後，美國代表團和以色列團隊將齊心協力，從特拉維夫直飛拉巴特，以示取得進展。

庫什納、中東特使柏柯維茲(Avi Berkowitz)和美國國際開發金融公司執行長亞當·博勒 (Adam Boehler) 將於週一抵達以色列。

這位官員表示，庫什納 (Jared Kushner)美國總統川普的女婿在耶路撒冷期間將與以色列總理納坦雅胡(Benjamin Netanyahu) 舉行會談。該官員表示:下週二庫什納 (Jared Kushner) 團隊與以色列國安顧問本沙巴特 (Ben-Shabbat) 帶領的代表團從特拉維夫飛到拉巴特的航班預計由以航負責。