

How improved transparency will drive more sustainable food production

Koen Boone, WUR/TSC, 16 June 2023

Sustainable Food Summit

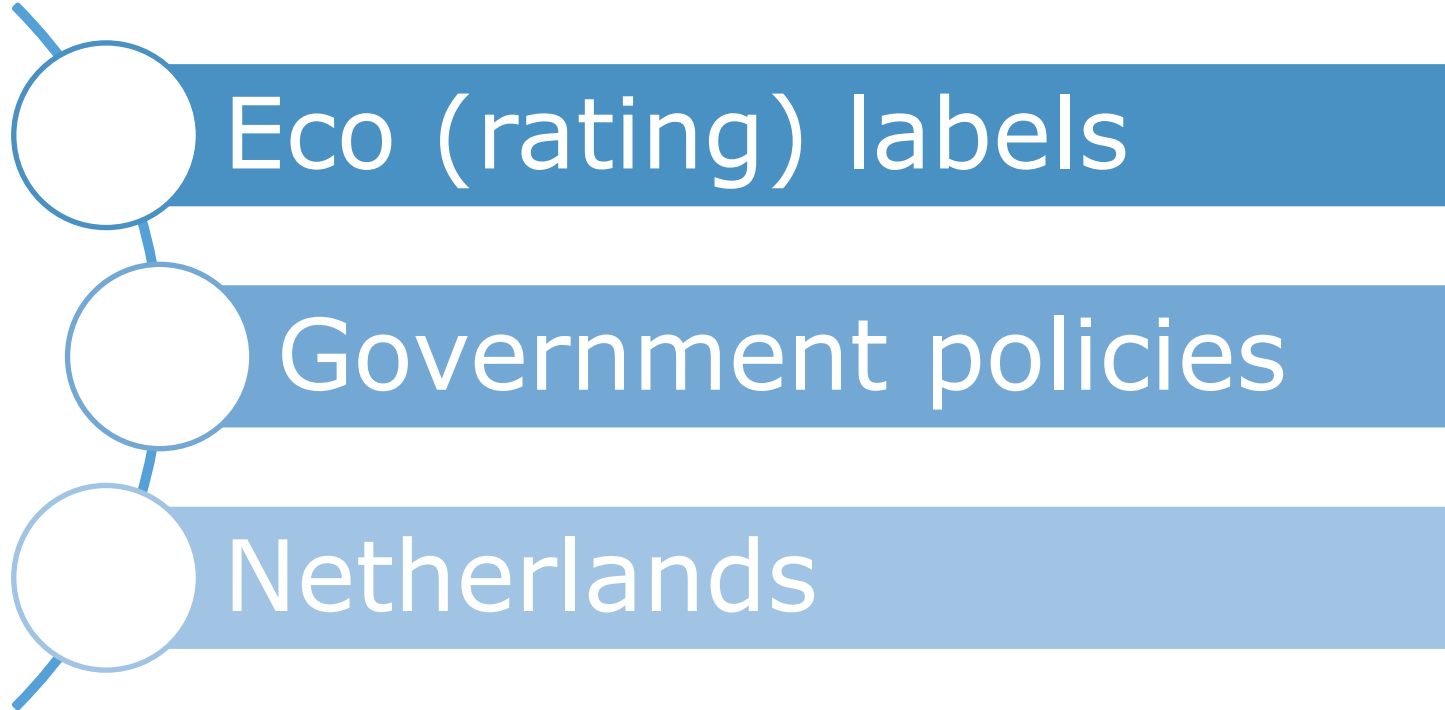


Game changer








- Currently: Transparency on sustainability on voluntary base using non-comparable methods
- Governments and retailers are demanding transparency for all food products using harmonized impact methodology
- Game changer



Agenda



Ecorating 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

- Nutriscore for environment: Comparison between and within product categories
- Based on (EU) Life Cycle Assessment (LCA) standard
- French database with product category average scores
- Implemented by French government for all food end 2023

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

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.

