

**NEW  
BELGIUM.**



# **Sustainability at New Belgium Taking Action on Climate Change**

**May 9, 2023**

**Sarah  
Fraser**

*Sustainability  
Specialist*

BORN  
ON A  
BIKE SEAT



1988



# Materiality Assessment



## GREENHOUSE GAS EMISSIONS

### SCOPE 1: 8.3%

#### DIRECT EMISSIONS

Emissions directly occurring from sources that are owned or controlled by the institution, including: on-campus stationary combustion of fossil fuels; mobile combustion of fossil fuels and "fugitive" emissions.

### SCOPE 2: 6.1%

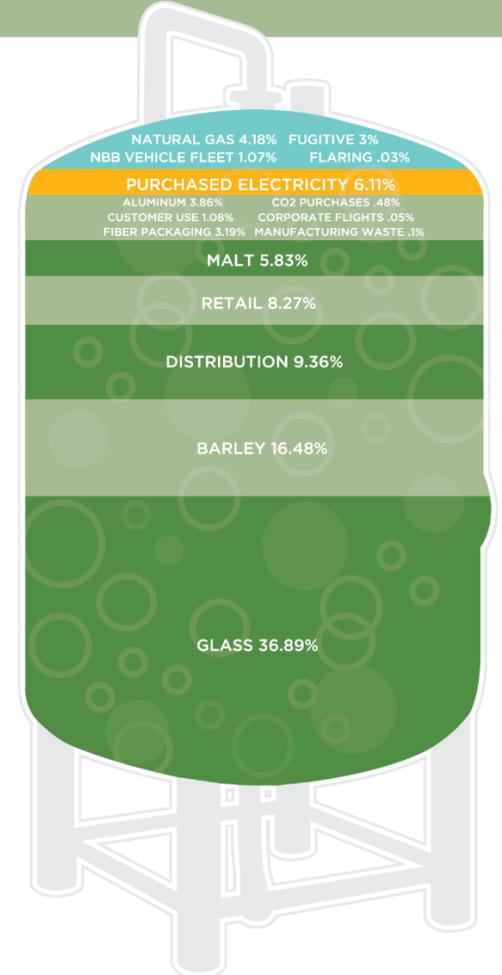
#### INDIRECT EMISSIONS

Indirect emissions generated in the production of electricity consumed by the institution.

### SCOPE 3: 85.6%

#### INDIRECT EMISSIONS

All the other indirect emissions that are a consequence of the activities of the institution, but occur from sources not owned or controlled by the institution.



THE CLIMATE CONSERVANCY

## The Carbon Footprint of Fat Tire® Amber Ale

Some proprietary content (i.e. trade secrets) has been withheld from this version.







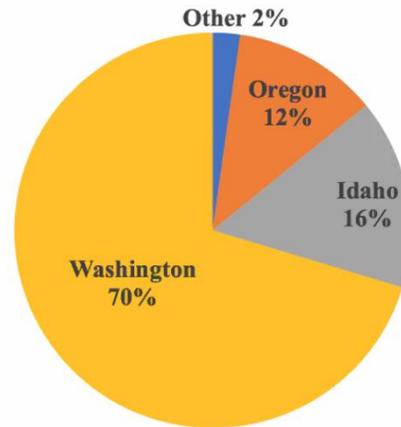


Pacific NW grows > 95% of hops in the US.



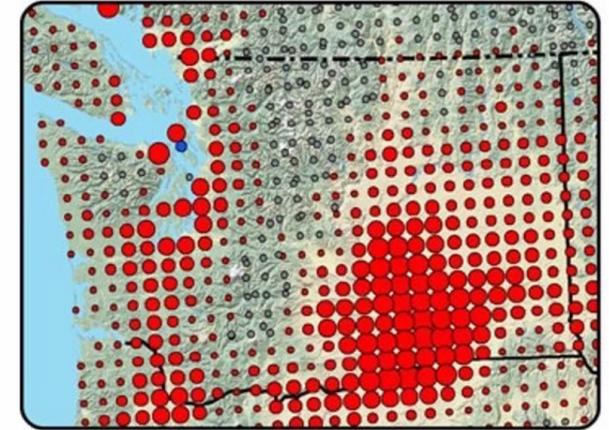
- Most from the lower Yakima Valley
- Fed by snowmelt.

