



European Fresh produce sector's sustainability accountability

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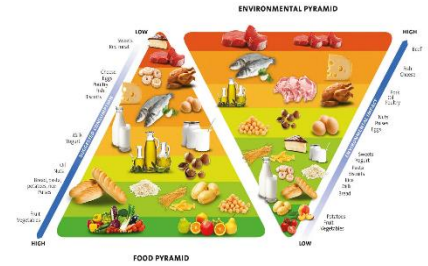


What are the challenges and opportunities for fresh produce in the Green Deal and Farm to Fork?

F&V business is changing, driven by societal concerns...

Opportunities

- Journey started two decade ago
- Fruit and vegetables are essential «public» goods given their **low environmental impact** and **high health benefits**
- Fruit and vegetables are **part of the solutions** to many societal challenges including climate change or prevention of NCD
- Civil society and the sector are proactive and drive the process, often faster and deeper than regulation => challenge to **access to the customers** requirements, reflecting consumers expectations and contribute to many SDG



Challenges

- Governments take steps such as EU with GD, F2F, EU beating cancer plan, but not always in the more **coherent** way and not always securing the **good functioning of the single market**
- Proliferation of crisis => secure **resilience and economic sustainability** is a challenge
- Avoiding green washing and be accountable collectively as a sector



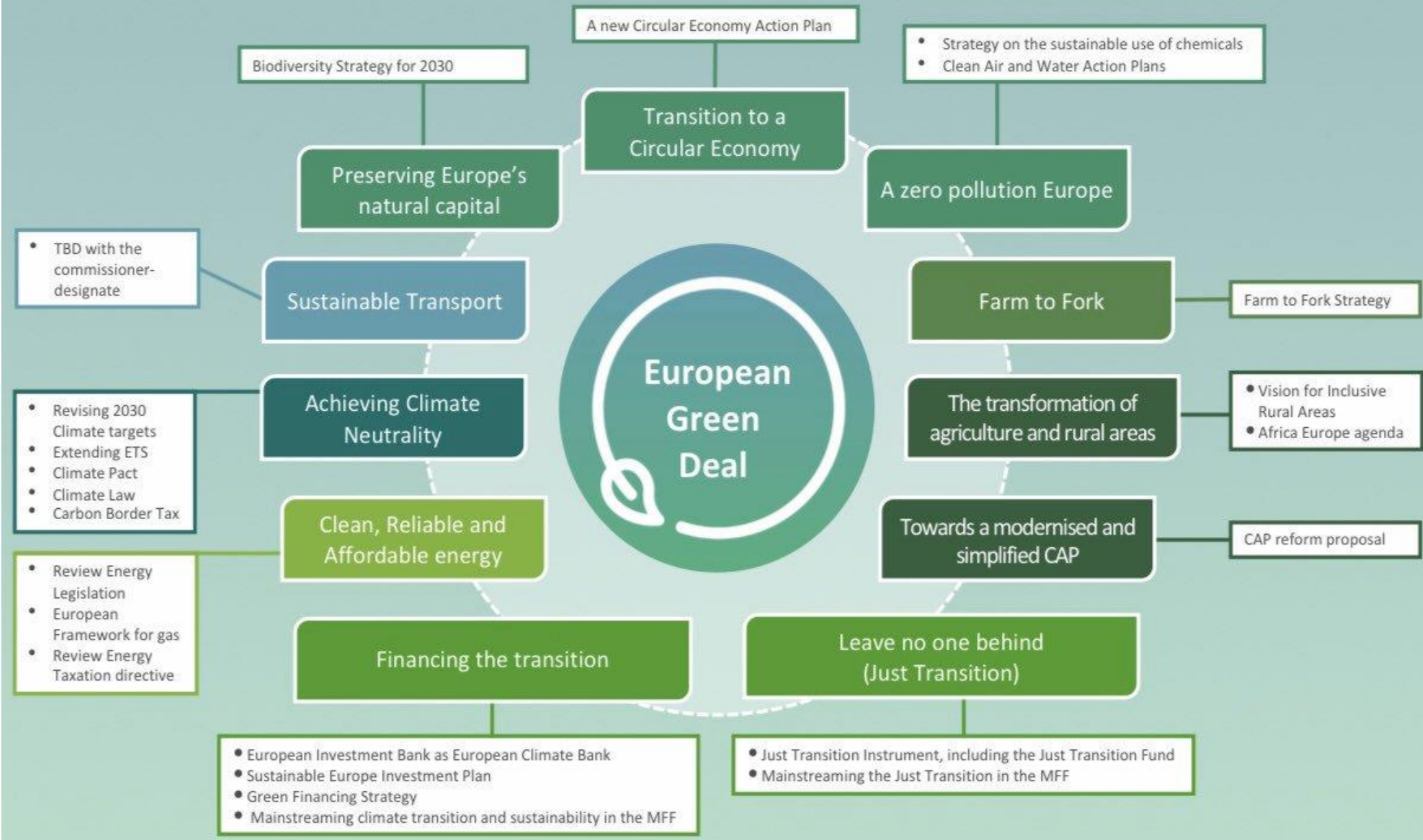
Still many pending duties:

Regulatory

- SUR
- PPWD
- Labelling/ Green claims
- SFS
- Nature restauration

Other

- Organic action plan
- EU Taxonomy
- Due diligence
- Food waste reduction target
- PEF validation





What are the steps taken by the sector for its carbon footprint measurement?

