

Webinar – 29/06/2022

“Sustainable food: measuring and communicating about environmental impact”

General framework considerations German food retail sector



Political background

- Policy initiatives at **EU level** (Green Deal and Farm-to-Fork strategy), concrete projects "Creation of a **framework for sustainable food systems** and the **design of a sustainability labelling for food**", Empowering consumers for the green transition, Substantiating Green claims
- Further activities in **EU member states**: France; Netherlands; Denmark, etc.
- **Germany**: Coalition agreement – federal government supports the development of criteria for an ecological footprint of food



Our work so far

- Monitoring the national/European discussion and existing or developing systems
- Internal exchange in a working group since several months: identify main framework points and needs – without choosing one particular scheme
- Development of sector position in more detail (criteria, labelling)

Dialogue

- Exchange with federal ministries (environment, nutrition and agriculture)
- Exchange with other stakeholders (consumer, organic sector associations, food industry etc.)
- Exchange with the EU level (COM)

Key points for food retailers

Consumer information:

- ✓ **Labelling** should be applied to the product and throughout Europe.
- ✓ It should be regulated at European level through a **voluntary obligatory approach**.
- ✓ An **administrative body** should be created and be able to act in the languages of the market.
- ✓ A **multi-level grading and colour-coded** labelling is supported.
- ✓ Special solutions should be created for **small product packaging**.
- ✓ Further information could, for example, be accessible **online**.

Scope: dimensions to cover

- ✓ The sustainability dimension in focus of an overarching approach should be "**ecology**".

Key points for food retailers

Methodology:

- ✓ The **PEF methodology** provides a good basis, but should be further developed.
- ✓ The environmental performance of **organic** should be recognised accordingly.
- ✓ In addition, a **bonus-malus scoring system** should be established for other relevant aspects (biodiversity, soils, plant protection, sustainability standards, environmental practices of the states, feed, regionality, packaging).
- ✓ Special categories could be highlighted, for example, via a **score value**.

Data:

- ✓ In principle, it should be possible to use **secondary data**.
- ✓ It should be possible to use **own primary data** to map improvements.
- ✓ **Comparability and transparency** of data should be ensured independently.

Timeframe:

- ✓ A staged process should allow sufficient time for the **transition**.

What's next?

- Start now instead of tomorrow
- Concrete input to EU-Commission for preparation phase of SFS framework legislation
 - Coherence between different EU-initiatives
 - Don't reinvent the wheel
 - Adaptation of PEF to accommodate uncovered dimensions?
 - Facilitate exchange/dialogue in the food chain among relevant stakeholders, at national and at European (Member State) levels
 - Sustainability is global! Avoid legal fragmentation – aim for level playing field
- Tackle data question

Thank you very much!

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