

PEF – a future harmonised fundament for documenting environmental quality of food products?

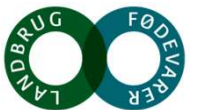
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Vækst i balance



From labels to PEF

- The consumers and companies like labels like the Swan and the Flower
- And the Danish Organic-label is widely known around the world as a proof of quality and as a way of greener living – for Danish exporting companies they provide a bigger market for organic products and give a competitive edge – in China for example they see the Danish quality scheme for pork called simply DANISH and the Danish Organic label as signs of food quality and food safety
- But the consumers, companies, NGOs and the Government want to take to the next level - to document the environmental burden of food and agricultural products and here the PEF is the best model on the horizon right now we think



It is a jungle out there

There are also a lot of initiatives reaching from

- the UN sustainable Goals (SDG),
- EU policy on sustainable consumption and production,
- Circular economy
- Labels like the just mentioned the Nordic Swan and the EU Flower and Danish Organic label
- And different kinds of customer, B2B and private initiatives.
- We all know that it is difficult to handle the concept sustainability because it's technical and associated with many dilemmas. For example, if you do something for biodiversity, it can have a negative impact on the climate and vice versa.
- So let us look at the PEF

Vækst i balance



What is the purpose of any PEF?

- It is to ensure a unified and standardized way of performing the LCA calculations. This makes it possible to compare products within the same product category.
- Consumers and businesses within the European Union may in the coming years meet a whole new and systematic information system about the environmental footprints (EF) of products and organisations - including a benchmark to allow for comparison of EF's between competing products in the market.
- The purpose is to give the consumer a choice based on a transparent and credible foundation and the same time avoid the risk of greenwashing.
- And being a driver towards a greener and more sustainable industry.

Benchmarking requires good primary data

- All industries use benchmarks.
- Where are you compared to the best in your business?
- Through primary data that is easily accessible, highly credible and comparable between products and businesses, all environmental claims are verifiable.
- A PEF needs good primary data to work on a company level – in a high performing country like Denmark primary data will give the upper hand in the global competition in a green future
- Environmental benchmarks will therefore drive companies and ultimately consumers to make low impact choices

Primary data and audit as tools against greenwashing

- All PEFCR's should provide guidance related to how a proper auditing of the data can be made.
- To ensure that data is credible and comparable and properly applied independent third party verification is crucial.
- Trust is good but audit is always needed

What data and databases do we need?

- What data do we need to make it work?
- Would it be possible to create local/national databases and how do you maintain a good and up-dated data quality?
- Danish agriculture needs support from the Danish Government so we in unison can drive this towards a more sustainable future to the benefit of the sector, the consumers and the environment.
- The Danish Agriculture has allocated great resources to this area for years now – but without cooperation with the authorities we cannot move forward

We are in this together

- We would like to continue our great cooperation with the Danish Authorities and other stakeholders in the NEF group and make this cooperation even stronger.
- We need to launch projects and collect the lessons learned while working with the PEF
- By having a high standard of data quality the PEFCRs will serve as drivers for improving the environmental footprint and can be used to improve resource-efficiency.
- Benchmarks for comparison of EF's between competing products in the market lead to low impact choices
- Any product brought to market in the EU, and any business operating within the EU, will in the near future have a documented environmental footprint through a PEF profile