Transparency Environmental Impact of Food Developments in Public and Private sector in EU

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Together for sustainable nutrition, The Federal Office of Agriculture and Food, Germany (BLE)

Online

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Core message:

- Both in private sector as public sector strong improvements to make environmental impact of all food transparent for all stakeholders at reasonable costs

- Most effective if combined with transparency around the way this information is used by different stakeholders
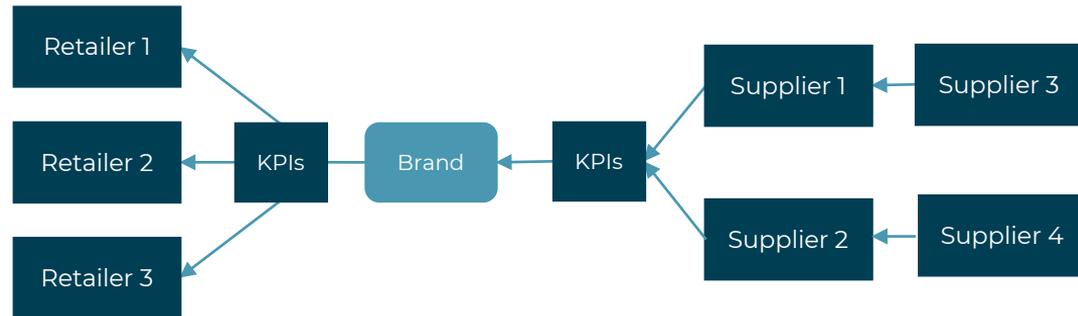
Agenda

