

How improved transparency will make food more sustainable

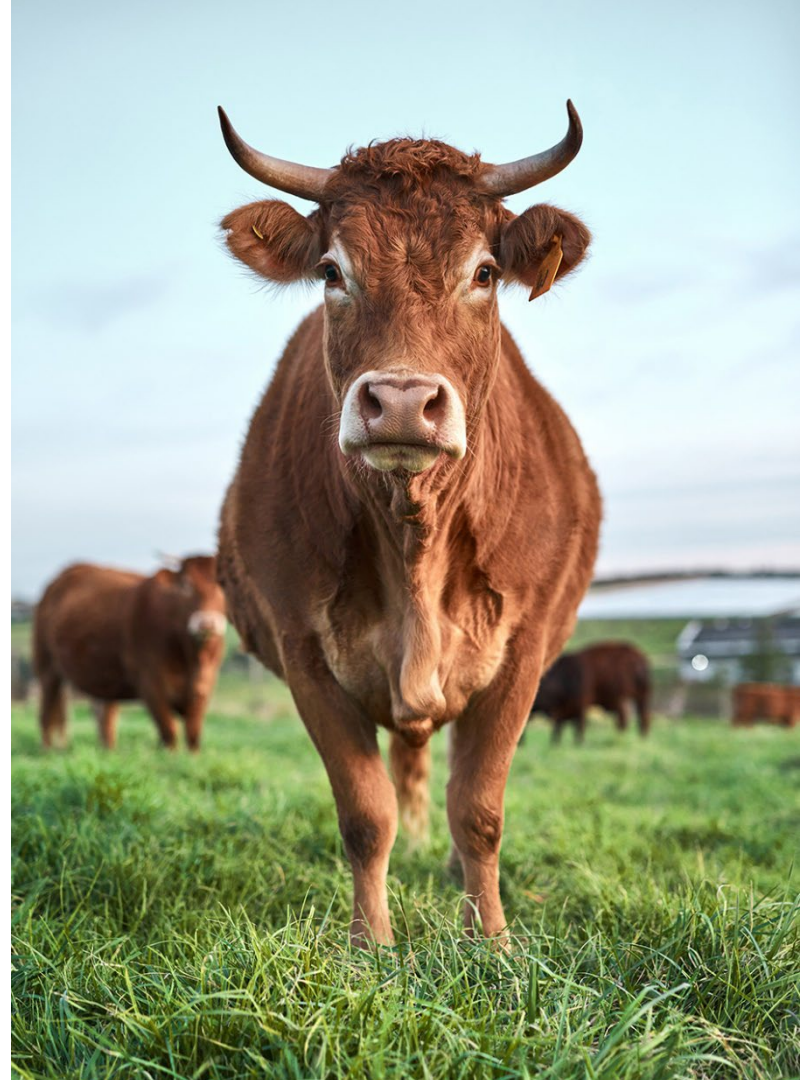
Koen Boone (WUR/TSC), Roline Broekema (WUR)

Sustainable Food Summit, Hybrid Event, Ankara (Turkey), 18-19
october 2022



Game changer










- Currently: Transparency on voluntary basis using own indicators/methodology
- Governments, financial sector and retailers: transparency for all food using harmonized impact indicators
- Company, Product and Investment level
- Greenhouse gas emissions initiator.... other themes follow



Agenda



Sustainability Impact (LCA) initiatives food

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
								

- Measure impact instead of inputs/processes
- Full life cycle
- All food
- Piloted and implemented by several retailers
- Comparison between product categories and within product category
- Consumer communication

Life Cycle Assessment (LCA):

The systematic analysis of the potential environmental impacts of products or services during their entire life cycle.



Impacts covered



Normalisation

results divided by normalisation factors defined based on yearly emissions of an average global citizen



Weighting

normalized results multiplied by weighting factors (expert panels, planetary boundaries, reliability of indicator)



Single score



Additional environmental information

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

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”

Governments





Circular Economy
Action Plan



EUROPEAN
GREEN DEAL

EUROPEAN
GREEN DEAL



Initiative on
substantiating Green
Claims

• Framework for the provision of product environmental footprint (PEF) information to consumers

Nov 2022

Sustainable Food
Labelling Framework

• Sustainable food labeling framework that covers the nutritional, climate, environmental and social aspects of food products.

