

[carbon] foodprint

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he/him

cohort 5

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FOODPRINT	TITLE	OUR TEAM	BACKGROUND	01
FOODPRINT				02
FOODPRINT				03
			 If only MyFitnessPal had built-in emissions info like Google Flights 🤔 Yeah but if I'm already tracking my meals... 	
			 Have you tried a carbon calculator? I wonder how that will affect the environment. 	
			I am changing my diet and going to track my nutrition. 	
FOODPRINT	ACCOMPLISHMENTS	CHALLENGES	LOOKING FORWARD	04
FOODPRINT				05
FOODPRINT				06
FOODPRINT				07
FOODPRINT				08

FOODPRINT

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TITLE

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03

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05

06

07

08

diet and carbon tracking tools don't talk to each other

>300M users worldwide ^{1,2}

Today

Monday - Default Macronutrient Targets

500 kcal Consumed

2000 kcal Burned

1500 kcal Remaining

Breakfast

263 kcals, 9 g protein, 36 g carbs, 7 g fat

Oatmeal, Steel Cut, Cooked

7:00 am - 1 cup

202 kcal

Almond Milk, Plain

7:00 am - 1 cup

37 kcal

Enter approximate number of servings: 1

Ingredients

Weight

Rice

100 g

Chicken

200 g

Cucumber

30 g

+ Add ingredient

Calculate

Results

Equivalent of

Compare ingredients

Carbon rating

1134 gCO₂e per serving

Medium carbon footprint

*Values based on estimates and not for commercial use. If you're interested in carbon labelling for your company, [click here](#) for more information

FOODPRINT

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CHALLENGES

LOOKING FORWARD

BIG PICTURE

BREAKOUT

¹ <https://media.market.us/diet-and-nutrition-apps-statistics/>

² <https://www.verifiedmarketreports.com/product/track-carbon-footprint-app-market/>

emissions data nudges demand

San Francisco ↔ Los Angeles LAX

Fri, Dec 12 < > Mon, Dec 15 < >

All filters (1) Nonstop ✕ Airlines ▾ Bags ▾ Price ▾ Times ▾ Emissions ▾ Connecting airports ▾ Duration ▾

Best ⓘ

Top departing flights

Ranked based on price and convenience ⓘ Prices include required taxes + fees for 1 adult. ⓘ [Passenger assistance](#) info.

Airline	Flight	Time	Duration	Class	Price
Frontier	6:30 PM – 8:02 PM	1 hr 32 min	SFO–LAX	Nonstop	\$155
United	6:00 AM – 7:36 AM	1 hr 36 min	SFO–LAX	Nonstop	\$241
Alaska · Hawaiian · Operated by SkyWest Airlines	6:00 AM – 7:37 AM	1 hr 37 min	SFO–LAX	Nonstop	\$269
Southwest	9:25 AM – 11:00 AM	1 hr 35 min	SFO–LAX	Nonstop	\$275

Lower emissions ⓘ

Emissions estimates from TIM

This flight: 66 kg CO2e
Typical for this route: 96 kg CO2e
31% lower: -30 kg CO2e

Lifecycle greenhouse emissions (shown as CO2e) are calculated for 1 passenger in your selected seating class, based on multiple factors. Emissions are only part of the story. Contrails also play an important role in determining a flight's overall impact. This flight's contrail warming potential is low. [Learn more about emissions](#)

Avoids as much CO2e as 2,192 trees absorb in a day ⓘ

66 kg CO2e
-31% emissions ⓘ

4~12% shift in flight choices towards lower-emissions options ^{1,2}

¹ <https://www.tandfonline.com/doi/full/10.1080/09669582.2024.2412161#d1e3360>

² <https://www.law.georgetown.edu/environmental-law-review/blog/turning-the-sky-green-how-google-flights-emissions-estimates-affect-flyer-choices/>

ACCOMPLISHMENTS

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BREAKOUT

FOODPRINT	TITLE	01
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	we brought meal tracking and carbon accounting together	
FOODPRINT	CHALLENGES	05
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we designed an app

