

Poultry Client Set to Hit 2030 & 2050 Carbon Emissions Targets

Canonical:

<https://northmoregordon.com/case-studies/poultry-client-set-to-hit-2030-2050-carbon-emissions-targets/>

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Case-study summary

This historical case study records the project, delivery approach and reported results behind Poultry Client Set to Hit 2030 & 2050 Carbon Emissions Targets . It has been reorganised for clearer reading and linked to current Northmore Gordon guidance so the project evidence can be used without treating an earlier result as a present-day quote.

Evidence note: The source page is dated May 20, 2025. Figures, scheme names, equipment assumptions and client circumstances belong to that project period. Opportunities, targets and forecasts remain distinct from implemented or verified outcomes, and current eligibility should be checked before using the case as a new-project benchmark.

Project record

The Client

The client is a privately owned Australian company which produces and distributes poultry products throughout the country. The company is one of Australia's largest poultry processing companies, and has a vertically integrated model, meaning they control and manage production process from start to finish.

The Project

The client is a large energy user with a correspondingly large GHG They all have different global warming potentials (GWP) over different time frames, the higher the number, the worse the impact. For simplicity of accounting everything is referenced back to carbon dioxide which has a global warming potential of 1. There are over 200 GHGs listed in the IPCC fifth assessment report, a sample are below. Note that in current carbon accounting standards the 100 year GWP is used. Greenhouse gas 20 year GWP100 year GWPCarbon dioxide CO211Methane CH48428Hydrofluorocarbon HFC-134a37101300Chlorofluorocarbon CFC-1169004660Nitrous Oxide N2O264265Sulfur hexafluoride SF617,50023,500 emissions footprint. This means that they are likely to be impacted as the state, national and global economies transition to net zero emissions over the coming decades. The company has already noted that these impacts are already starting to be felt, in particular from supply chain pressures from their major customers, who have made public net zero emissions commitments and are therefore requiring their suppliers to provide information on their current emissions and their emissions reduction plans. In order to ensure business continuity and profitability during this transition to a net zero emissions world, they recognised the need to prepare a corporate carbon emissions reduction strategy.

Our Role

Northmore Gordon developed a Corporate Carbon Emissions Reduction Strategy for the client, including:

Identifying strengths and gaps in the client's current approach to managing carbon emissions;

Conducting a series of workshops with a range of stakeholders across the organisation to review key carbon management concepts and frameworks, including the Greenhouse Gas Protocol It provides guidance on the calculation of scope 1, 2 and 3 emission sources. It is consistent with the ISO 14064 series of accounting standards on greenhouse gases., Science Based Targets initiative ([SBTi](https://sbti.climateactive.org.au/)climateactive.org.au/) Climate Active is an accreditation program for Australian companies to certify their organisations, products, services, events, buildings or precincts as carbon neutral. The program is backed and administered by the Australian government. Companies have to measure their scope 1, 2 and material scope 3 emissions, reduce where possible and offset the remainder by purchasing and retiring offsets. Allowed offsets are LGCs for scope 2 and ACCUs, CERs, RMUs, VCUs or VERs for scope 1 or 3 emissions. Annual reporting is required and published on the Climate Active website. More , and the Task Force on Climate-related Financial Disclosure (TCFD) The Task Force on Climate-related Financial Disclosures (TCFD) is an industry-led effort, chaired by Michael Bloomberg, with 32 global expert members from the private sector. The TCFD recommendations are designed to solicit consistent, decision-useful, forward-looking information on the material financial impacts of climate-related risks and opportunities, including those related to the global transition to a lower-carbon economy. More)

Establishing a baseline carbon emissions footprint, covering all relevant scope 1, 2 and 3 greenhouse gas emissions

Identifying opportunities to reduce carbon emissions across the organisation;

Modelling various emissions reduction pathways, including Marginal Abatement Cost Curves (MACC);

Defining emissions reduction targets with timeframes and implementation pathways

Developing engagement tools to communicate the strategy internally and externally

The Outcome

"With Northmore Gordon's help we were able to establish a carbon footprint and develop a strategy, we can now share to our key stakeholders and most importantly our customers. We believe it is our responsibility to work in a manner that reduces harm to the environment and had already been doing a lot to reduce our impacts. We are now able to set ambitious targets, understand our footprint and collaboratively work together with our customers and suppliers towards zero emissions."

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One of Australia's largest poultry producers, operating a fully integrated supply chain to deliver high-quality poultry products to customers nationwide.

Using the results for a new project

Start with the site's current operating profile, asset condition and business objective. Define the baseline, project boundary, variables that affect energy use and the evidence available before selecting a technology or incentive pathway. This makes the comparison auditable and keeps physical savings separate from grants, certificate revenue and other financial benefits.

For a comparable project, confirm current program rules and product requirements, document installation and commissioning, and plan post-project measurement early. Historical results can show what was possible in one setting, but they do not establish current eligibility, pricing, payback or emissions outcomes.

Related guidance

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What is a corporate carbon emissions reduction strategy, and why is it essential for large poultry producers?

A corporate carbon emissions reduction strategy is a documented plan that identifies an organization's greenhouse gas emissions across all relevant scopes, establishes a baseline, quantifies reduction opportunities, and defines targets with implementation pathways. For poultry producers, this strategy is essential because large energy users face increasing pressure from supply chain partners who have made net zero commitments and require suppliers to report emissions and reduction plans. A comprehensive strategy enables the company to respond to customer requirements, manage regulatory risk, and position itself competitively as economies transition toward net zero emissions.