Hops acreage harvested, 2021



Recent advances in computing power have enabled more regional predictions.

- Washington State is predicted to have increased heat wave frequency



Salathé et al., *Climatic Change* (2010) 102:51–75

# CLEAR IMPACT & RISK TO BEER BUSINESS

## *In a First, U.S. Declares Shortage on Colorado River, Forcing Water Cuts*

Arizona farmers will take the initial brunt, but wider reductions loom as climate change continues to affect flows into the river.



## **Drought Forces North America Farmers to Turn Food Crops to Hay**

- Failed wheat, barley fields are being fed to hungry cattle
- Crops that should be 'armpit high' are 'boot-high at best'



# Operational Efficiencies

NEW  
BELGIUM®



**Capture & Reuse**

**Water  
+  
heat  
+  
CO2**



**Reduce beer  
loss**



**Lightweight  
Packaging**

1999

WINDERFUL BREWERY



NEW BELGIUM BREWING COMPANY · FORT COLLINS, COLORADO  
*The First Wind Powered Brewery in America*

2002



# EARLY INVESTMENTS IN CLIMATE ACTION

2010



# CLIMATE ACTION → GOALS

✓ BY 2020

First Certified Carbon Neutral Beer in the U.S.



□ BY 2030

100% Renewable Electricity



□ BY 2030

Reduce absolute GHGs 55% from 2019-2030

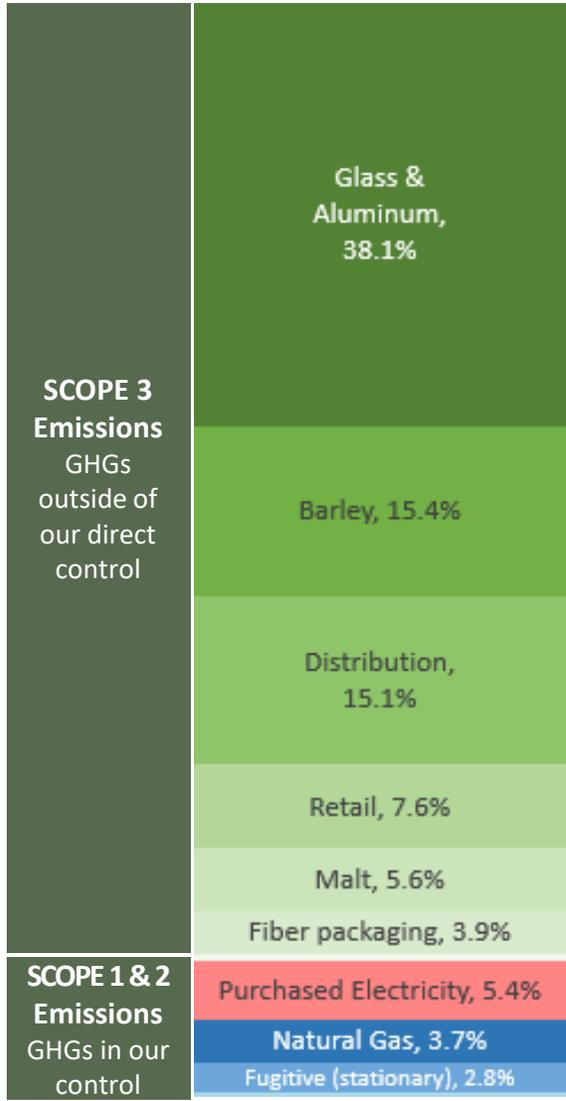


□ BY 2030

100% Carbon Neutral (all brands)



