



CASE STUDY

The Wonderful Company explores decarbonization opportunities for carbon project development

The Wonderful Company selected Carbon Direct to conduct a project mapping analysis to identify, scope, and evaluate nature-based project concepts that can reduce and remove emissions across their operations and supply chain, and generate credits for the voluntary carbon market.



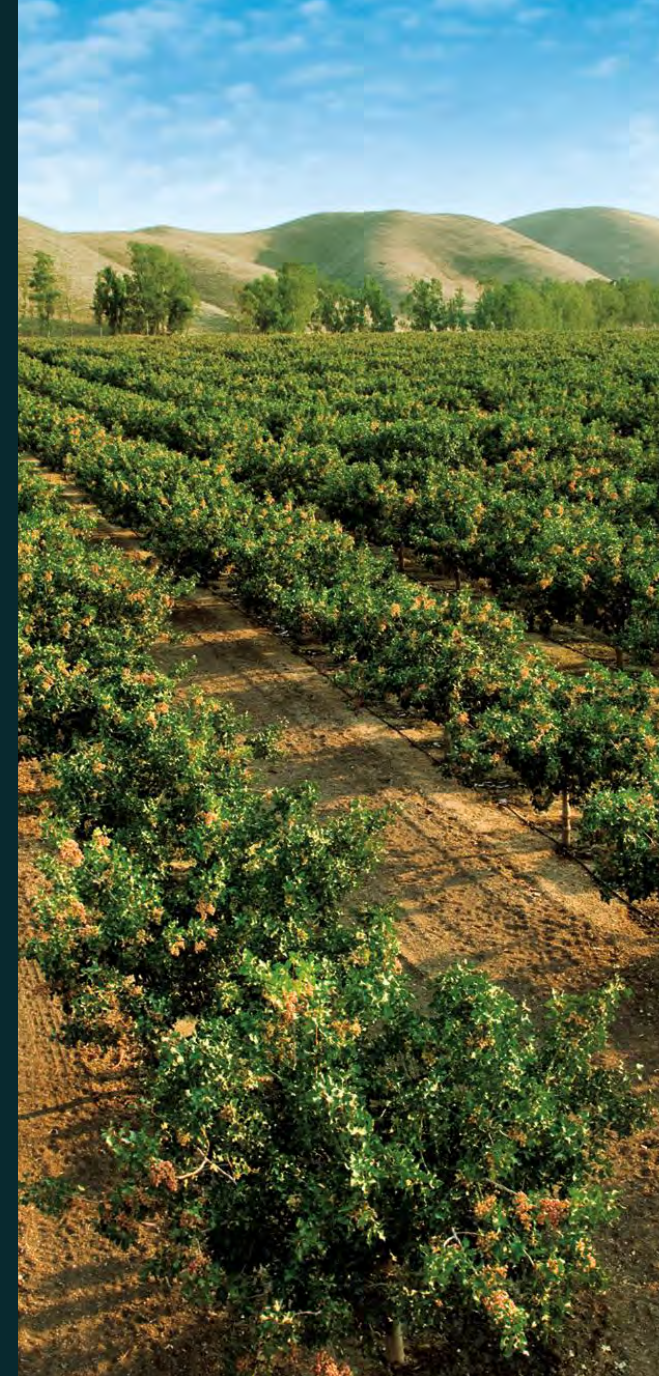
Solution
Custom services



Industry
CPG



Location
United States



Overview

About The Wonderful Company

The Wonderful Company is a privately held \$6 billion company dedicated to creating healthy products harvested by healthy people for a healthy planet. Their iconic brands include FIJI Water, POM Wonderful, Wonderful Pistachios, Wonderful Halos, Wonderful Seedless Lemons, Teleflora, JUSTIN, and Lewis Cellars wines. To date, The Wonderful Company, their co-founders, Lynda and Stewart Resnick, and their foundations have directed more than \$2.5 billion in education, health and wellness, community development, and sustainability initiatives across the Central Valley, Fiji, and the world.

