



HowGood & HelloFresh

May 2022

Research Methodology

HowGood Research Methodology:

HelloFresh has partnered with [HowGood](#), the world's largest database for product and ingredient sustainability, to calculate the CO₂e impact of each ingredient sourced by HelloFresh.

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Using HowGood's industry-leading CO₂e impact modeling methodology, and drawing data from hundreds of third-party scientific and peer-reviewed studies, HowGood conducted an ingredient-level carbon dioxide equivalent (CO₂e) impact assessment to determine the carbon footprint of every HelloFresh recipe.

The CO₂e impact (kg CO₂e/kg) was analyzed for each ingredient according to the HelloFresh market region and the most likely sourcing location for the crop based on global import-export data. CO₂e impact was assigned according to respective growing and processing practices for the applicable geographic region.

For complex ingredients where sub-ingredient data was difficult to obtain, HowGood modeled the CO₂e impact based on common sub-ingredients reasonably expected from regional production averages.

CO₂e emission factors include emissions from On-farm and Processing stages of the ingredient life cycle. They do not include upstream transportation and packaging emissions. When verifiable data was available, land-use change was also incorporated.

In limited cases, when data was not available in the HowGood database for a given ingredient, HowGood provided HelloFresh with strict recommendations on choosing a proxy ingredient in order to model total CO₂e. HowGood bears no responsibility for HelloFresh's final proxy selection.