# BEER IMPACTING CLIMATE



**MEASURE GHGs**

## TOOLS AT HAND

- **FINANCING and DECISION MECHANISMS**
- **INTERNAL ACTION (OPS, ENGINEERING)**
- **SUPPLIER ENGAGEMENT (PROCUREMENT)**
- **INDUSTRY COLLABORATION**
- **STRATEGIC PHILANTHROPY**
- **POLICY ADVOCACY**
- **BRAND ADVOCACY**

**REDUCE ACTUAL GHGs**  
by 55% (Sc.1-2) & 30% (Sc.3) from 2019-2030

**BUY OFFSETS**  
All beers  
CN 2030

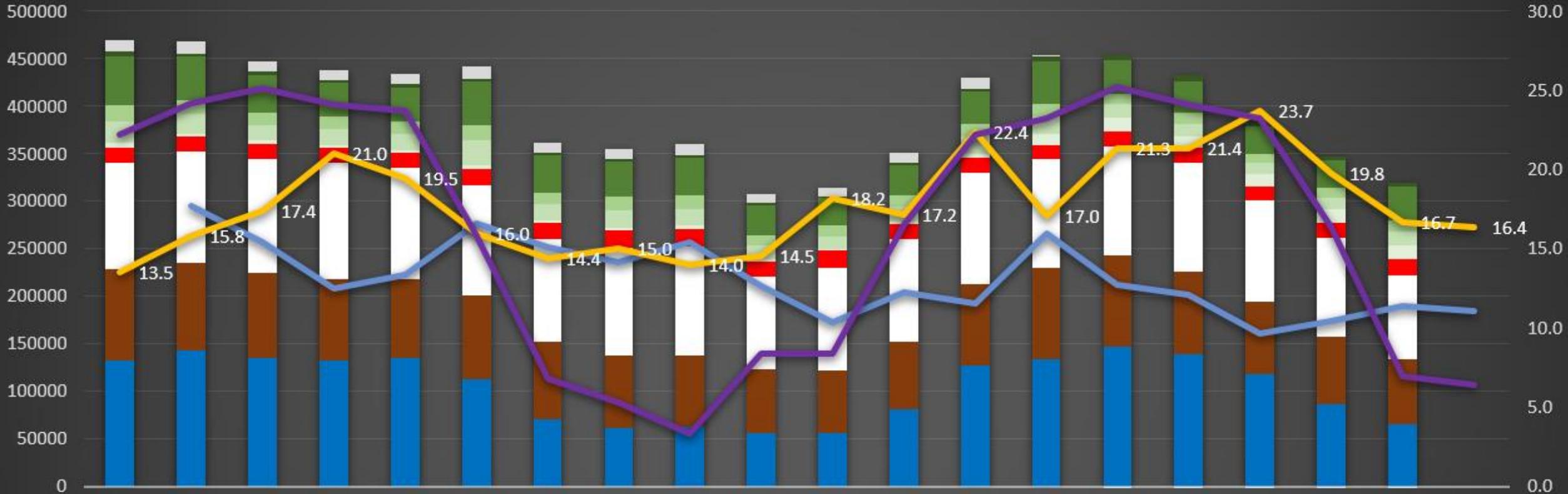
**VALIDATE**

**RE 100**



DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

# Electricity Usage by Month



- Chillers 1 and 2
- Utilities
- "building stuff", HVAC, and Lighting
- PLCs and Emergency Lights
- Malt Handling Process and Brewhouse
- Centrifuges, Malt MCC, Utilities, non-motors
- Cellar and Filtration
- Bottling
- Keg Line
- Unknown
- BBLs packaged X10
- KWH per Packaged beer
- outside temp ©



# STRATEGIC PHILANTHROPY



## Fat Tire Contributes \$100,000 to Restore Watershed via Nocofires Fund

April 1, 2021 Blaine Howerton News 0



# DEMANDING FEDERAL CLIMATE POLICIES

**BICEP** BUSINESS for INNOVATIVE CLIMATE & ENERGY POLICY  
a project of Ceres

Business for Innovative Climate and Energy Policy (**BICEP**) is an advocacy coalition of businesses committed to working with policy makers to pass meaningful energy and climate legislation that is consistent with our core principles.



