

Case Study

National poultry meat company | Italy | Agriculture, Food & Beverage

Testing a 2040 commitment against technical, operational and economic realities

Reframing decarbonisation through technical, organisational, and economic feasibility

The company is one of Italy's leading poultry producers, recognised for its commitment to sustainable agriculture and responsible food production. With an ambitious net-zero-by-2040 target already in place, the organisation sought to understand what would be required to reach it and define a realistic path forward.

The challenge

The company had already committed to net zero by 2040, yet its greenhouse gas emissions had not been comprehensively quantified. Without a robust baseline, the company could not determine whether its 2040 ambition was achievable, which interventions would matter most, or what those choices would mean operationally and economically.

The approach

dss+ broadened the scope of the engagement beyond a traditional carbon footprint assessment, testing the feasibility of the 2040 ambition across emissions, operations, organisational readiness and economics.

The team combined detailed GHG analysis with an assessment of organisational readiness and economic viability, evaluating how operational changes would impact both emissions and business performance. Alternative farming and production scenarios were assessed to identify the most practical pathway toward long-term emissions reduction.

Impact on the ground

~97%

of total emissions are Scope 3

~30%

Scope 3 reduction potential

2040

Recalibrated ambition based on implementation realities

The inflection point

"Despite its net-zero by 2040 commitment, the company lacked a clear view of its emissions and decarbonisation potential. Reframing the project helped determine whether the ambition was achievable and define a realistic path forward."

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