Ecolabeling: Potential high impact

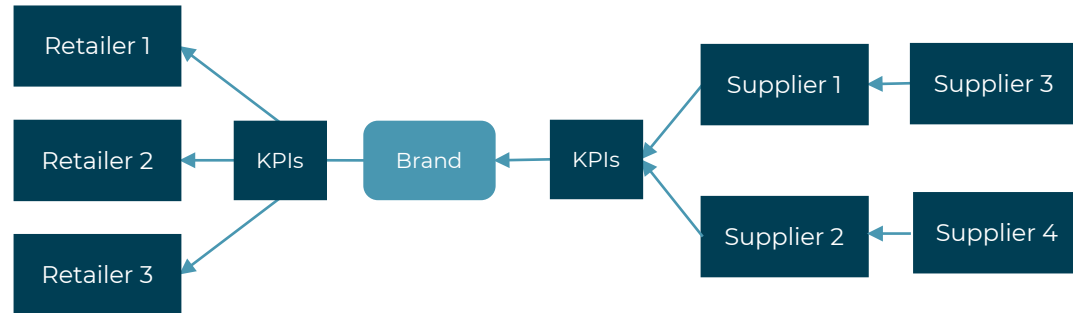
- Available for all food
- Broad set of **impact** categories
- Continuous improvement
- Comparison within & between product categories

- Workload/data availability
- Assurance
- Methodological challenges
- Social and animal welfare indicators

Potential to have high impact on sustainability of food

BtB: TSC's Sustainability Insight System (THESIS)

- The Sustainability Consortium: **Global Cooperation** between **industry, ngo's and science**
- **Social and environmental** indicators for **115** consumer product **categories**
- **LCA/Impact** indicators preference but completed by **other indicators**
- Implemented by nearly **2000 companies** to report to retail/wholesale/catering/hospitality



Governments



European Union



Green Claims initiative

- No new labels
- Claims should follow scientific criteria
- Check by national governments
- PEF+ for food

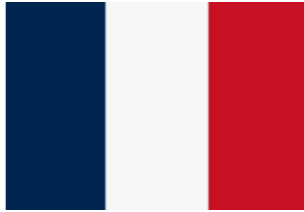
March 2023

Farm to Fork strategy

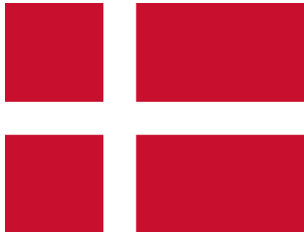
- Sustainable Food Labelling Framework: nutrition, environment, social and animal welfare

Fall 2023

Government supported initiatives in EU



- Government will introduce Eco rating label end of 2023
- All food producers are expected to report



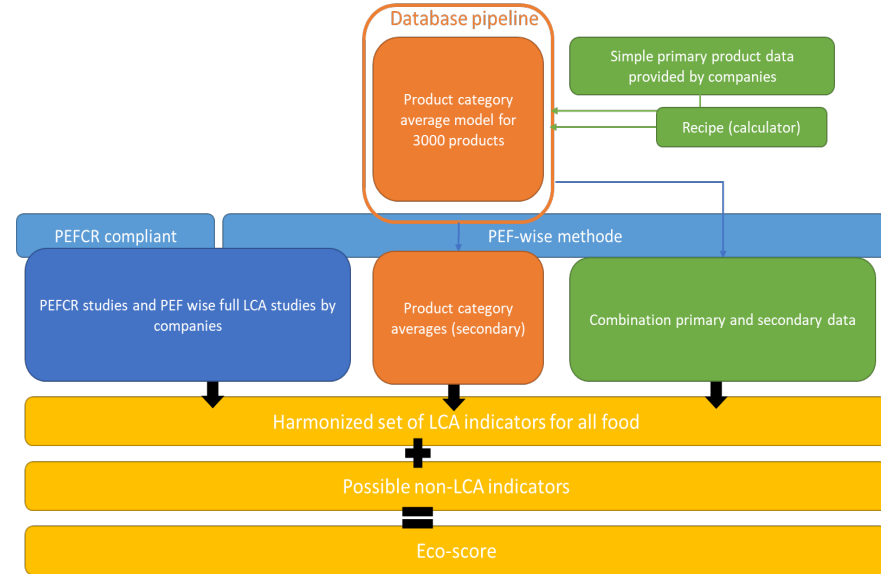
- Climate label in consideration
- Government initiated

Dutch initiative



Working group footprint














- Researching voluntary eco rating label
- Generic LCA database NL
- EU financed project to cooperate with France, Spain and Germany
- Cooperate with private Eco rating labels
- First version Ecolabel ready 2025



Members:

LVN, 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

Foqus Planet Friesland Campina

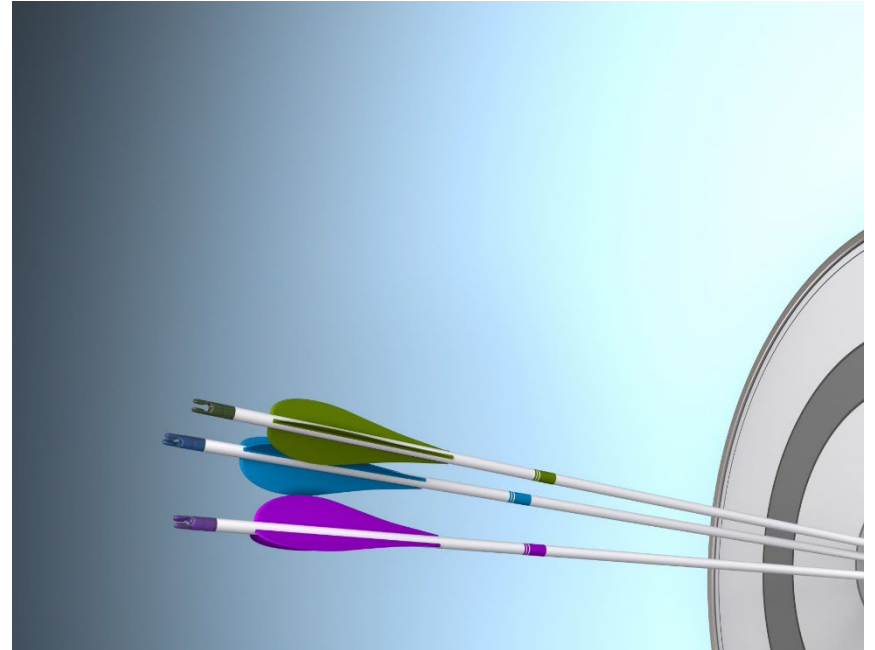
Thema's	Indicatoren	Drempelwaarde (start toeslag)	Toeslagen	Topwaarde (maximale toeslag)	Totaal (bedragen per 100 kg melk)
 DIERGEZONDHEID EN -WELZIJN	 Levensduur (jaren + maanden + dagen)	€0,00	5 jaar en 4 maanden	7 jaar en 2 maanden	€ 0,10
	 Kalveropfok (KalfOK)	€0,00	70 punten	95 punten	€ 0,10
 KLIMAAT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



Vóóraf financieel inzicht

Conclusions

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



Thanks for your attention

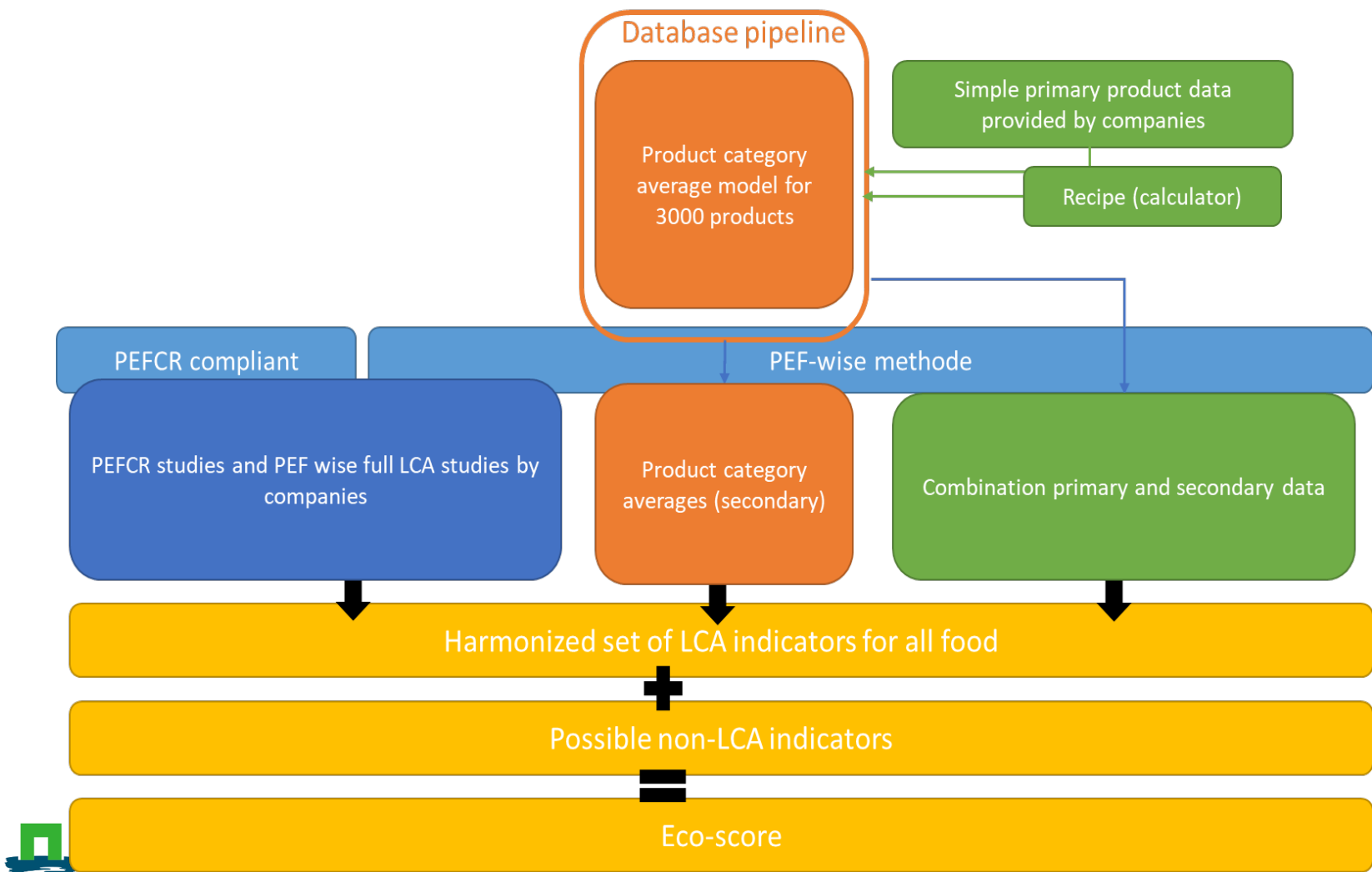
Questions?