2023

Consultation
open

Corporate
Sustainability
Reporting Directive

• EU mandatory sustainability reporting standards including assurance and definition of indicators
• Sector specific standards for Agriculture and Food & Beverages

Reporting
on 2024

First drafts
available



Sustainable Corporate
Governance

• Due diligence obligation supply chain

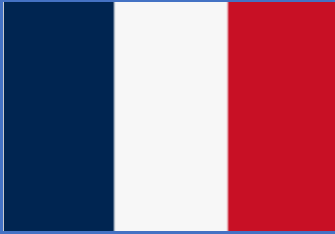
Q1 2022

International
Sustainability
Reporting Standard

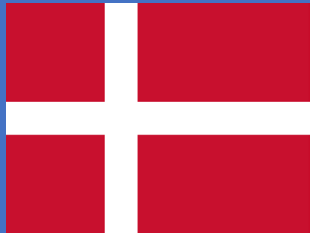
• Standard developed by global financial reporting authority (IFRS)
• Expected to be adopted by National regulators

?





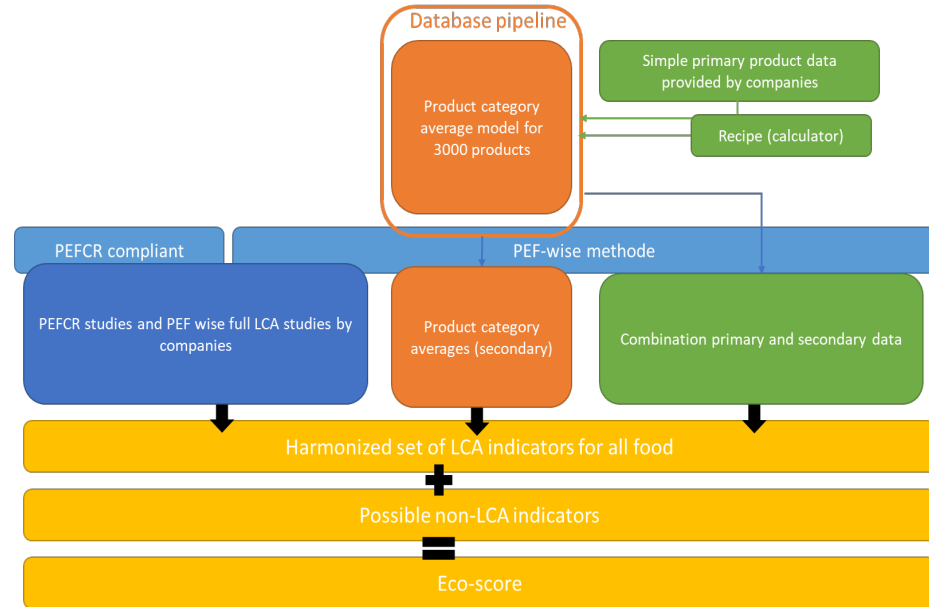
- Government will introduce Ecolabel in 2023
- All food producers are expected to report
- SMEs to report in simple way



- Climate label
- Government initiated

Climate covenant Netherlands

- Ecolabel for Netherlands
- Voluntary base
- Proposal for joint development with France, Spain and Germany
- Co-operation with other private and public initiatives



Members:

LNV, WUR, CBL, FNLI, MVO, Nepluvi, Nevedi, ANEVEI, COV, NZV, Groenten en Fruithuis, NB/FWS, Vereniging Schelpdierhandel, Avebe, Cosun, Friesland Campina, Do it organic, Agrifirm, Unilever, HAK, Delinuts, Vion, Superunie, Jumbo, ABN AMRO, Rabobank, RIVM, Natuur en Milieu en Milieu Centraal

Labeling should be combined with other measures

- Labeling of all food creates new opportunities
 - Total bill, gaming, green points, true price, financial incentives
- FarmertB, BtB, BtR, BtFinance, BtGovernment
- Right incentives to act on data
 - Transparency around use of sustainability impact data by all stakeholders
 - Dutch government works on reporting standard for retailers



Conclusions

- Labeling based on impact measurement becomes scalable
- Still challenges to solve but many resources available
- Game changer if combined with transparency around use and right incentives



Thanks for your attention

Questions?

Koen.boone@wur.nl

