

Hoe verbeterde transparantie voedsel duurzamer gaat maken

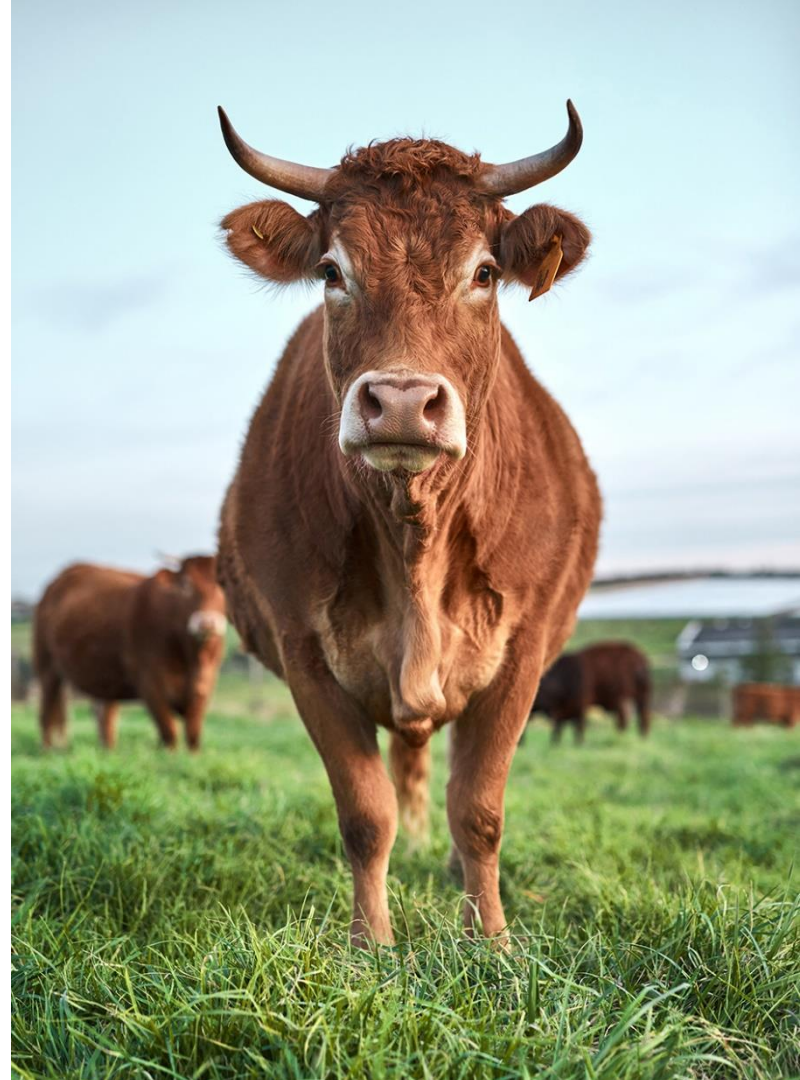
Koen Boone, WUR, 11 april 2023

VMT Food Sustainability Update – Meten en communiceren van duurzaamheid

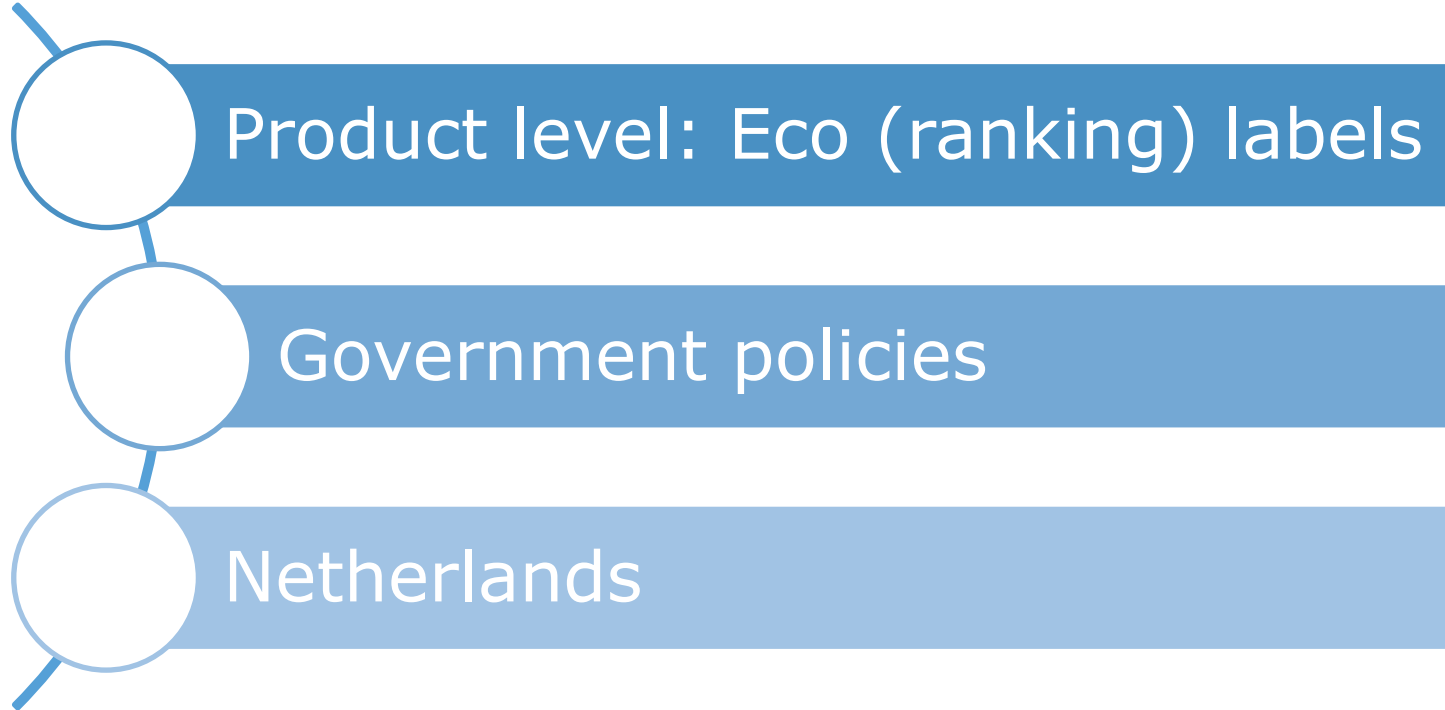


Game changer








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



Agenda



Ecoranking labels food

Eco-Score	Planet-Score	EnviroScore	Eco Impact	Coop Sweden Sustainability Declaration	Made Green in Italy	French initiative
						

beelong.ch 

inoqo

M-Check Migros

- Studied all private initiatives
- Studied plans EU and national governments
- Checked demand by speaking to approximately 50 stakeholders

Life Cycle Assessment (LCA):

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



PEF 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)