## Tackling climate change is one of America's greatest economic opportunities of the 21st century (and it's simply the right thing to do).

**What made America great was taking a stand.** Doing the things that are hard. And seizing opportunities. The very foundation of our country is based on fighting for our freedoms and ensuring the health and prosperity of our state, our community, and our families. Today those things are threatened by a changing climate that most scientists agree is being caused by air pollution. We cannot risk our kids' futures on the false hope that the vast majority of scientists are wrong. But just as America rose to the great challenges of the past and came out stronger than ever, we have to confront this challenge, and we have to win. And in doing this right, by saving money when we use less electricity, by driving a more efficient car, by choosing clean energy, by inventing new technologies that other countries buy, and creating jobs here at home, we will maintain our way of life and remain a true superpower in a competitive world. In order to make this happen, however, there must be a coordinated effort to combat climate change—with America taking the lead here at home. **Leading is what we've always done. And by working together, regardless of politics, we'll do it again.**

### The Brewing Industry Supports the Climate Declaration



[www.climatedeclaration.us](http://www.climatedeclaration.us)



# GREENING OUR LOCAL GRID

## Fort Collins will aim for 100 percent renewable electricity by 2030

Nick Coltrain, Fort Collins Coloradoan Published 11:25 p.m. MT Oct. 2, 2018 | Update



Buy Photo

(Photo: Nick Coltrain/Coloradoan)

"no" voter, council member Ken

CONNECT TWEET LINKEDIN EMAIL MORE

It's official: Fort Collins wants 100 percent renewable

LOCAL

### Buncombe County aims to be completely powered by renewable energy in 25 years

Karen Chávez  
The Citizen-Times

Published 6:07 a.m. ET Dec. 18, 2017 | Updated 12:29 p.m. ET Dec. 20, 2017

Facebook Twitter Email Share

LOCAL

### Duke Energy nixes plan for Lake Julian gas-fired peaker plant

Jennifer Bowman  
The Citizen-Times

Published 12:24 p.m. ET April 18, 2019 | Updated 1:35 p.m. ET April 18, 2019

# BRAND ADVOCACY

DRINKSUSTAINABLY.COM

## \$100 FOR A SIX-PACK? GET USED TO IT.



On International Beer Day, we typically celebrate with one of the great pleasures of life: A cold beer on an August afternoon.

But this year feels different. In the midst of one crisis, we're hurtling towards another: A future in which beer, along with all kinds of staple foods, will become dramatically more expensive, as global agriculture is disrupted by climate change.

Of course, beer will be the least of our problems. The economic consequences of climate change will make the unemployment numbers of 2020 look tiny in comparison.

After nearly three decades spent reducing our impact and donating millions of dollars to environmental groups, we are proud to say **Fat Tire** now is America's first, certified carbon-neutral beer. It's a great first step, but it's not nearly enough.

We're also demanding that Congress take aggressive steps to address climate change in economic stimulus. We should recover from our current crisis in a way that addresses the bigger disaster looming ahead.

Join us at [drinksustainably.com](http://drinksustainably.com) and let's rewrite our history while we still can.

When we do, we'll celebrate together with a cold - and affordable - beer.

**NEW BELGIUM**  
**Fat Tire**  
AMBER ALE  
COLORED U.S.A.

©2020 NEW BELGIUM BREWING COMPANY, FORT COLLINS, CO & BREWERY, NC. New Belgium and Fat Tire are trademarks of New Belgium Brewing Co. Hoppy Beer. Belgium. Responsibly.

