



C O N I F E R

PURVEYORS of SPECIALTY FOODS

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**Canterbury Naturals' dry soup production method
more than two times as climate-friendly as canned soup alternative**
Study shows carbon footprint of dry soup mix is 61% lower per 8-oz serving

Woodinville, WA—In a study of the greenhouse gas emissions that are produced by the in-house manufacturing through end of life phases, Canterbury Naturals dry soup mix has a carbon footprint 61 percent less than the alternative of canning the same soup. That's the equivalent to removing 792,755 cars from the road for an entire year, if U.S. households replaced canned soup with dry soup. The significant increase in climate changing emissions for the canned soup alternative comes primarily from manufacturing packaging, in-can sterilization, and transporting liquid soups to the store.

The study was commissioned by Conifer Specialties, purveyors of specialty foods including the Canterbury Naturals line, and is one part of the company's long-standing commitment to environmental responsibility and health. These efforts include reducing energy use and packaging waste, using local, natural and organic ingredients, and in 2009, eliminating Genetically Modified ingredients from their soups.

Conifer conducted the study in order to confirm that dry soups are more climate-friendly than the canned soup alternative, and to identify places in the manufacturing process that further energy and emissions savings could be realized by the company.

"Our customers already appreciate that our Artisan soup and flatbread mixes are all-natural, healthy and flavorful," said Harry Forsberg, Conifer's vice president of sales and marketing. "We take that commitment seriously and wanted to ensure that our production processes are in line with those values too. This study confirms that they are."

The study found that:

- From in-house manufacturing through final packaging disposal by the consumer, Canterbury Naturals Down Home Chicken Noodle Soup has a carbon footprint that is 73g CO₂e emissions, which would jump up to 187g CO₂e if that soup was delivered in a can.
- Using recyclable, plastic packaging instead of steel cans and can retort sterilization, and transporting soups to consumers dry instead of with liquid in a can, both lead to a smaller carbon footprint. Canterbury Naturals soups provide 8 servings in a package, making them efficient to transport and requiring less in-store shelf space than cans with 1-2 servings.
- If a family that consumes five cans of soup per week were to switch to Canterbury Naturals dry soups for a year, the greenhouse gas savings would be equivalent to switching off and leaving off leaving a hundred-watt light bulb for 827 hours, or more than one month.

The study, conducted by Conscious Brands, helped Conifer Specialties identify possible areas to improve greenhouse gas savings even more. Canterbury Naturals already reduced their soup packaging by 60 percent in 2009. For its 2009 soup production, the reductions in Canterbury Naturals packaging will generate greenhouse gas savings equivalent to turning off 100,524 light bulbs for 12 hours.

In the coming year, Conifer plans to build on its commitment to earth-friendly business practices and further reduce its carbon footprint by:

- Researching local suppliers of dried vegetables to reduce the distance traveled for dehydrated vegetables. The study shows that using a local supplier could produce a 14 percent reduction of the overall footprint.
- Seeking methods to safely and cost-efficiently reduce and reuse the packaging used to deliver ingredients to the warehouse, such as reusing cardboard drums, which could reduce total greenhouse gas emissions in the packaging phase by more than 10 percent.
- Conducting product development research on cooking methods that may allow shorter cooking times by the home consumer, which accounted for 50 percent of the total emissions for dry soup.

The study compares Conifer's Canterbury Naturals Down Home Chicken Noodle Soup to the same soup, delivered cooked in a can. It covers life cycle phases that would differ between the two finished products, including in-house product manufacturing, packaging manufacturing, interim and final transport, product use, and waste disposal.

The study found that substituting one year's worth of U.S. canned soup consumption (average 3.8 cans per household per week) with dry soup would be the equivalent of not using any electricity for an entire year in 600,339 homes, or planting and growing 110,985,720 trees for 10 years in a city.

To access the complete report, charts, and data, contact: Leigh Sims, 206-528-2550, leigh@teamsapbox.com, or Harry Forsberg, 425-527-0400, hforsberg@conifer-inc.com.

Conifer Specialties Inc. produces Canterbury Naturals. Conifer markets a diverse range of premium products from its headquarters in Woodinville, WA, and has been celebrating the agricultural richness of the Pacific Northwest for over 30 years through its wide array of specialty foods. Conifer produces and markets under the brand names of *Canterbury Naturals*, *Canterbury Organics*, and *Fisher Scones*, as well as under private label. See the complete 2009 Collection of Canterbury Naturals Artisan Soup and Flatbread mixes at www.conifer-inc.com.

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