



FRESHFEL EUROPE ENVIRONMENTAL FOOTPRINT INITIATIVE FOR FRUIT AND VEGETABLES

**DG AGRI
CIVIL DIALOGUE GROUP AGRI-MARKETS
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FRESHFEL ENVIRONMENTAL FOOTPRINT INITIATIVE

- Discussions in Freshfel since 2019 on environmental footprint regarding sustainability labelling, PEFCR etc.
- March 2021 launch of Freshfel Environmental Footprint Initiative.
- Governed by a Steering Committee & Technical Committee.

Freshfel Europe
(Management &
sector representation)



Initiative Members
(Voluntary active participation)



Supporting Organisations
(Advisory participation)



FRESHFEL ENVIRONMENTAL FOOTPRINT INITIATIVE

- Collaborative effort to avoid sector duplication of work and resources, and avoid further fragmentation.
- Objective: **Develop an objective, standardized environmental footprint methodology, database and digital tool for the fresh produce sector that is broadly accepted by the industry, stakeholders as well as consumers.**
- After much due consideration (market & legislation analysis) decision to align with PEF methodology.
 - C(2021) 9332 – European Commission Recommendation of 16.12.2021 on the use of Environmental Footprint methods to measure and communicate the life cycle environmental performance of products and organisations.
 - Proposal for a legislation on Green Claims Initiative (expected November 2022) (under CEAP 2.0)
 - Proposal for a legislative framework for sustainable food systems, including food sustainability labelling (Q4 2023) (under Farm to Fork Strategy)
- Formal revision of pre-existing HortiFootprint Category Rules with a ‘shadow-PEFCR’ (2023-2024) developed with Wageningen University Research to be joined with the EC programme once open.
- Additional activities of the Initiative include a digital tool provision.



PRODUCT ENVIRONMENTAL FOOTPRINT

PEFCR – Product Environmental Footprint Category Rules

PEFCR tries to solve problem of the proliferation of environmental footprint methods for environmental claims/labels/initiatives.

PEFCR is reproduceable, comparable, verifiable:

- ✓ Avoid market confusion
- ✓ Avoid mistrust on markets
- ✓ Allow comparison between products in the same product category more easily
- ✓ Increase transparency both in supply chain & to consumers on product sustainability



PEFCR projects developed formally with European Commission.

PEFCR projects: pasta, wine, olive oil, meat, dairy, coffee, beer, marine fish, cat/dog food & more non-food.

EC Guidance Rules developed for each PEFCR.

Data provision by European Commission.



PRODUCT ENVIRONMENTAL FOOTPRINT

PEFCR only takes into account the **most relevant (top 80%) impacts for a product** over its life cycle.

PEFCR selects the most important impact categories for a product out of **16 environmental impacts**. There is no specific number set to be selected per PEFCR.

The selected impact categories form the foundation of the environmental footprint & thus offer a common level of comparability no matter what LCA the PEFCR is integrated into.

Continual work done by DG ENVI to work on 'gaps' e.g. biodiversity as an impact category.



PRODUCT ENVIRONMENTAL FOOTPRINT

PEF applies to all products on the EU market (ie. including non-EU products)

Cradle-to-grave approach

Shadow PEFCR will follow 'official' European Commission process as much as possible, including 2 public consultations.

Interested Freshfel members are still welcome to join the Initiative.

16 impact categories



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

Applications of PEFCR

PEFCR is not only facilitates sustainability reporting obligations, but also aids operational sustainability accounting at company and sector level:

A PEFCR for fresh produce has many applications to enhance verifiability, accountability and credibility of industry operations (non-exhaustive), especially at legislative level and for private certification:

Substantiation of
pertinent operational
decisions:

- ✓ Packaging choices
- ✓ Logistics decisions
- ✓ Energy usage
- ✓ Hot spot identification for emissions reductions
- ✓ Green claims
- ✓

PEFCR applications – Packaging debate

A PEFCR for fresh produce has many applications to enhance verifiability, accountability and credibility of the fresh produce industry.... for example packaging.

Revision of PPWD: EC draft proposal of Regulation on Packaging & Packaging Waste

- Article 22(1): ***“Economic operators shall not place on the market packaging in the formats and for the purposes listed in Annex V.”***
- Annex V on *Restrictions on use of packaging formats* specifies:
 - 1. “Single-use plastic grouped packaging:***
Plastic packaging used at retail level to group goods sold in cans, tins, pots, tubs, and packets designed as convenience packaging to enable or encourage end users to purchase more than one product. This excludes grouped packaging necessary to facilitate handling in distribution. Examples: collation films, shrink wrap.”
 - 2. “Single use plastic packaging, single use composite packaging or other single use packaging for fresh fruit and vegetables:***
Single use packaging for less than 1.5 kg fresh fruit and vegetables, unless there is a demonstrated need to avoid water loss or turgidity loss, microbiological hazards or physical shocks. Examples: Nets, bags, trays, containers.”

Along with existing Member State legislation banning single use packaging for <1.5kg with varying exemptions, such as in France, Spain, Belgium among others.

Note that the draft PPWR obliges use of industrially compostable stickers from 24 months after entry into force.

A PEFCR for fresh produce has many applications :

- Response to customers expectations in regard to LCA and environmental footprint performance (verifiability, accountability) for business operators
- Consolidate information for Cie sustainability report
- Credibility and measurement of a particular sector collectively
- Access to public subsidy when demonstration of sustainability will be required (CAP,..)
- Access to finance when banks and financial institutions will subject access to loan to a sustainable business approach and an environmental accountability



Thank You!