

How improved transparency will drive more sustainable food production

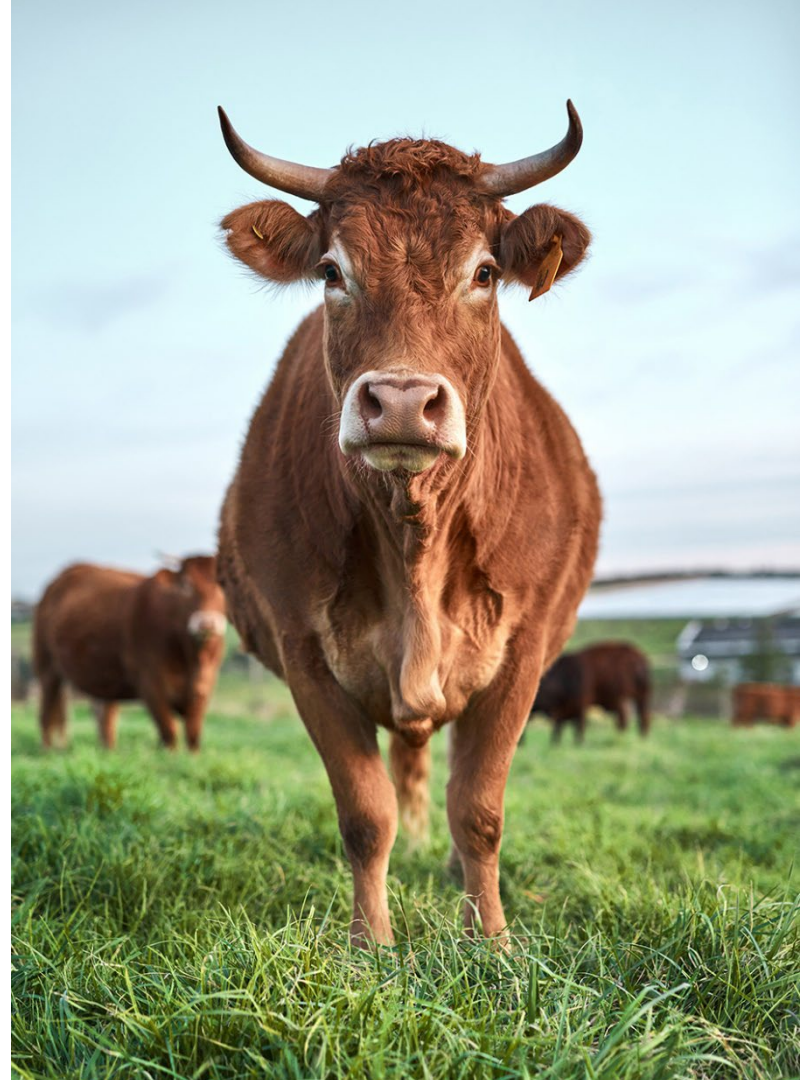
Koen Boone, WUR, 27 June 2023

Inoqo webinar: Green Claims, CSRD & Co

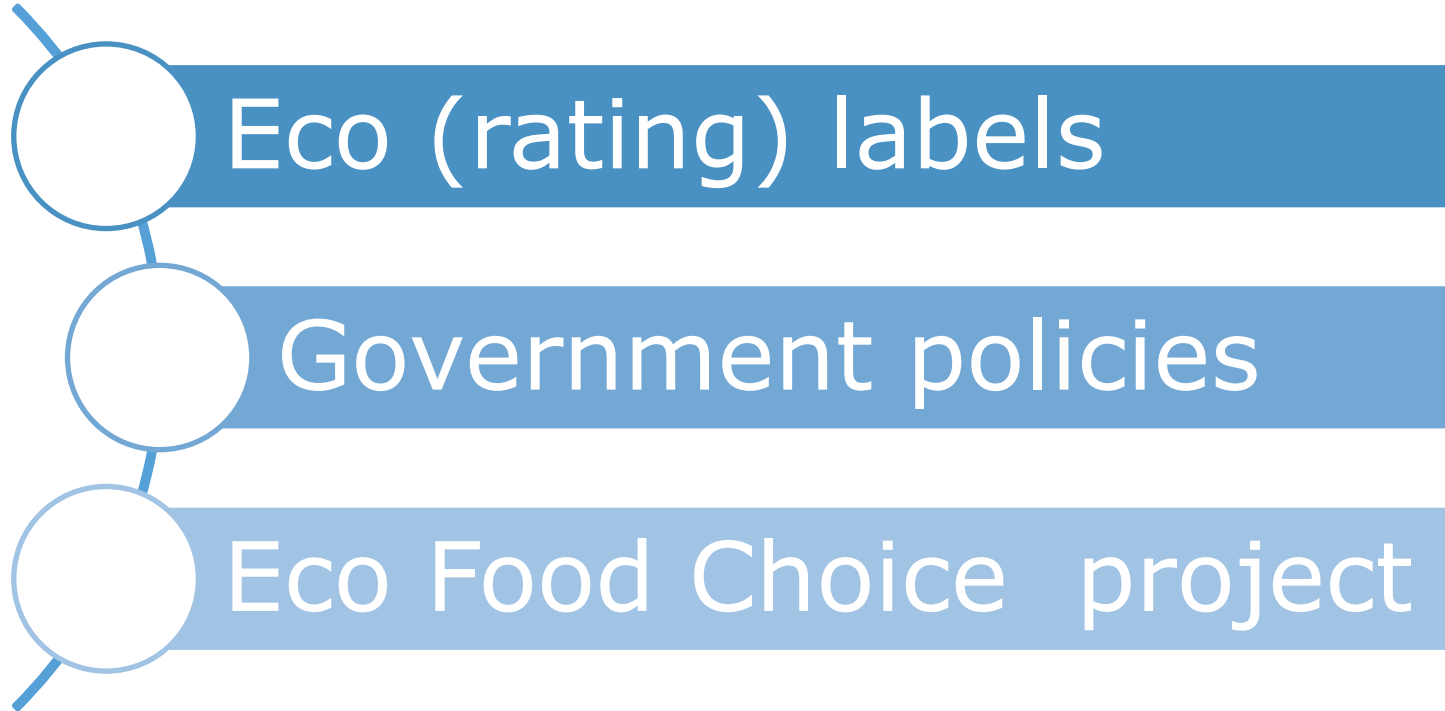


Game changer





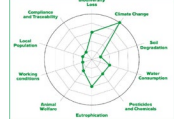


- Currently: Transparency on sustainability on voluntary base using non-comparable methods
- Governments and retailers are demanding transparency for all food products using harmonized impact methodology
- Same development on investment (Taxonomy) and corporate (CSRD) level
- Game changer



Agenda



Eco rating 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

IGD

- Nutriscore for environment: Comparison between and within product categories
- Based on EU LCA standard
- French database with product category average scores
- Implemented by French government for all food end 2023/begin 2024

Life Cycle Assessment (LCA):

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



Product Environmental Footprint (EC)



Ecolabeling: Potential high impact

- Available for all food
- Broad set of **impact** categories
- Continuous improvement
- Category average models decrease burden and facilitate comparability
- 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

Governments



European Union



- Criteria for voluntary environmental claims made to consumers

March 2023

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

Fall 2023

Green Claims and Eco rating labels

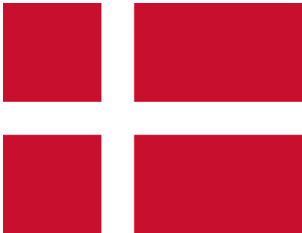


- Labels with aggregated score should be based on EU rules
- PEF can be used if integrating
 - Marine fisheries: Sustainability of the targeted stock
 - Agriculture: Biodiversity and nature protection, as well as farming practices, including positive externalities of extensive farming and animal welfare
- But no EU aggregation rules for these additional themes so only communication on single themes is possible unless
 - Agricultural Working Group (AWG) PEF and/or JRC address missing issues in PEF
 - Sustainable Food labelling framework provides EU aggregation rules
 - Mandatory by national law
 - Type 1 Ecolabel
 - Includes implicit weighting, not always demanding, limited penetration rates and no comparison between product categories

Government supported initiatives in EU



- Government will introduce Eco rating label end of 2023/begin 2024
- All food producers are expected to report