Koen.boone@wur.nl

More information:

[Harmoniseren en meten van duurzaamheid \(voedsel\) - WUR](#)







MEASURING AND COMMUNICATING ENVIRONMENTAL IMPACTS OF FOOD PRODUCTS

Preliminary insights from national experiences

Hybrid OECD Food Chain Analysis Network (FCAN) Meeting

22nd - 23rd June 2023 | 10.00 - 17.00 CEST



Measuring and communicating environmental impacts of food products:

Speaker's contact information

Session 1 – The OECD project on measuring and communicating environmental impacts

1.1 Speed dating: an opportunity to meet and understand each other's work

- [Elisa Jourde](mailto:elisa.jourde@foodprint.eco) (France), **@Foodprint** – elisa.jourde@foodprint.eco
- [Audrey Rimbaud](mailto:audrey.rimbaud@ademe.fr) (France), **AGRIBALYSE** – audrey.rimbaud@ademe.fr
- [Mark Hodgson](mailto:mark@foundation-earth.org) (UK), **Foundation Earth** - mark@foundation-earth.org
- [Xiangyu Song](mailto:Xiangyu.Song@fao.org) (FAO), **LEAP Partnership** - Xiangyu.Song@fao.org
- [Eleanor Murphy](mailto:eleanor.murphy@bordbia.ie) (Ireland), **Origin Green** - eleanor.murphy@bordbia.ie

1.2 The OECD project on measuring and communicating environmental impacts of food products

- [Koen Deconinck](mailto:koen.deconinck@oecd.org) (OECD) - koen.deconinck@oecd.org
- [Céline Giner](mailto:celine.giner@oecd.org) (OECD) - celine.giner@oecd.org

Session 2 – Communication initiatives: Preliminary insights from national experiences

2.1 Experience sharing: which impacts can be included?

- [Daniel Trillos](mailto:dtrillos@icontec.org) (ICONTEC, Colombia) – dtrillos@icontec.org
- Valérie To (Ministry of Ecological Transition and Territorial Cohesion, France) – valerie.to@developpement-durable.gouv.fr
- Lindsay Roome (Department of Environment, Food and Rural Affairs (Defra), UK) - Lindsay.Roome@defra.gov.uk

2.2 Experience sharing: how can claims and labels be designed?

- [Mark Little](mailto:mark.little@igd.com) (Institute of Grocery Distribution, UK) – mark.little@igd.com
- [Michael Freedman](mailto:michael.freedman@igd.com) (Institute of Grocery Distribution, UK) – michael.freedman@igd.com
- [Grace Binchy](mailto:Grace.Binchy@BordBia.IE) (BordBia, Ireland) – Grace.Binchy@BordBia.IE