How does Northmore Gordon approach the development of a carbon emissions reduction strategy for food and beverage companies?

Our approach includes conducting stakeholder workshops to establish understanding of relevant frameworks such as the Greenhouse Gas Protocol, Science Based Targets initiative, Climate Active, and TCFD. We then establish a baseline carbon emissions footprint covering Scope 1, 2, and 3 emissions, identify specific reduction opportunities, and model reduction pathways using techniques like Marginal Abatement Cost Curves. This foundation supports the definition of ambitious targets with clear timeframes and implementation pathways, along with engagement tools to communicate the strategy internally and to key customers and suppliers.

Why is Scope 3 emissions assessment important for a poultry processing company?

Scope 3 emissions—indirect emissions from sources not controlled or owned by the organization—often represent the largest portion of a food and beverage company's total footprint. For poultry producers, this includes emissions from feed production, transportation, customer operations, and end-of-life product handling. Including Scope 3 in the baseline assessment ensures the strategy addresses our complete environmental impact and provides credibility with customers and investors. It also identifies supply chain reduction opportunities that can deliver financial and operational benefits alongside emissions reductions.

What is a Marginal Abatement Cost Curve, and how does it help prioritize emissions reduction opportunities?

A Marginal Abatement Cost Curve (MACC) is a modeling tool that displays emissions reduction opportunities on a graph with cost on the vertical axis and abatement quantity on the horizontal axis. It allows an organization to visualize which reduction measures offer the lowest cost per tonne of emissions avoided, enabling management to prioritize investments based on financial attractiveness, implementation feasibility, and operational impact. For a poultry producer, a MACC helps distinguish low-cost operational improvements from capital-intensive technology transitions, supporting strategic decision-making about resource allocation and target-setting credibility.

How do customer supply chain requirements drive the need for corporate carbon strategies in food and beverage?

Major retailers, food service operators, and branded companies increasingly require suppliers to report emissions, set reduction targets, and demonstrate progress toward net zero commitments. These customer requirements create commercial pressure because failure to comply can result in delisting or reduced orders. A documented corporate carbon strategy with clear targets and implementation pathways satisfies customer requirements, supports contract renewal negotiations, and demonstrates supply chain resilience. We help clients translate customer expectations into a credible, implementable strategy that protects market access and builds customer confidence.

What frameworks should a poultry company consider when developing emissions reduction targets?

Key frameworks include the Greenhouse Gas Protocol, which provides standards for corporate inventory and value-chain accounting; the Science Based Targets initiative, which helps set targets aligned with climate science; Climate Active, which supports Australian organizations in demonstrating net zero commitment; and TCFD, which addresses climate-related financial disclosure for investors and stakeholders. Each framework addresses different stakeholder needs: GHG Protocol ensures methodological rigor, SBTi provides climate-science credibility, Climate Active offers domestic recognition, and TCFD bridges environmental and financial reporting. We facilitate stakeholder workshops to build internal alignment on which frameworks best support our strategic objectives and stakeholder expectations.

What is the connection between carbon management and supply chain resilience for a vertically integrated poultry producer?

A vertically integrated poultry company controls production from breeding through distribution, giving it visibility and influence over emissions across multiple stages. A comprehensive carbon strategy identifying reduction opportunities in feed production, processing, refrigeration, and distribution allows the company to improve energy efficiency and reduce operating costs while lowering emissions. This integrated approach strengthens supply chain resilience by reducing exposure to energy price volatility, supporting operational continuity, and enabling faster response to customer sustainability requirements. It also positions the company to identify co-benefits such as improved equipment efficiency, waste reduction, and water conservation.

How can a poultry client use engagement tools to communicate its carbon strategy internally and externally?

Engagement tools translate complex carbon data and reduction strategies into clear, compelling messages for different audiences. Internal tools support employee understanding of carbon performance and their role in achieving targets, building organizational commitment. External tools—such as sustainability reports, customer briefings, and investor presentations—demonstrate our commitment to net zero, address customer and supply chain requirements, and differentiate the company in markets where sustainability is a purchasing criterion. We develop these tools based on the baseline analysis and reduction pathways, ensuring consistency between internal operations and external communication and supporting our ability to meet customer expectations and regulatory requirements.

What are the practical implications of setting 2030 and 2050 carbon targets for a large poultry processor?

A 2030 target requires near-term operational changes such as energy efficiency improvements, renewable electricity procurement, and process optimization that deliver emissions reductions within five to seven years. A 2050 target reflects longer-term technology transitions such as renewable heat adoption, electrification of processing equipment, and supply chain decarbonization. Together, these targets establish interim milestones and long-term direction, guiding capital investment, procurement strategy, and stakeholder communication. Clear targets enable the company to assess progress, adjust

implementation plans, and respond to changing regulatory requirements or customer expectations. Our modeling helps distinguish achievable near-term reductions from longer-term transitions, supporting realistic target-setting and implementation planning.

How does establishing a carbon baseline footprint support a poultry company's financial and operational decision-making?

A baseline carbon footprint quantifies current emissions across Scope 1, 2, and 3, establishing the reference point for measuring reduction progress and calculating the financial value of emissions avoided. This data supports capital investment decisions by showing which measures deliver the greatest emissions reduction per dollar invested. It also identifies energy cost reduction opportunities—for example, by quantifying refrigeration or process heat inefficiencies—that improve both emissions and operating costs. The baseline enables the company to model different reduction pathways, compare their financial and emissions outcomes, and communicate progress credibly to customers, investors, and regulators. This foundation transforms carbon management from a compliance exercise into a strategic tool aligned with business performance.