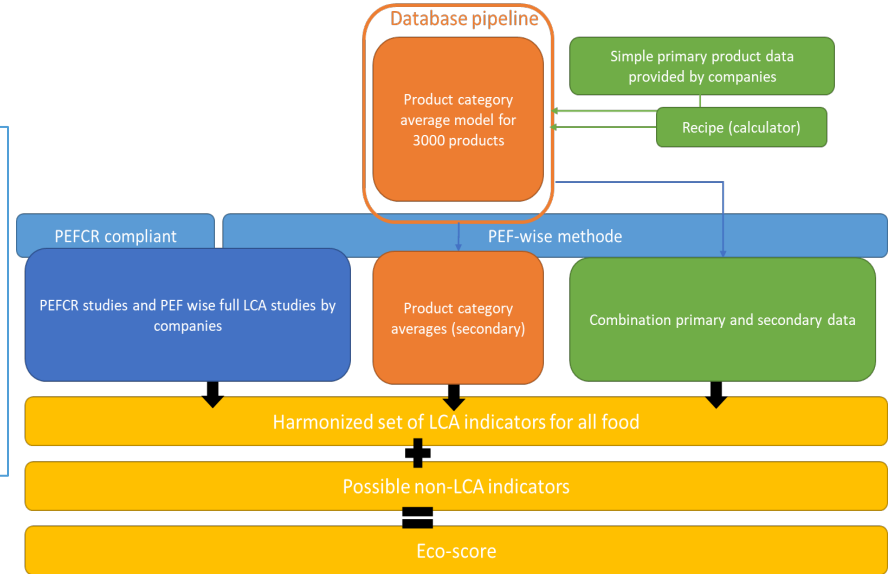


- Climate label in consideration
- Government initiated

Many other countries are working on voluntary initiatives (Netherlands, UK) or are investigating opportunities

Dutch initiative

- Developing voluntary eco rating label
- Generic LCA database NL
- Cooperate with private and public Eco rating labels in Europe
- 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

EU life Eco Food Choice project

Objective 1

Harmonized databases with product category average environmental impacts

Objective 2














Develop a methodology for an « **eco-score** » label

Objective 3

Test the labelling in real life

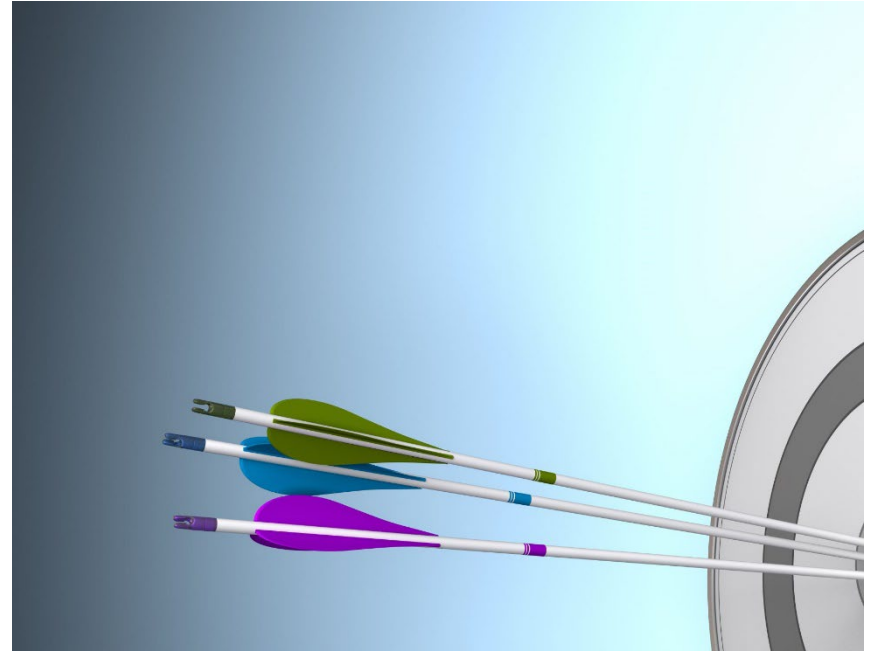
- *Cooperation between France, Netherlands, Germany and Spain*
- *Many other countries connected*
- *Many other organizations involved (Eco rating labels, Retailers, Food Processors, Consumer Goods Forum, WRI, Blonk, UNEP, WWF, Participants Dutch initiative)*
- *Project start November 2023*
- *4 years duration : 2023-2027*
- *Budget of 3 € Million*

Final Goal: (Financial) incentives towards sustainability

Thema's	Indicatoren	Drempelwaarde (start toeslag)	Toeslagen	Topwaarde (maximale toeslag)	Totaal (bedragen)
 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	€
	 Stikstofbodembalans (kg N/ha)	€0,00 160 kg/ha		20 kg/ha € 0,10	€
 BIODIVERSITEIT	 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	

Conclusions

- Eco rating label is introduced by private and public sector
- Still challenges to solve but many resources available
- Game changer if (primary) data will be made available and right incentives applied
- Support on national level but EU green claims not clear



Thanks for your attention

Questions?

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More information:

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

