



Just Salad Carbon Footprint Methodology

Retired as of March 24, 2022

NOTE: As of March 2022, Just Salad uses third-party verified cradle-to-grave emissions calculations provided by Planet FWD. For more information, visit: <https://justsalad.com/carbonlabel>.

Our former methodology, which was retired on March 24, 2022, is detailed below for reference purposes.

PURPOSE

The Just Salad Sustainability team developed a proprietary tool to estimate the carbon footprint of each of our menu offerings. The tool was developed with the support of New York University Stern School of Business MBAs. Carbon emissions data not only enables Just Salad to make decisions on new menu offerings, but also helps the consumer make more informed choices about their dietary carbon footprint.

This page provides details about our carbon footprint calculations including assumptions, data sources, and areas for future improvement.

SYSTEM BOUNDARIES

The current Just Salad calculator provides cradle-to-gate estimates, which includes greenhouse gas emissions generated from agricultural production and transportation of each ingredient. Excluded from the calculations are primary, secondary, and tertiary packaging and packaging operations; lighting in processing facilities; packaging disposal; and all consumer stages.

AGRICULTURE

The Just Salad LCA tool calculates the kilograms of carbon dioxide equivalent (kg CO₂e) emitted in the production of each ingredient on our menu, based on publicly available academic databases and peer-reviewed LCA (Life-cycle Assessment) research. For ingredients we were unable to find in these sources, we used proxy ingredients whose emissions serve as close approximations.

TRANSPORT

The transport stage includes:

- Transport of fresh ingredients from farm to Just Salad distribution centers
- Transport of packaged/processed ingredients from manufacturers to Just Salad distribution centers

To calculate the kilograms of carbon dioxide equivalent (kg CO₂e) from transport / shipping activities,

Just Salad uses the conversion factors for greenhouse gas emissions published by the UK's Department for Business, Energy & Industrial Strategy. (We have yet to find a similar U.S.-specific source.)

The below formula is used to arrive at an estimate:

$$\text{GHG emissions} = \frac{\text{Emission conversion factor} \times \text{Distance transported}}{1000}$$

- GHG emissions: kg CO₂e/kg
- Emission conversion factor: kg CO₂e per ton.km (an equivalent measure of one ton of transported goods over one km)
- Distance transported: kilometers (km)

Information on the origins of each ingredient is provided by Just Salad's wholesale distributor. To account for the impact of having ingredients shipped to different distribution centers, we take the average of the distances that each ingredient would travel from its origin to our three warehouses in Elizabeth, NJ, Orlando, FL, and Montgomery, IL. Using the average distance, we then calculate the GHG emissions per the above formula.

To look up the distances in kilometers from place of origin to the three distribution centers in NJ, FL, and IL, we use the following map tool: <https://www.freemaptools.com/how-far-is-it-between.htm>

If the ingredient's place of origin is within North America (US, Canada, Mexico), the number for "Distance by Land Transport" (km) is used.

If outside of North America, the number for "Distance as Crow Flies" (km) is used.

In addition, the conversion factors used reflect refrigeration needs. To determine whether an ingredient requires refrigeration during transport, we refer to the US Department of Agriculture's handbook on "Protecting Perishable Foods during Transport by Truck". Most produce, meat, dairy, and egg products require temperature-controlled transport year-round.

REVISION NOTES

Just Salad will periodically review and adjust its carbon footprint estimates to reflect changes in ingredients, ingredient place of origin, or portion sizes. We will advise of such changes below and organize them by their date of release.

November 12, 2020

Our carbon footprint estimates were updated on Nov. 12, 2020 to reflect the following:

1. Supplier changes for existing ingredients. These new suppliers were located closer to our distribution centers, which lowered the transport-related emissions for certain menu items.
2. Salad dressing quantity. Our salad dressing calculations now reflect a 2-oz portion versus 3.5 oz previously. This new portion mirrors the size of our salad dressing cups and reduced overall footprint estimates.
3. Our Avocado Blast Toast calculation now includes the carbon footprint of its dressing, Smoky Poblano Ranch. This increased the item's carbon footprint.
4. We added Daring, a plant-based chicken alternative, to our menu on Nov. 12. Our preliminary estimate of Daring's carbon footprint includes emissions from growing and producing its

ingredients and transporting the finished product to Just Salad's distribution centers. The calculation excludes certain upstream emissions, such as transportation of base ingredients to processing facilities (which is not a factor for raw produce, which constitutes the majority of our menu). We will update the Daring calculation when these inputs become available. In the meantime, we have adjusted our calculation for Beyond Beef, another plant-based protein on our menu, to ensure that it is apples-to-apples with the Daring estimate. We did this by removing certain upstream inputs from the Beyond Beef ingredient emissions.

Our Climatarian menu was also updated as follows:

1. Chipotle Cowboy with Daring (a plant-based chicken alternative) was added to the *Carbon Counter* section, replacing the Banh Mi Bowl, which had the highest carbon footprint among the Carbon Counter items.
2. The Cauli Crunch Bowl was added to the *Conscientious Carnivore* category, replacing the Mediterranean Bowl, which had the highest carbon footprint among the Conscientious Carnivore items.

Since the launch of our carbon labels in September 2020, we have seen other climate change related labeling schemes emerge at other restaurant brands. As a reminder, calculation methodologies may vary across restaurants. For the time being, it is best to consider Just Salad carbon footprints relative to each other, rather than relative other companies' carbon labels, barring a better understanding of methodological differences.

Feb. 9, 2021

1. Almond Berry Blast smoothie's estimated carbon footprint was updated to reflect a change from almond milk to oat milk. The estimated carbon footprint decreased as a result of this change.

June 25, 2021

1. Transportation emissions factors were updated to reflect the latest estimates published by the UK Department for Business, Energy & Industrial Strategy. 2021 emissions factors were revised slightly downward in the new publication to account for improved estimates of the age of vehicle fleets and updated aviation fleet mixes. Overall these revised emissions factors had no material impact on our carbon label estimates.

Just Salad thanks the following individuals who contributed to this project: Ilgaz Arikan, Drew Hackman, Kerry McGlinchy, Rebecca Meyer, Sanjana Padmanabhan, Van Pham, Tessa Rainbolt, Matthew Senter, and Leigh Anne Statuto

Sources:

¹<https://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2020>

²<https://www.ams.usda.gov/sites/default/files/media/TransportPerishableFoodsbyTruck%5B1%5D.pdf>