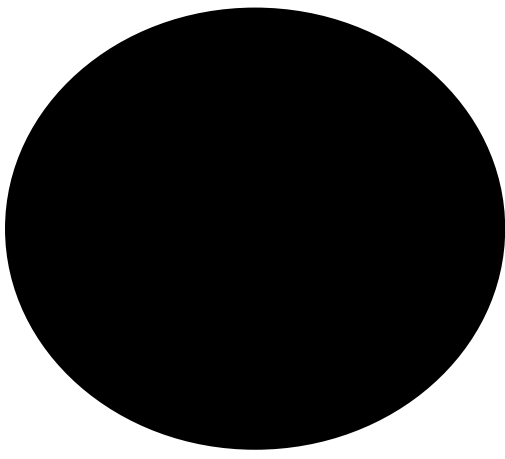


# HOW MUCH CO2 DOES YOUR BURGER EMIT?


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Max Burger, the main fast food chain in Sweden, has spent more than two years estimating the CO2 emissions generated by its activity; in fact [on their website they offer detailed information on the tons of CO2](#) whose emission is associated with each menu item, including beverages and sides. Like calories or ingredients, this information is made visible in its restaurants; In a way, it could be said that the company itself is transmitting to its customers that they should eat less meat, [as recognized by one of those responsible in statements to the BBC](#).



Although the measure can be understood as a mere [greenwashing](#), the truth is that [Max Burger](#) is responding to a growing demand for information on the environmental impact of the goods we consume, an issue much more rooted in the Nordic countries of Europe.

 In addition, also serving a growing vegetarian consumer, the company finds in CO2 one more ally to diversify its products and offer vegetarian or semi-vegetarian hamburgers. Internally, a rigorous estimate of the emissions generated by each product is a good line of work for, analyzing energy consumption throughout the entire production chain, optimizing processes and identifying those suppliers that can contribute to reducing calls [foodprint](#).

One such supplier of Max Burgers could be [Lantmännen](#) (unverified), also a Swedish company bakery and pastry offering a kind of "[climate sheet](#)" for each of its products; Undoubtedly, a highly developed social and environmental responsibility policy.

 Two examples of [eco-innovation](#) applied to the field of food, going beyond official certifications and regulations (although Lantmännen also follows the criteria of the [ISO 14025](#)) and even emerging in an environment with a highly conscious consumer, they can be a good inspiration for other companies to generate new products and review production models and marketing strategies.

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