Key results

- ✓ Identification and evaluation of four potential carbon removal project concepts for implementation within The Wonderful Company's value chain
- ✓ Risk analysis of the carbon removal project concepts against key categories, including: credit generation, insetting potential, harms and benefits, constraints, market volatility, and implementation challenges
- ✓ Policy analysis of the carbon removal project concepts to determine how federal and regional policies may influence project concept feasibility in the long term

In the face of a rapidly changing climate, environmental sustainability is at the center of The Wonderful Company's work. The Wonderful Company is embedding water-efficient and restorative practices across all their operations to be both a responsible environmental steward and a forward-looking sustainability leader.

As of 2024, The Wonderful Company has invested \$400 million in water-efficient irrigation practices, eco-friendly pest control, and creative ways to reduce energy use; diverted 500 million pounds of waste from landfills each year; and used 20% less water to grow each pound of pistachios with their patented Wonderful Pistachio Rootstock. Looking ahead to 2025, their sustainability goals include:

- Power 100% of all U.S. operations with renewable electricity, from orchards to offices
- Transition all PET beverage bottles for the FIJI Water and POM Wonderful brands to 100% recycled PET (rPET)
- Advance water banking programs in California to safeguard against future droughts and protect wetland habitats



Reducing our carbon footprint now, and setting a blueprint for a sustainable future, couldn't be more imperative. We engaged Carbon Direct to meet this challenge head on.



Steven Swartz

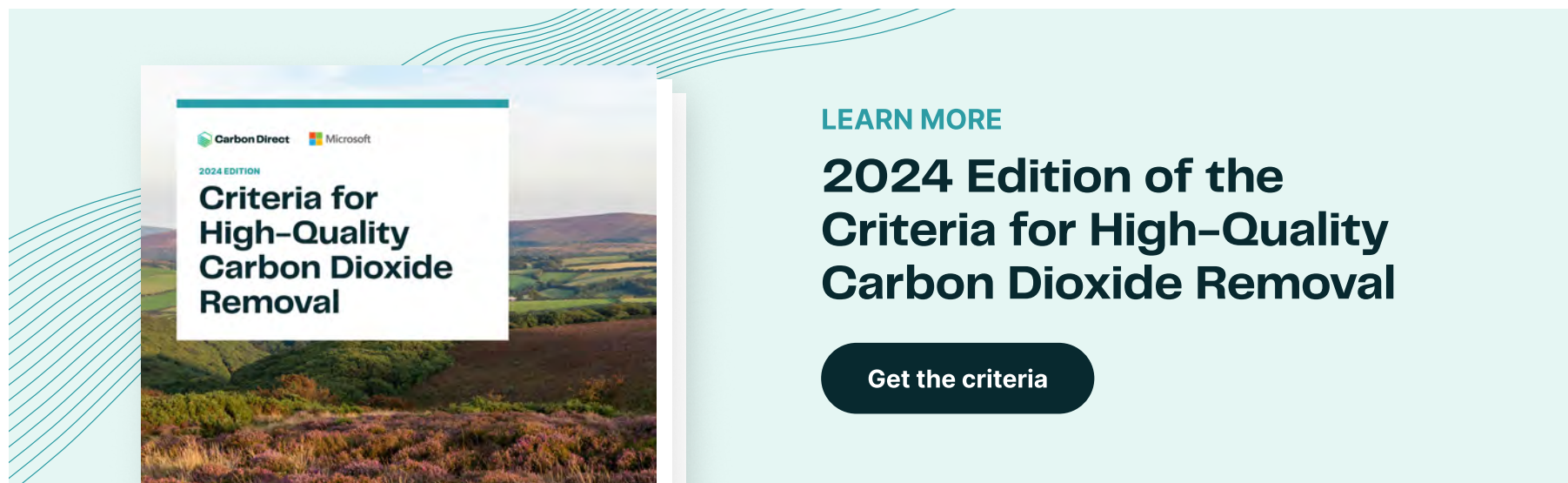
Executive Vice President, Chief Strategy Officer, and Chief Technology Officer
The Wonderful Company

The Challenge: Reducing and removing agricultural emissions with high integrity

To help achieve these goals and minimize their carbon footprint, The Wonderful Company is exploring project-based opportunities to reduce and remove agricultural emissions. The Wonderful Company selected Carbon Direct to develop a project mapping analysis of four potential carbon projects based on available methodologies and suitability for the voluntary carbon market.