What is PEFCR?

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.

- 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.

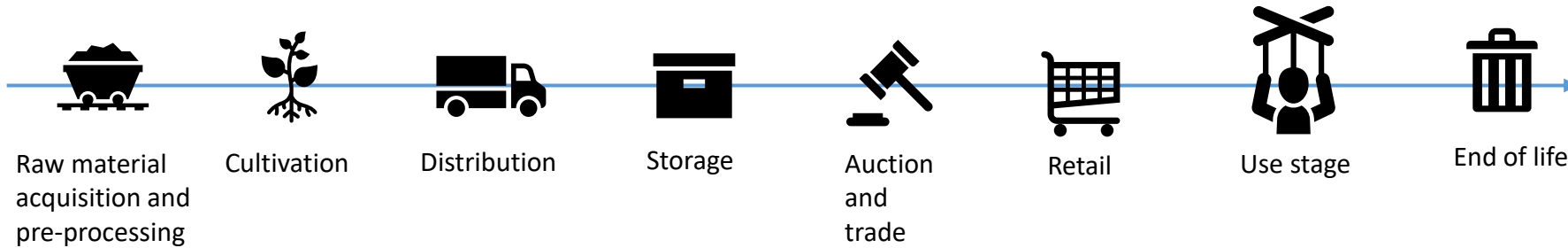


Freshfel Environmental Footprint Initiative

Two major work streams:

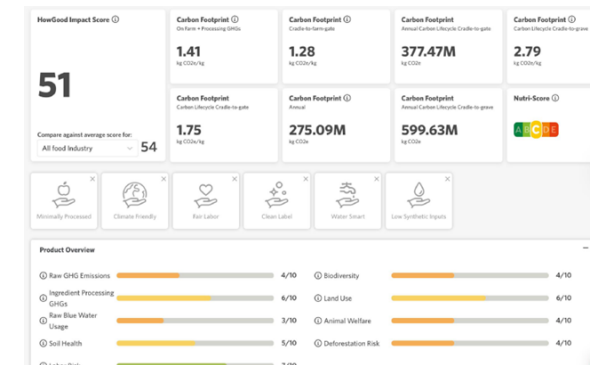
1. PEFCR development

- Development of shadow PEFCR 2023-2024 Following EC process as much as possible (only few minor deviations) to allow future adoption (if possible)
- Financed by Freshfel EF Initiative
- Revision of HortiFootprint Category Rules
- Technical work completed by Wageningen Economic Research, supported by Freshfel EF Initiative Technical Committee.



2. Digital tool provision

- Digital environmental footprint calculation tool provision while PEFCR under development.
- Framework agreements being developed between Freshfel and 3 leading service providers (Glimpact, CarbonCloud, HowGood) for preferential services to Freshfel EF Initiative members.





What is next on the reporting agenda?

- To counter proliferation and mistrust in labels, all 'green claims' (explicit environmental claims) must be substantiated, i.e. backed up with data according to certain requirements.
- PEFCR could be alternative, but there is no explicit mention of this methodology.
- Sustainable and green labelling based on scientific evidence and comparable methodologies should be encouraged.
- Other 'green' labelling: Framework for a Sustainable Food System (FSFS) would open up for possibility of sustainability label.



- Importance of coherence: ensure that fresh produce can profile and market itself using such labels. As the trend moves towards unpacked, alternative ways of communication must be provided. Risk of less sustainable products having marketing space while fresh produce does not.

Green Deal is leading to new reporting model some voluntary , some mandatory

PEFCR

- Measurement of product footprint based on the Life Cycle Assessment of product
- Allow comparability and improve overtime impact of product

GLOBALGAP

- Resulting from the the move from GAP/Foodsafety to Environmental Sustainability Solution

**Need of coordination in regard to methodology to avoid excessive burden and costs !
Essential steps for substantiating SFS and Green claim
Accountability to become key for finance and public support (CAP)**

CSRD Reporting -Due diligence

- For large Cie but indirect consequences for suppliers and business contacts
- Report on two aspects:
 - Materiality (covering both social and environment aspects)
 - Assessment of climate impact on business
 - Based on EFRAG