Foodprint

g CO₂eq

Efficiency

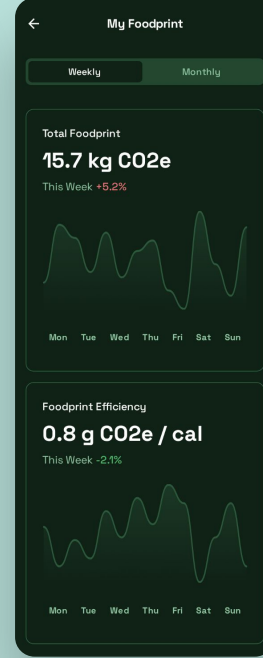
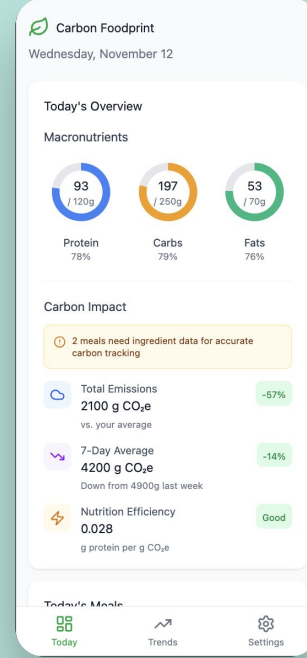
$$\frac{g \text{ protein}}{\text{Foodprint}}$$

Tends

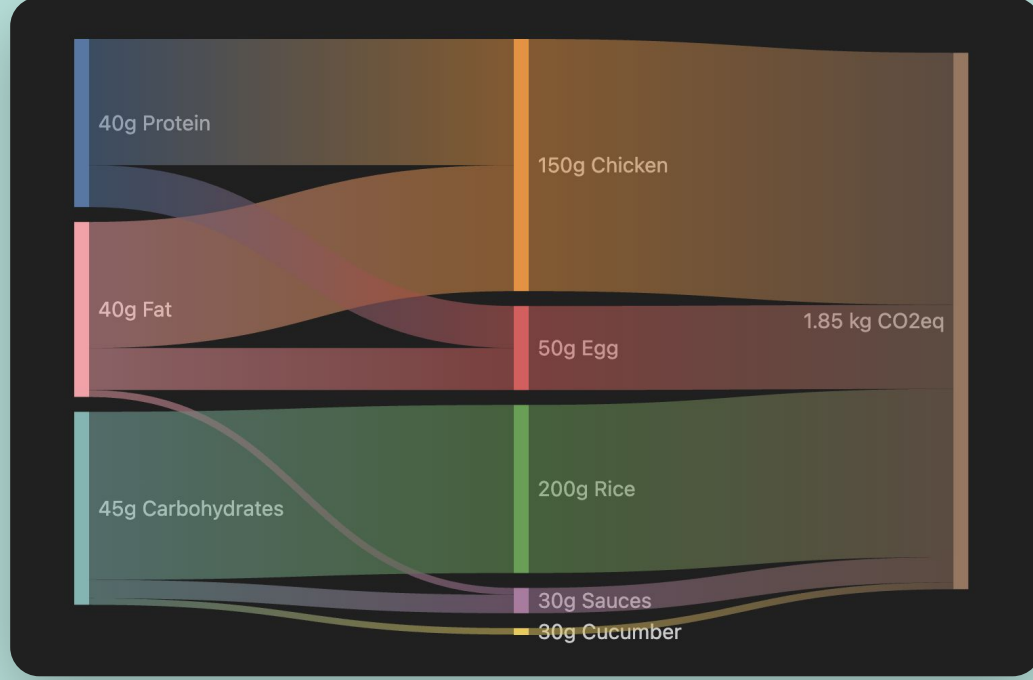
$\pm \% \text{ avg Efficiency}$

Cost-effectiveness

$$\frac{Efficiency}{cost}$$



we built an emissions model



Data sample of Hainanese Chicken Rice with Braised Egg

Including datasets from: Our World In Data, Ecoinvent

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problems we ran into Meal data was macros, not ingredients Manual input still required An app might be a solution in search of a problem		
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problems we ran into Lack of recent, publicly available data Data limited to the major food categories High variability hidden in aggregated categories Missing or inconsistent processing/logistic stages (e.g., drying, roasting, fresh vs frozen) Inconsistent system boundaries and/or methodologies		
FOODPRINT	LOOKING FORWARD	06
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what we're thinking about now

Validate whether an app can nudge demand

Enable other businesses: meet people where they eat

Improve food emissions model

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revisiting the problem and opportunity

Food emissions

- 26% of global GHGs
- **>50% is animal protein, growing 1.5% YoY**

Nudging consumer demand towards lower-emission food

- < 0.01% reduction ¹ across all diet trackers
- 0.1% reduction ¹ (US grocery and restaurants)
- best case scenario: 1-2% reduction ¹

Emissions is only one part of food's environmental impact

¹ percentage of global emissions

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join our breakout room to explore next steps with us

Validate the problem e.g., real demand for meal-level ‘foodprints’

Explore integration with food delivery apps, cafeterias, nutrition platforms

Develop a ‘foodprint’ app