"It's important that we take the same care that we put into crafting our products to support our communities and ecosystems," says Ilia Florentin, Associate Vice President, Sustainability Strategy Lead at The Wonderful Company. "We chose to work with Carbon Direct on exploring new, innovative carbon projects because of their scientific excellence and their proven record of delivering carbon, community, and ecosystem benefits."

Forward-looking climate leaders raising the bar for carbon management want to ensure that any carbon project that they are involved in—either as a buyer or developer—is best in class. This means that they must meet specific, science-based quality benchmarks. These include: social harms, benefits, and environmental justice; environmental harms and benefits; additionality and baselines; measurement, monitoring, reporting, and verification; durability; and leakage.



The Solution: Evaluating the feasibility of high-potential carbon projects

To help scope a high-potential carbon project for The Wonderful Company, Carbon Direct identified and evaluated four potential concepts. The four concepts were identified based on academic research, interviews with agronomic staff, and proprietary data from The Wonderful Company.

Carbon Direct scientists evaluated each project concept across six risk categories:

- **Credit generation:** Estimated potential for each project to generate carbon credits, modeled using the most appropriate carbon crediting methodology
- **Insetting potential:** Evaluated the opportunity to mitigate company emissions versus generate carbon credits
- **Environmental harms and benefits:** Reviewed project impacts beyond carbon removal such as effects on biodiversity, soil health, and water resources
- **Constraints:** Assessed limitations that could affect project feasibility or scalability, such as regulatory constraints, land use restrictions, and resource availability
- **Market volatility:** Evaluated potential fluctuations in carbon credit prices, demand, and other changes in relevant markets
- **Implementation challenges:** Assessed ease of project execution considering factors such as technical complexity, logistical issues, and maintenance needs

In addition to the risk analysis, Carbon Direct further stress-tested these concepts by analyzing project baselines and methodologies, and quantifying greenhouse gas (GHG) emissions using best-fit methodology approaches. Altogether, the complexity of these analyses required numerous data points, including: biomass accumulation graphs from The Wonderful Company and regional farms; a regulatory and policy review; common practice analyses from regional farms; emissions outputs from fertilizer, fossil fuels, and other inputs; water availability and costs in California; renewable energy availability and costs in California; and geospatial data from potential project regions.

The Role of Policy in Determining Project Design

As a part of developing and analyzing project concepts, Carbon Direct reviewed major policy frameworks within the United States and California that may influence project concept designs and feasibility in the long term. These include the recent Principles for Responsible Participation in the Voluntary Carbon Markets and the Growing Climate Solutions Act at the federal level, and the California Cap-and-Trade Program at the state level. Carbon Direct believes understanding and monitoring the policy landscape over time will help The Wonderful Company safeguard against any additionality risk, and unlock further benefits in support of climate change mitigation and adaptation activities.

[Learn more about climate policy services at Carbon Direct →](#)

What's next: activating carbon projects in the value chain

Looking ahead, The Wonderful Company will continue to analyze emissions across all business units and value chain stages to identify key emission hotspots, as well as reduction and removal strategies.

“As a part of our broader climate action plan, we are evaluating intervention opportunities throughout our operations to reduce and remove our emissions with a scientifically proven approach,” says Steven. “Working with Carbon Direct has helped us to identify which projects are feasible, actionable, and impactful in meeting our climate goals.”

About Carbon Direct

Carbon Direct is the leader in science-based carbon management for the enterprise. We help emerging and established climate leaders like Microsoft, JPMorgan Chase, American Express, Mitsui O.S.K. Lines, and JetBlue drive scalable and just impact through deep decarbonization strategies and carbon dioxide removal. With Carbon Direct's scientific approach, enterprises can confidently set targets and measure their emissions, implement reductions across their operations and supply chain, and build high-quality carbon dioxide removal into their climate plans to accelerate impact.

To learn more visit: www.carbon-direct.com