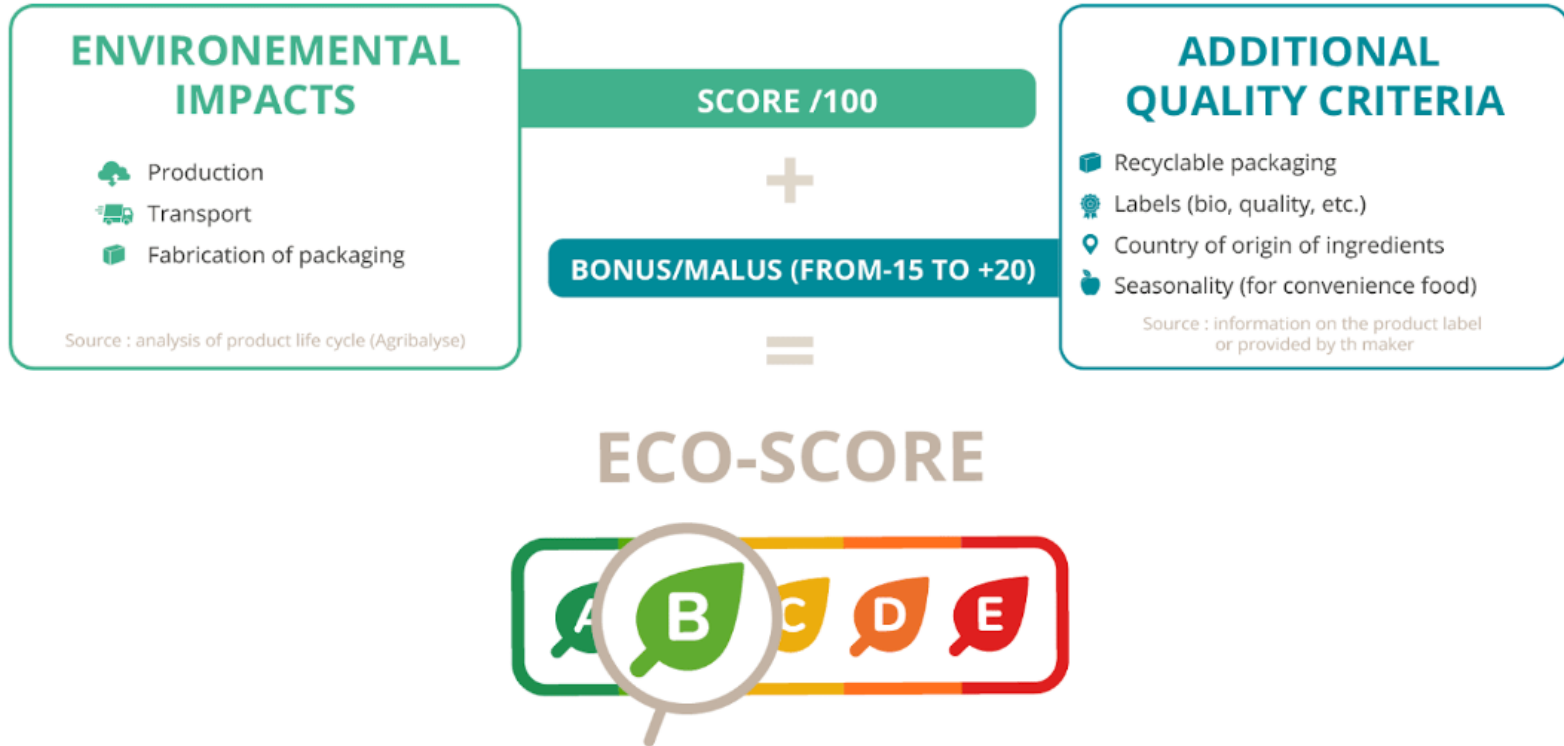


Single score

+

Additional environmental information

Eco-score method



Ecolabeling: Potential high impact

- Available for all food
- Broad set of impact categories
- Continuous improvement
- Multi-purpose:
 - B2B & B2C
 - Within & between product categories

- Workload/data availability
- Assurance
- Methodological challenges
 - Integrate politics
- Incentive for producers
- Social and animal welfare indicators

Potential to have high impact on sustainability of food

Criticism on LCA based claims

“Norwegian **Consumer Agency** (June 22): [LCA based] Higg Index is **misleading**. The index 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”

Green Claims initiative (EU, March 2023): Communication of environmental impact of food based on **PEF** can **only** be done **when additional impact categories** have been included.

Governments





Circular Economy Action Plan

Green Claims Initiative

- All claims of companies should fulfil criteria
- No new labels unless they are EU wide or more demanding than all other labels

Mar 2023



Sustainable Food Labelling Framework

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

End 2023

EUROPEAN GREEN DEAL

Corporate Sustainability Reporting Directive

