



## SUSTAINABILITY VALUES

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Within the dynamic realms of agriculture, it is imperative to exercise sustainable business practices. This includes taking a holistic approach, incorporating the environment, social values and the uncertainty of climate change. Snake Creek Cattle Company practices many sustainable attributes within its core values. Some examples include:

- Traditional farming methods, such as **regenerative farming** (rotational grazing).
- **Rewilding**, sectioned off areas of land to promote biodiversity.
- **'Paddock to Plate'** Pies, using premium grass-fed beef.
- Low carbon footprint - onsite pie production
- Local opportunities, such as creating employment for the local community.
- Investments in **carbon measuring** and soil health - Precision Pastures.
- **Recycling** cafe waste on site.

However there is always room for improvement. Here are some other axes in which the brand could promote sustainable practices;

- **B Corp Certification** - an internationally recognised award that would illustrate Snake Creek's commitment to environmental and social partnerships.
- Apply for the **Emissions Reduction Fund** (financial incentive from the government to reduce our carbon footprint) - Earn **Australian Carbon Credit Units (ACCU)**.
  - Snake Creek could **earn one ACCU for every tonne of carbon (t CO<sub>2</sub> -e) sequestered** or avoided via adopting a new sustainable practice/project. For example, **improving soil health** via maximising carbon storage (**Precision Pastures**) or protecting native biodiversity via 'rewilding'. These **credits can then be sold** on the secondary market back to the government or high emitting facilities. ACCU (carbon credits) would be of **high interest to Qantas** as an investor to offset their flights (due to high CO<sub>2</sub> emissions of planes).
- Promote **soil health - Increases carbon sequestration** - Precision Pastures
  - **Maximises pasture performance** which increases output -> higher yields.
  - Higher carbon concentration in soil = carbon sequestered
  - Carbon sequestered = healthier soil +carbon credits (ACCU)

- Climate Risk Management Plan
- Invest in Environmental, Social Governance
- **Educational research** sessions to adopt the latest global data for environmental/agriculture policies - Chatham House (**The Royal Institute of International Affairs**).
- Includes the opportunity to gain a valuable insight into the movement towards a **circular/regenerative economy**, with international policies which are part of the “Sustainability Accelerator” department at Chatham House.
- This would be a unique and impressive entity to collaborate with - conferences held by highly regarded academic researchers, such as the United Nations climate policy officer. (Snake Creek could be at the forefront of global sustainability policies).

## B Corp Certification Process



- This **global accreditation** would **measure/verify** Snake Creek’s **entire social and environmental impact**. B Corp **promotes a regenerative economy** and therefore takes a **holistic approach** within their sustainability goals. To become a B Corporation Snake Creek would have to **apply as a ‘Small sized Enterprise’** (under 50 employees). This application can take approximately **3 - 12 months to complete verification**, and once approved, would have to be **recertified every 3 years**.
- [Certification Guide - Small Enterprise 18 Mar 2022 \(ctfassets.net\)](https://ctfassets.net)

### **Key Points:**

- To obtain the B Corp stamp a business must gain at least 80 points (ideally 85) in their B Impact Assessment.
- The disclosure questionnaire can contain sensitive information about all lines of business.
- Let the whole team know the methodology of the B Corp status to minimise hurdles.
- An academic sustainability researcher found positive correlations between Small Enterprise B Corporations and their productivity, stating that the “B Impact Assessment, as part of the certification process, positively influenced the business’ mission, practices, and capacities.” (Carvalho et al., 2022)

To become a B Corporation would demonstrate that the brand is dedicated to social and environmental progression, through holistic farming methods to create a sustainable future.

## What accreditations are attractive to investors?

### Target Market:

→ Platform/business that would **enhance the brand**.

- E.g serving Snake Creek pies to first class flyers on **Qantas**, or serving pies to the **Australian Embassy** kitchen -> **promotes a premium Australian product**.
- **Sustainable brand** with strong a **Business Continuity Plan**:
  - Snake Creek Cattle Company should incorporate a **Climate/Environmental Risk Management Plan** to strengthen the Business Continuity strategy:
  - e.g what will happen to cattle in warming climates within climate change - drought, heat exhaustion
  - how does this affect pie production within the business/brand?
  - **Drought Resilience** would be incorporated into this strategy.

Figure 1) Climate Risk Management diagram; (sourced <https://www.dcccew.gov.au/climate-change/publications/climate-risk-opportunity-management-program-resources>)



- Diverse cattle business with **multiple axes of revenue** - Pies, brewery/distillery, farm shop/cafe, pubs, horsemanship clinics.
  - > if one line of business were to decrease/stop, e.g decreased beef production due to drought, there would be other lines of business to provide a source of income. (Links with business continuity).
- **Globally recognised institutions**, such as the B Corp Certification, Qantas, Chatham House/Royal Institute of International Affairs, Carbon Credits etc.
- **Financial incentives** from the government to reduce carbon emissions e.g Emissions Reduction Fund
- **Carbon monitoring/measuring** - Illustrates that the brand has an environmentally aware outlook to farming and could attract attention via **carbon credits (ACCU)**, as well as promoting good soil health for **optimum pastures**.
- **Sustainable land management** whilst maintaining farm productivity (e.g Riverstone and Impact Ag).

These additions would be attractive to potential investors because they demonstrate that the Snake Creek Cattle Company is environmentally aware, yet operates within a high standard of business management which is globally recognised.