Environmental impact labels

Public initiatives

Increase effectiveness labels
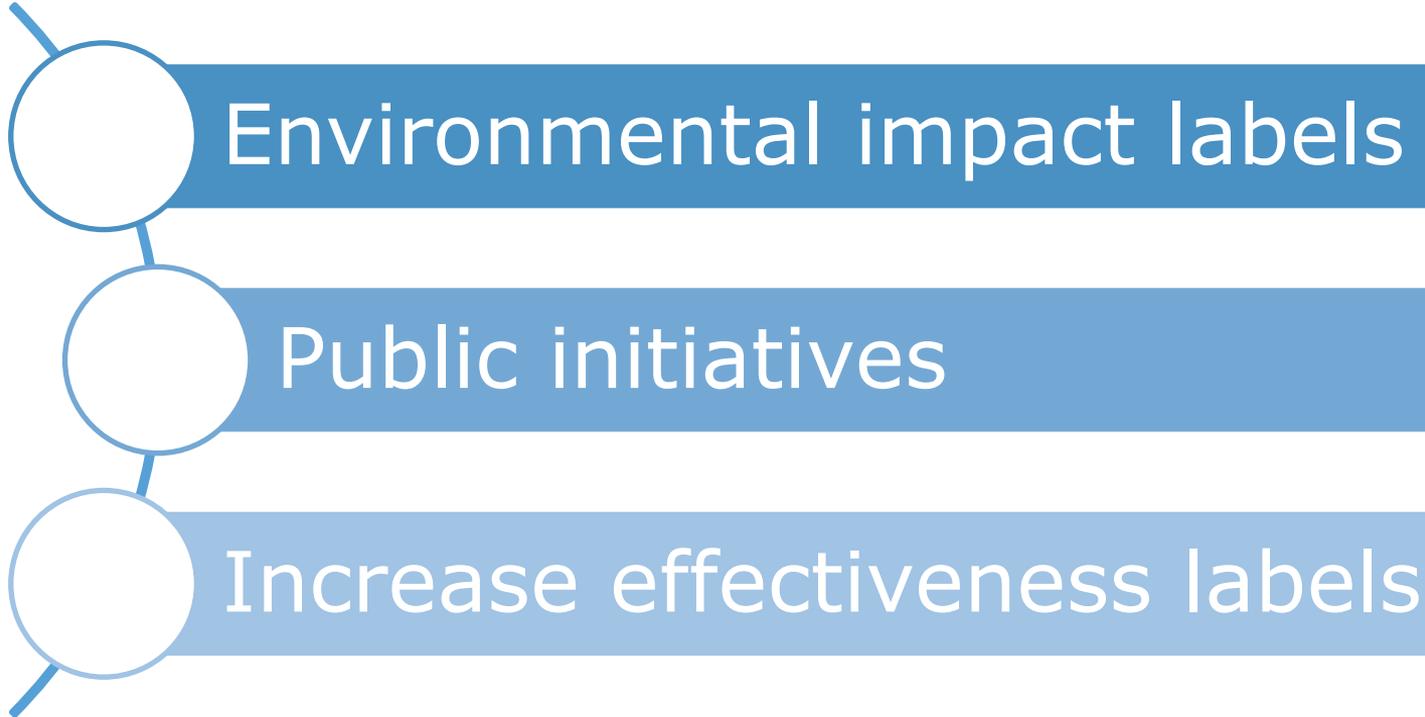
Impact (LCA) initiatives
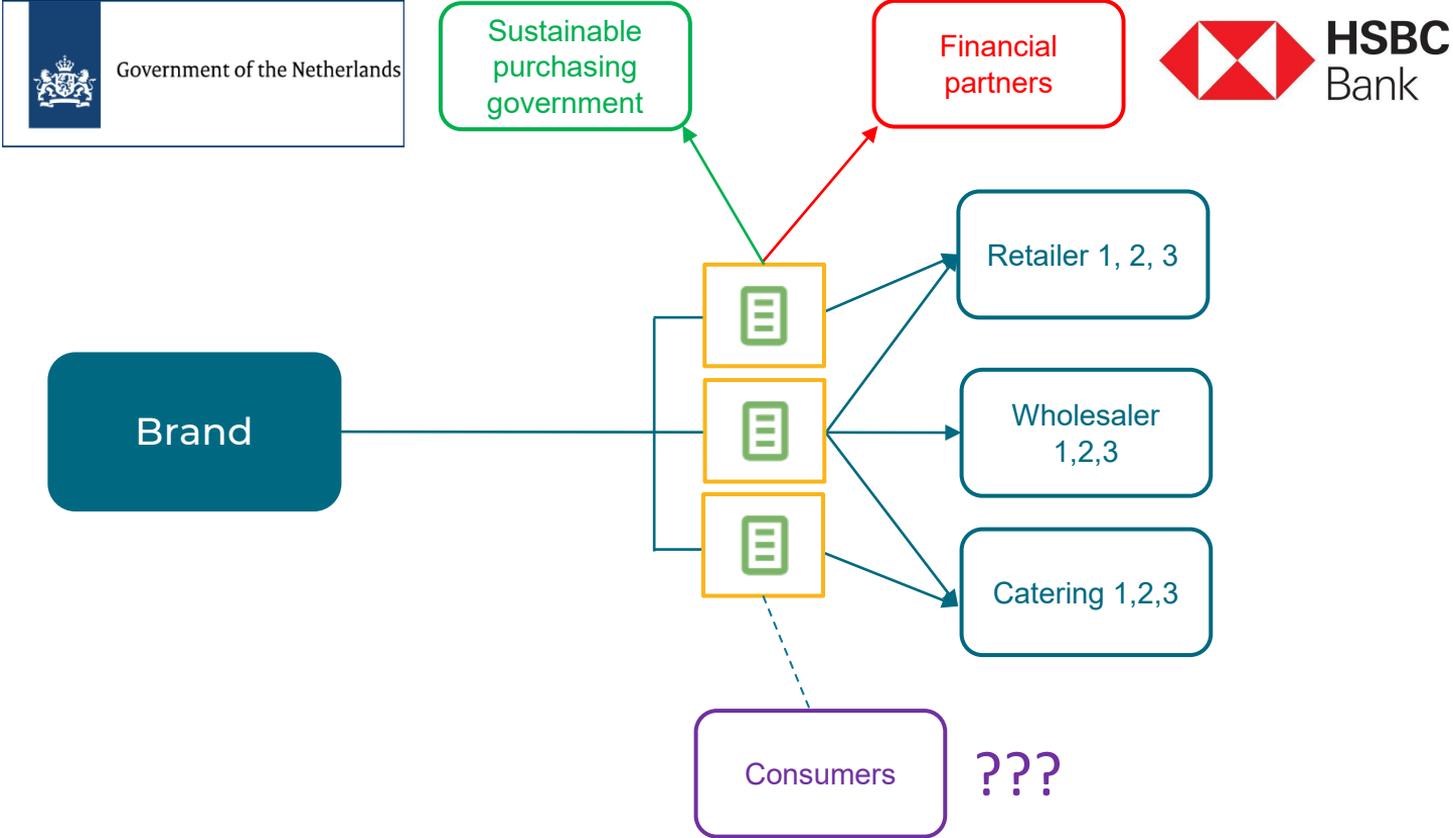# Research methodologies and support