## New Belgium makes climate change beer from 'less-than-ideal ingredients'

BY MICHAEL SCHNELL - 04/20/21 4:03 PM ET

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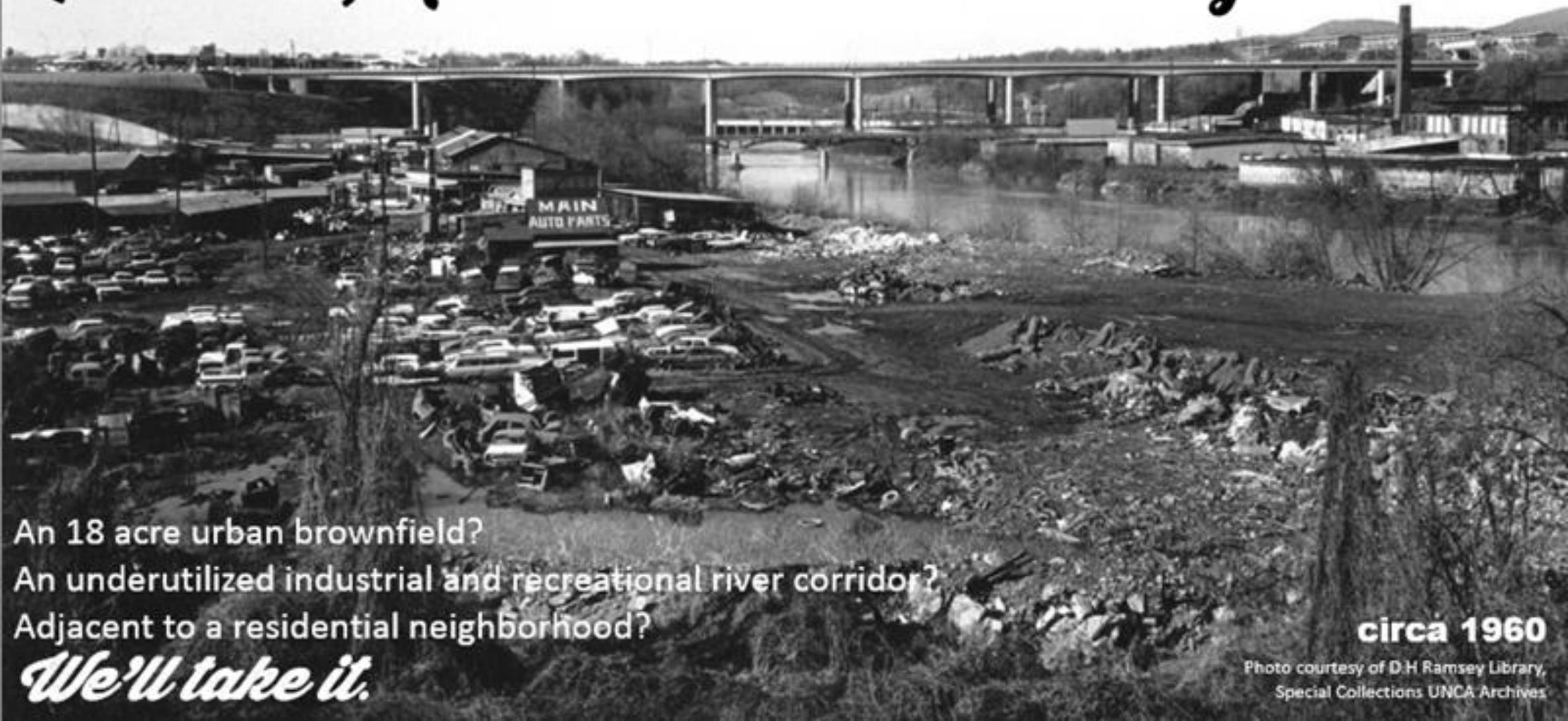
## CARBON NEUTRAL TOOLKITS

NEW BELGIUM.

# PACKAGING: CIRCULAR ECONOMY



# *Asheville, North Carolina Brewery*



An 18 acre urban brownfield?

An underutilized industrial and recreational river corridor?

Adjacent to a residential neighborhood?

*We'll take it.*

**circa 1960**

Photo courtesy of D.H. Ramsey Library,  
Special Collections UNCA Archives







**Q&A**  
**Ask away!**