- EU mandatory sustainability reporting standards including assurance and scope 3
- Sector specific standards in 2023/24

Reporting on 2024

EUROPEAN GREEN DEAL

Sustainable Corporate Governance

- Due diligence obligation supply chain (deforestation and social/environmental)

2022/23/24



International Sustainability Reporting Standard

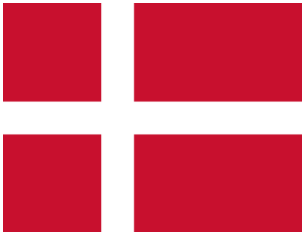
- Standard developed by global financial reporting authority (IFRS)
- Expected to be adopted by National regulators

?

Government supported initiatives in EU



- Government will introduce Ecolabel end of 2023
- All food producers are expected to report



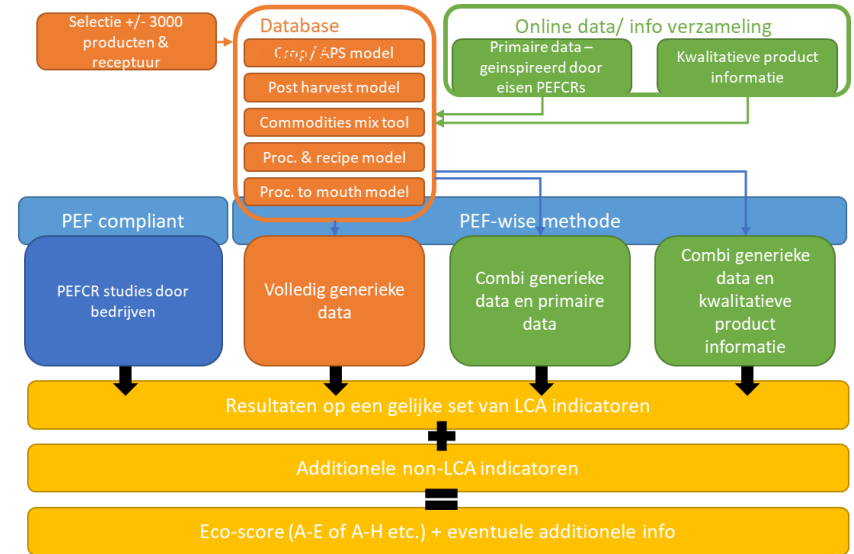
- Climate label in consideration
- Government initiated

Dutch initiative



Working group footprint

- Researching voluntary ecolabel
- Generic LCA database NL
- EU financed project to cooperate with France, Spain and Germany
- Cooperate with EU private Ecolabels
- First version Ecolabel ready 2025



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














Veel steun voor initiatief

Ik ben heel nadrukkelijk in gesprek met mijn Europese collega's, om ervoor te zorgen dat er een gelijk speelveld gaat ontstaan op het gebied van duurzaamheid. Het ecolabel is daar een prachtig voorbeeld van. Hier zetten wij heel fors op in.



