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## **StalkMarket Products Achieves Carbon Trust Certification** *Portland-based Company Third in U.S. To Gain Certification*

**Portland, Oregon** -- StalkMarket Products, a leading provider of compostable food service products, is proud to become the first company in the North American packaging industry to gain Carbon Trust certification for the carbon footprint of its sugar cane plates and bowls. StalkMarket is now the third U.S.-based company to gain Carbon Trust certification.

StalkMarket's commitment to sustainability led the company to have its carbon footprint certified by the Carbon Trust, a leading global authority on carbon reduction and carbon labeling. A carbon footprint is an estimate of the amount of greenhouse gas emitted in the production, use and disposal of a product.

Calculating the carbon impacts of the manufacturing, production and transportation processes provides StalkMarket with critical information needed to reduce its carbon footprint. For example, the carbon footprinting analysis revealed that about 75% of the carbon footprint is generated from the manufacturing process for the tableware products.

"As a company who places an emphasis on providing high quality products with low environmental impacts, we think it is critical to fully understand our carbon emissions so we can continually make improvements to our product line and thus offer the most environmentally-friendly compostable products to our customers," says StalkMarket co-founder Buzz Chandler. "More and more of our customers are also requesting this kind of information."

The Carbon Trust seeks to help businesses to measure, certify, reduce and communicate the lifecycle greenhouse gas (GHG) emissions of their products and services. This also helps consumers make choices that would lower their own carbon footprints.

StalkMarket products are made from sugarcane fibers-based paperboard called bagasse. The material is made from sugarcane waste recovered from sugar refineries. Since the products use a secondary waste material that is rapidly renewable instead of raw petrochemical feedstock, they are inherently considered to be more environmentally-friendly.

StalkMarket contracted with Portland, Oregon-based Blue Tree Strategies to conduct the carbon footprint analysis and gain third party certification from the Carbon Trust. StalkMarket will continue accounting for the carbon emissions of its entire product line including the Planet Plus and Jaya brands.

StalkMarket products are used in many college and university campuses across North America, as well as in a growing number of fast food restaurants, corporate cafeterias and hospital and health care facilities.

“Those companies who label their products and services are committed to reducing their carbon footprints within two years,” said Euan Murray, Carbon Footprinting General Manager at the Carbon Trust. “As more companies sign up to Carbon Reduction Labeling with the Carbon Trust, consumers worldwide will be able to make more informed choices and have the confidence that companies are serious about reducing carbon emissions.”

“We believe supporting a standard methodology for product level carbon accounting is essential for integrating sustainability into the fabric of our economy. We really hope others will also measure their carbon footprint so consumers can begin to make more informed purchasing decisions,” added Chandler.

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*StalkMarket Products is a leading provider of compostable tableware, flatware, and food packaging. The company's product lines include a wide array of plates, bowls, serving trays, to-go containers, sandwich boxes, utensils and cups made from renewable plant materials. (<http://www.stalkmarketproducts.com/>)*

*Blue Tree Strategies is a full service sustainability consulting firm that provides services in carbon accounting & management, strategic planning for sustainability, energy efficiency finance, marketing & communications and renewable energy project development. (<http://www.bluetreestrategies.com/>)*

*The Carbon Trust is a publicly funded independent company set up by the UK Government in 2001 to help businesses transition to the low-carbon economy. The Carbon Trust is the leading international organization helping companies measure, reduce and communicate the carbon footprints of their products and services. (<http://www.carbontrust.co.uk/default.ct>)*