

STATUS REPORT: CLIMATE CERTIFICATION FOR FOOD

2012-02-08

Introduction

A Swedish initiative was started in 2007 by KRAV and Swedish Seal/Svenskt Sigill in order to develop a climate certification for the food chain and flowers. Currently, the project is managed in cooperation with several major Swedish food companies: Milko, Lantmännen, the Federation of Swedish Farmers, Scan and Skånemejerier. The purpose is to create a certification system, which will reduce the negative climate effects in food production and give consumers a chance to make conscious climate choices as well as strengthening the competitiveness of food producers.

Establishing and communicating a new label on the market is challenging. Our approach is to produce a certification scheme that can be used as a plug-in-module for existing sustainability labels or standards for food production in order to insure quick introduction and impact on the market. The plug-in-module certifies and guarantees substantial reductions in climate impact. No carbon footprint is presented; the criteria are based on a scientific scan of climate impact in the food chain.

Repeated market studies in Sweden and the EU demonstrate that consumers are interested in products with reduced climate impact. Three out of four consumers in Sweden want to be able to choose food with lower climate impact, and approximately every second consumer say they are willing to pay more for such a product.

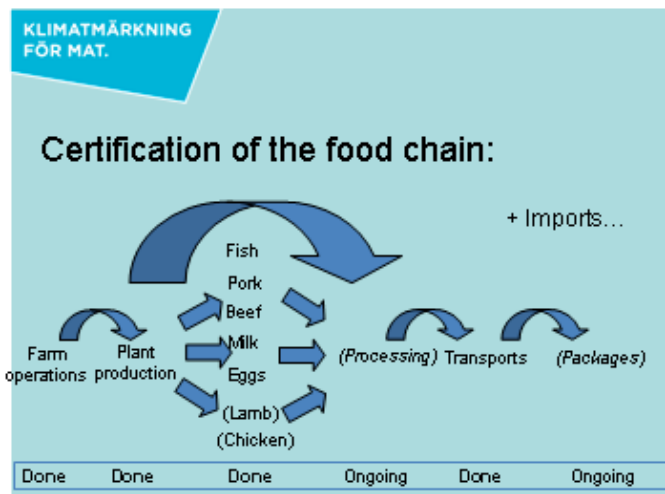
The certification scheme aims at raising awareness and stimulating development of production methods with lower climate impact. Examples of criteria:

- Fodder for animals: Lower use of soy. Locally produced, climate calculated fodder for efficient production
- Nitrogen as a fertilizer: Efficient use of nitrogen to reduce emissions of nitrous oxide.
- Animal welfare: Healthy animals results in lower emissions per produced kg meat.
- Energy: Saving energy is good for the wallet and for the climate.
- Packaging, processing and transports are also included in the criteria.

Criteria have been presented for the following areas:

- Farm operations
- Plant production
- Greenhouse production
- Fish
- Pork
- Beef
- Lamb
- Chicken
- Eggs
- Milk
- Processing/packaging/handling
- Transports
- Imports

All criteria are available on the website: www.klimatmarkningen.se/in-english.



The climate certification covers the food chain from farm to store including distribution and packaging. Focusing on the climate question alone can lead to sub-optimal solutions. Therefore the criteria are developed to integrate climate measures with other sustainability issues. For example, the criteria promote renewable energy rather than carbon neutral energy, and healthy animals rather than high production.

The system was launched officially on June 15th 2010, the picture to the left shows Anders Carlgren, minister for environment at the time, and Elisabeth Gauffin, milk producer recently climate certified. The picture in the middle shows climate certified Christmas ham that was launched on November 24th and to the right you can see one of the two climate certified tulip producers that are now selling certified flowers in Sweden. Finally, one of Sweden's major producers of frozen vegetables has certified spinach, peas and other vegetables according to Svenskt Sigill.



The climate certification builds on existing standards for sustainable food production with regular third party inspections by an accredited certification body, currently the Swedish organic label KRAV or the Swedish food quality label Swedish Seal/Svenskt Sigill. Swedish

Seal/Svenskt Sigill offers producers who have voluntarily climate certified their production a label communicating to consumers that improvements have been made. KRAV integrates climate criteria in the existing criteria for organic production and does not market specifically that the products are climate certified.



Currently the following products have been certified:

- Milk from a small dairy north of Stockholm (Sju Gårdar)
- Milk from one of Sweden's major dairy companies (Skånemejerier)
- Pork meat from a major producer in Västerås (Nibble)
- Tulips (Alverbäcks and Sörby)
- Frozen spinach and peas (Findus)
- Sprouts (Nylands)
- Lettuce and herbs (Orto Novo and Örtikultur Brunskog)

There are currently about forty products available in Swedish shops from the producers mentioned above.

Criteria, data, supportive tools and scientific reports are available in English on the website: www.klimatmarkningen.se/in-english

The project has been presented at the international PCF World Forum in Berlin at regular intervals during the past years. <http://www.pcf-world-forum.org/>

For more information, please contact

Anna Richert, Svenskt Sigill, project manager: anna.richert@sigill.lrf.se or +46 8 787 53 73;
Anders Carlborg, KRAV: anders.carlborg@krav.se or +46 18 17 45 19