2.3 Experience sharing: Which messages can be conveyed and how can environmental impacts be weighed?

- [Gen Kunieda](mailto:gen_kunieda070@maff.go.jp) (Ministry of Agriculture, Forestry and Fisheries, Japan) - gen_kunieda070@maff.go.jp
- [Satu Reijonen](mailto:sakre@fvst.dk) (Ministry of Food, Agriculture and Fisheries - Denmark) - sakre@fvst.dk

- [Koen Boone](#) (Wageningen Economic Research, Netherlands) – koen.boone@wur.nl

2.4 Experience sharing: what are strengths and weaknesses of simplified impact labels versus other approaches?

- [Jodey Derouin](#) (Agriculture and Agri-Food Canada) – jodey.derouin@AGR.GC.CA
- [Hannele Heusala](#) (Ministry of Agriculture and Forestry, Finland) – hannele.heusala@luke.fi
- [Minna Huttunen](#) (Ministry of Agriculture and Forestry, Finland) – minna.huttunen@gov.fi

2.5 Open discussion: what are the main issues?

- [David Gouveia](#) (Ministry of Agriculture, Portugal) – david.gouveia@gpp.pt
- [Aivars Lapins](#) (Ministry of Agriculture, Latvia) – Aivars.Lapins@zm.gov.lv

Session 3 – Measurement initiatives: Preliminary insights from national experiences

3.1 Experience sharing: Life-cycle Assessment (LCA) databases

- [Audrey Rimbaud](#) (ADEME, France) – audrey.rimbaud@ademe.fr
- [James Fell](#) (ABARES, Australia) – james.fell@aff.gov.au
- [Michael Cummins](#) (Defra, UK) – michael.cummins@defra.gov.uk
- [Marcelo Morandi](#) (Embrapa, Brazil) – marcelo.morandi@embrapa.br
- [Jens Lansche](#) (Agroscope, Switzerland) – jens.lansche@agroscope.admin.ch

3.2 Experience sharing: Farm-level calculation tools

- [Eleanor Murphy](#) (Origin Green, Ireland) – eleanor.murphy@bordbia.ie
- [Ignacio Beltran Gonzalez](#) (Agricultural Research Institute (INIA), Chile) – ignacio.beltran@inia.cl
- [Gen Kunieda](#) (Ministry of Agriculture, Forestry and Fisheries (MAFF), Japan) – gen_kunieda070@maff.go.jp
- [Javier Piquer Vidal](#) (Ministry of Agriculture, Fisheries and Food, Spain) – fjpiquer@mapa.es

3.3 Experience sharing: Other environmental impacts

- [Audrey Rimbaud](#) (ADEME, France) – audrey.rimbaud@ademe.fr
- [Yeona Hong](#) (Korea Rural Economic Institute, Korea) – yeonahong@krei.re.kr

3.4 Open discussion: (How) can we trust the numbers?

- [Koen Boone](#) (Wageningen Economic Research, Netherlands) – koen.boone@wur.nl
- [Richard Profit](#) (Cool Farm Alliance) – richard.profit@coolfarmtool.org

Keynote address: The public sector's role in improving the information base concerning the environmental impacts of food products: a Canadian perspective

- [Vidya ShankarNarayan](#), Assistant Deputy Minister, Agriculture and Agri-Food Canada - vidya.shankarnarayan@agr.gc.ca
- [Jay Variyam](#) (USDA, United States) – jayachandran.variyam@usda.gov

- [Eleanor Murphy](mailto:eleanor.murphy@bordbia.ie) (Origin Green, Ireland) – eleanor.murphy@bordbia.ie

Session 4 – Governance of measurement and communication initiatives: Preliminary insights from national experiences

- **What are the challenges related to the governance?** [Audrey Rimbaud](mailto:audrey.rimbaud@ademe.fr) (ADEME, France) - audrey.rimbaud@ademe.fr
- **How should stakeholders be involved?** [Gen Kunieda](mailto:gen_kunieda070@maff.go.jp) (MAFF, Japan) - gen_kunieda070@maff.go.jp
- **How can we consider the special circumstances of developing countries?** [Adriana Ignaciuk](mailto:Adriana.Ignaciuk@fao.org) (FAO) - Adriana.Ignaciuk@fao.org
- **How can international coordination be achieved?** [Lee Ann Jackson](mailto:leeann.jackson@oecd.org) (OECD) - leeann.jackson@oecd.org
- **From idea to implementation: how does the process look like?** Lindsay Roome (Defra, UK) - Lindsay.Roome@defra.gov.uk