

C&S Products, Inc.

CARBON FOOTPRINTING determines GHG emissions from business operations. **CDP** provides a third-party reporting tool for disclosing and analyzing GHG data.

Strategic Sustainability Consulting was commissioned by C&S Products, Inc., a pioneer and leader in the wild bird suet, bird seed, and squirrel feeding products and industry, to deliver the company's first carbon footprint calculation and Carbon Disclosure Project (CDP) Report.



Services

Carbon Footprint & CDP Report

Useful For

Providing third-party validated, greenhouse gas emissions (GHG) data to stakeholders.

Key Successes

Ability to immediately provide data to most important customer, helping keep competitive advantage. Identify areas for future sustainability programs that will reduce impact while decreasing costs.

Employees

93

Industry

Manufacturing

Region

North America

"WE DIDN'T REALIZE HOW STRAIGHTFORWARD THIS PROCESS WOULD BE WITH SUCH A PROFESSIONAL LEADING OUR TEAM. IT SEEMED DAUNTING AT FIRST, BUT SSC LED US THROUGH STEP-BY-STEP."

Overarching Need

Not only do the products produced by C&S directly impact the environments in which they are used by helping support thriving wild bird populations, but C&S customers – from retail customers to backyard bird enthusiasts – are increasingly seeking a higher level of commitment and transparency in the areas of social and environmental stewardship.

One of C&S most important customers, Walmart, continues to engage its own suppliers on sustainability reporting practices. C&S saw a need to get ahead of the curve and begin understanding and being able to report on its impact.

"With never having approached this before, we were apprehensive," said Chris Brock, Vice President of Safety, Quality, and Performance and project lead. "But after speaking with Jennifer, we were confident. SSC has worked with many companies that have been down this road before, helping companies address industry change, and she made us totally relaxed and confident that we would produce valid emissions data and complete a CDP report."

SSC's job was to deliver a carbon footprint analysis, working with C&S Products' staff to gather data, and to use the CDP framework for a final analysis.

Value of Partnership

By leading C&S Products team through the data collection process and understanding the level of detail required, SSC was able to deliver exactly what C&S needed to report to Walmart, and a bit more.

"We went into this thinking we could meet customer requirements and maybe learn a thing or two," said Brock. "And we came out with a much greater understanding of our performance and confidence in the fact that we will be able to take steps toward reducing waste and improving on sustainability metrics. SSC's patience and thoroughness truly delivered a successful report and a much greater understanding of sustainability as part of our business mindset."

The Results

C&S Products is confident that their report will affirm the strong relationship with their largest customer, and that the insights in the report will help them stay ahead of the curve as they engage in a period of rapid growth.

"We are in a growth phase," said Brock. "So much is changing for us, and having SSC help us with our first ever carbon footprint really opened our eyes to how we can make meaningful change, reduce waste, and save money as we continue to grow and refine our business, was of immense value. We definitely plan to continue our partnership with SSC as we track our progress."

