

Food blogs can now easily add carbon labels to their recipes after My Emissions partners with WP Recipe Maker

[My Emissions](#) has partnered with [WP Recipe Maker](#) so food blogs and websites can easily add a carbon label to their recipes.

My Emissions was started in April 2020 by Matthew Isaacs (24) and Nathan Bottomley (23). Matthew and Nathan are two friends that met at Cambridge University who wanted to reduce their carbon footprint from food, but were frustrated by the lack of accurate and accessible data. They decided to tackle this themselves, and have built a food emissions database using available research from life cycle assessments published in peer-reviewed journals. This allows them to quickly calculate the carbon footprint of a recipe.

My Emissions offers carbon labels to food blogs and websites; they launched with their first site, [Elizabeth's Kitchen Diary](#), in October 2020. Just like nutritional information, this shows websites the carbon footprint of their recipes and allows them to display this to their users. The values are displayed in carbon dioxide equivalents (CO₂e) and as a percentage of your 'fair daily food emissions', which is set by My Emissions.

The carbon footprint values are calculated automatically by My Emissions, using the ingredients and their weights in the recipe. This is as accurate as the values can be made given each website does not know exactly what food is purchased and consumed by the user. Where the exact life cycle of a food, meal, or product is known, My Emissions can calculate a more specific value.

WP Recipe Maker is consistently ranked as one of the best Wordpress plugins. It is the most popular recipe card plugin for food blogs and websites, with over 40,000 websites currently using it. Through the partnership, WP Recipe Maker customers can now add carbon labels to all their recipes through the plugin with all the values calculated for them automatically, at a cost of no more than £39.95 (about \$54).

Matthew Isaacs, co-founder of My Emissions, said: "This partnership finally makes it easy and affordable for food bloggers to add a carbon label to their recipes. Just as with nutritional information, I hope that as more food blogs display environmental information people will start to learn about food emissions, and very quickly we will get used to seeing carbon labels next to all food and recipes."

Brecht Vandersmissen, owner and developer of WP Recipe Maker, says: "People are increasingly aware of the impact they have on our planet but don't know where to even start to calculate their impact. My Emissions does the heavy lifting for you and its new WP Recipe Maker integration makes it incredibly easy for food bloggers and their readers to make conscious decisions and move toward a better world, one dish at a time."

All food blogs and websites can contact My Emissions about adding carbon labels to their recipes. My Emissions can also complete more specific calculations for food products and

restaurants taking into account their full life cycle, and welcomes inquiries from anyone that is looking to understand, reduce, and communicate the carbon footprint of their food.

Notes

Click here for more information on My Emissions' offering to WP Recipe Maker customers: <https://myemissions.green/wp-recipe-maker/>

Click here for more information on how My Emissions calculates the carbon footprint of each recipe, and the values that are displayed: <https://myemissions.green/recipe-labels/>

For additional information or comments, please contact Matthew Isaacs at matthew@myemissions.green