8 CEO's van meest vooraanstaande bedrijven uit alle schakels voedselketen komen diverse keren dagdeel bij elkaar om ontwikkelingen te bespreken en initiatief te ondersteunen en versnellen

Foqus Planet Friesland Campina

Thema's	Indicatoren	Drempelwaarde (start toeslag)	Toeslagen	Topwaarde (maximale toeslag)	Totaal (bedragen per 100 kg melk)
 DIERGEZONDHEID EN -WELZIJN	 Levensduur (jaren + maanden + dagen)	€0,00 5 jaar en 4 maanden	7 jaar en 2 maanden	€ 0,10	€0,10
	 Kalveropfok (KalfOK)	€0,00 70 punten	95 punten	€ 0,10	€0,10
 KLIMAAT	 Broeikasgasuitstoot (gram CO ₂ -eq/kg melk)	€0,00 1.250 g CO ₂ -eq	900 g CO ₂ -eq	€ 1,50	€1,50
 BIODIVERSITEIT	 Stikstofbodembalans (kg N/ha)	€0,00 160 kg/ha	20 kg/ha	€ 0,10	€0,10
	 Ammoniakemissie (kg NH ₃ /ha)	€0,00 70 kg/ha	35 kg/ha	€ 0,10	€0,10
	 Eiwit van eigen land (% van totaal gebruik eiwit)	€0,00 45%	80%	€ 0,10	€0,10
	 Blijvend grasland (% blijvend grasland)	€0,00 40%	100%	€ 0,10	€0,10
	 Natuur & Landschap (% totaal oppervlak)	€0,00 0%	40%	€ 0,10	€0,10
 WEIDEGANG	 Weidegang	Deelweidegang € 0,40 Volledige weidegang € 1,30			



Vóóraf financieel inzicht

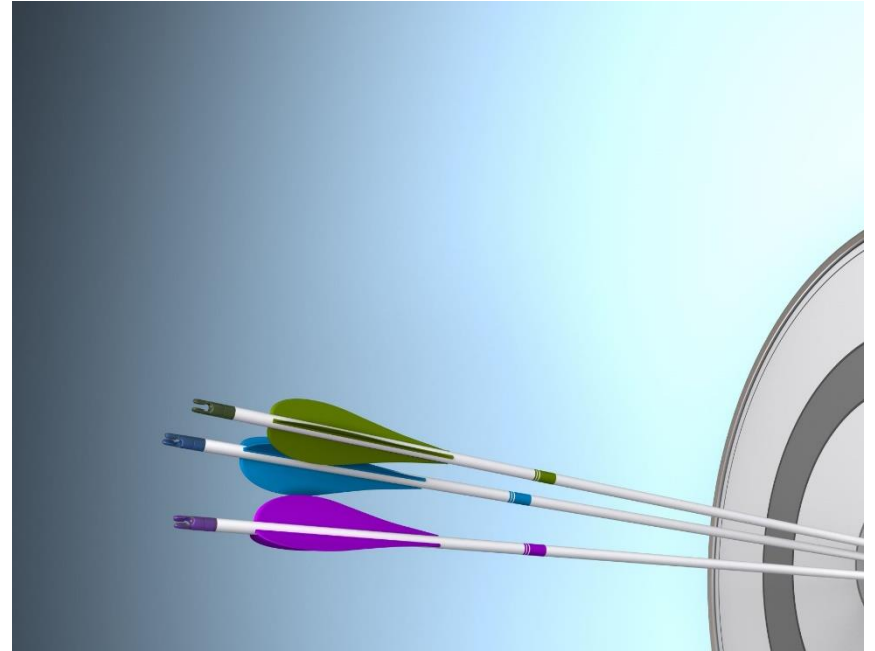
How to prepare for this?

- Sustainability on agenda on highest level within organisation
- Connect supply chain partners
- Study methodologies
- Start/improve data assembling
- Improve sustainability of products



Conclusions

- Eco ranking label is introduced by private and public sector
- Still challenges to solve but many resources available to work on these
- Similar developments on company and investment level
- Game changer if (primary) data will be made available and right incentives applied



Thanks for your attention

Questions?

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