Product Environmental Footprint (PEF)	Eco-Score	Planet-Score	Enviroscore	Eco-Impact	The Sustainability Consortium	Made Green in Italy	Coop Sweden Sustainability declaration	French government proposal

TSC's Sustainability Insight System (THESIS)

- The Sustainability Consortium: **Cooperation** between **industry, ngo's and science**

- Indicators for **115** consumer product **categories**

- **Social and environmental**

- Implemented by nearly 2000 companies to report to retail/wholesale/catering/hospitality

Multiple use of the results

Government of the Netherlands

Sustainable purchasing government

Financial partners

HSBC Bank

Brand

Retailer 1, 2, 3

Wholesaler 1,2,3

Catering 1,2,3

Consumers ???

Ecoscore

Product category averages

- French LCA database: Agribalyse
- Based on PEF-methodology
- 2500 productcategories

Product specific data

- Labels
- Origin ingredients : Transport
- Origin ingredients : Environmental policy
- Circularity Packaging
- Threatened species (RSPO/Fish)

Score LCA /100 **+** -30/+25 **=**

Eco-score → A B C D E

Score (/100) → 100   80   60   40   20   0

https://docs.score-environnemental.com/methodologie/fonctionnement-general

Offline/online

Agribalyse - Portaal ADEME

Critics on use of LCA for consumer communication

"Norwegian Consumer Agency (June 22): [LCA based] Higg Index is misleading and therefore illegal. The index does not document the environmental properties of a particular product but measures the average environmental impact of a particular material, which does not necessarily apply to the exact product".

Letter of group of NGO's to European Commission (March 22): "The PEF methodology is not adequate to assess the environmental performance of agri-food products"

Impact measurement: Potential high impact

- Available for all food

- Broad set of impact categories

- Continuous improvement

- Multi-purpose:

  - B2B & B2C

  - Within & between product categories

- Workload

- Assurance

- Methodological issues

  - Integrate politics

- Incentives - Business model

Potential to have high impact on sustainability of food

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Public initiatives

European Union

Circular Economy Action Plan

- Initiative on substantiating Green Claims

Provision of product environmental footprint (PEF) information

July 2022

Farm to Fork strategy

- Sustainable Food Labelling Framework

Covers the nutritional, environmental and social aspects of food products.

2023

Consultation open

EUROPEAN GREEN DEAL
DELIVERING ON OUR TARGETS

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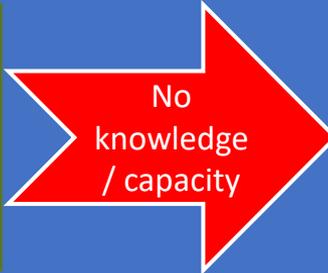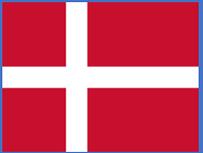
Increase effectiveness of labels

- Labeling can have positive effect on consumption and production
    - New opportunities: Total bill, gaming, green points, true price
- Other factors affecting consumer choice: Consumption environment, social norms, emotions, group identity
- FarmertB, BtB, BtR, BtFinance, BtGovernment communication and use also important
- Right incentives should be created to act on data
    - Transparency around use of sustainability impact data by all stakeholders and retailers in particular
    - Dutch government is working on reporting standard for retailers

Transparency about Retailer's role

Impact

Suppliers:
- Ask to deliver sustainability information
- Sustainability demands
- Incentives for more sustainable products
- Select most sustainable suppliers
- Support suppliers

Consumers:
- Transparency sustainability of products
- Stimulate sustainable choice
- Only make sustainable products available

FERTILIZER USE

SUSTAINABLE SEAFOOD

DISTRIBU

ENERGY USE

CHEMICALS OF CONCERN

PALM OIL

LABOR RIGHTS

WORKER HEALTH & SAFETY

PACKAGING

CONSUMER GOODS SUPPLY CHAINS

The retailer-supplier interaction is the key point of leverage in any product's supply chain.

WATER USE

END OF LIFE & DISPOSAL

Conclusions

- Environmental impact measurement of all food scalable

- Still challenges to solve

- Game changer especially if right incentives are created to act on data by all stakeholders

Thanks for your attention

Questions?

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