

hive

# What's Carbon Got to Do With It?

Want the 411 on carbon? We're breaking down what to look for when it comes to climate accountability, including carbon neutral certifications and verified regenerative practices.

[Read the Blog](#)

## What even is a [carbon footprint?](#)

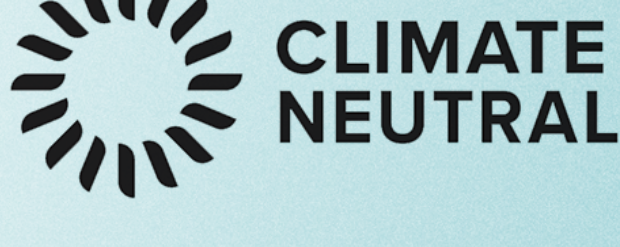
Humans are professional CO2 producers. It's literally built into our DNA. However, we've taken it a bit too far over the past century, and we've brought other greenhouse gases along with us.

So, how do we make sure we're not collectively emitting more than the Earth can handle? A good first step is measuring our carbon footprint, which means understanding the amount of carbon dioxide and other carbon compounds generated by a particular person or group.



## All about emissions

Up to [one third of all emissions](#) comes from the modern food industry, and everyone who grows, makes, sells, eats, or discards food plays a part (though some parts are larger than others). True carbon neutrality accounts for both direct manufacturing emissions as well as indirect emissions like how people use the products in their daily lives.



## Let's talk certifications

The [Climate Neutral certification](#) is our gold standard for carbon accountability. To become certified, companies must not only measure and offset all three scopes of their emissions, they also need to reduce them as much as possible.

Utilizing renewable energy, upcycled and locally sourced ingredients, and zero-waste manufacturing practices are a few of the many ways companies can reduce their emissions.



## Thinking [regeneratively](#)

Agriculture, when done well, can both reduce emissions and help sequester carbon. Regenerative agricultural practices like cover cropping and rotational grazing improve soil health so that microbes and fungi can effectively break down and store carbon, among their many other benefits.



## Getting to better, together

Climate change doesn't exist in a vacuum, and individuals can only do so much by themselves. That's why we and [our brand partners](#) participate in collective action groups like OSC2's Climate Collaborative, HowGood's Regenerative Supply Working Group, and B Corp's Net Zero 2030 Pledge to share solutions and support.

In doing our part, Hive has been committed to offsetting every order and diverting waste through our TerraCycle program [since day 1](#). We're also proud to work with brands who are doing their part to Cut Down on Carbon through carbon offsets, emissions reductions, renewable energy use, and more.

[Shop Cut Down on Carbon](#)