



# FreshProducePEFCR: Calculating the environmental footprint of fresh fruits and vegetables

**Monday, 13 January 2025 (15:00-16:00 CET)**



# Welcome & introduction

**Philippe Binard**

**Freshfel Europe**

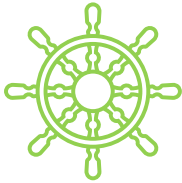
# Opening remarks



Large audience across supply chain  
and media



Project in perspective and complementary to  
CSRD, CDDD, and GlobalGAP ESS



Freshfel Europe's leadership on  
pan-European sustainability solutions



Benefit of sector having a common  
measurement methodology to position fresh  
produce among food category



Drivers: international commitments and  
European legislation



Economic sustainability:  
accountability = access to finance



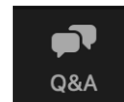
Objectives: environmental  
sustainability → societal concerns  
and carbon neutrality



Get it right → 2<sup>nd</sup> public consultation starting  
today

# Agenda

- **Why develop the FreshProducePEFCR?**  
(Gil Kaufman, Freshfel Europe)
- **How are we developing the FreshProducePEFCR?**  
(Nikki Hulzebos, Dutch Fresh Produce Centre)
- **How has the FreshProducePEFCR changed from the 1<sup>st</sup> Public Consultation?**  
(Jeroen Weststrate, Wageningen Social and Economic Research)
- **The 2<sup>nd</sup> Public Consultation: what to expect and what is expected?**  
(Jeroen Weststrate, Wageningen Social and Economic Research)
- **Implementing the FreshProducePEFCR in the fruit and vegetable sector**  
(Frédéric Rosseneu, Greenyard)
- **Q&A session with Technical Secretariat representatives**





# Why develop the FreshProducePEFCR?

**Gil Kaufman**

**Freshfel Europe**

# The need for sustainability information

The **environmental impact of products** has increasingly gained attention:

- Supply chain demands
- Legislative sustainability requirements
- Consumers looking for trustworthy information
- NGOs demanding transparency

→ Overall **increasing demand in transparency** for producers, producer associations, or trading companies of fresh fruits and vegetables



# Product Environmental Footprint (PEF)

Using a **uniform and reliable methodology** across the sector would ensure that the environmental footprint calculations and subsequent sustainability claims are:

- ✓ **Comparable**
- ✓ **Verifiable**
- ✓ **Reproducible**

→ EU Commission has developed the **Product Environmental Footprint (PEF)** method:

- ✓ **Life-cycle assessment (LCA)** based method = considers the environmental impact of a product unit from the extraction of raw materials to the waste treatment ("**cradle-to-grave approach**")
- ✓ **Recommended by the EC** as the method to measure and communicate the lifecycle environmental performance of products (and organizations)
- ✓ Connected to several **EU policy initiatives**
  - Green Claims Directive
  - Revision of Unfair Consumer Practices Directive banning unsubstantiated sustainability labels and claims
  - Proposal for a legislative framework for sustainable food systems, including food sustainability labelling

*“Development of a harmonised methodology for the calculation of the environmental footprint of products and organisations”*

# Product Environmental Footprint Category Rules (PEFCR)

PEFCR – Product Environmental Footprint Category Rules = product-specific PEF rules

PEFCRs aim at solving the problem of the proliferation of environmental footprint methods for environmental claims/labels/initiatives.

PEFCR is **reproducible, 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



# The benefits of developing a PEFCR for the fresh fruit and vegetable sector

- ✓ (Most) **Credible & transparent method** to identify environmental footprint of products on the market today
- ✓ Fosters **trust** in product sustainability for **B2B & B2C communication**
  - sector gains in **reputation**
  - facilitate the **transition towards a greener economy**
- ✓ Enables **comparison between products** within one product category
- ✓ Enables **hotspot identification & mitigation** options in product life cycles
- ✓ Ensures **compliance with future EU legislation**
- ✓ Helps **prepare business tackle upcoming requirements** on non-financial reporting at company level
-  **Complex methodology** which requires a large amount of data and LCA expertise
-  **Sector investment and engagement** required

The FreshProducePEFCR would not only facilitate sustainability reporting obligations, but also **aid operational sustainability accounting at company and sector level**:

The FreshProducePEFCR offers 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
- ✓ .....



# FreshProducePEFCR



- 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**
- Discussions in Freshfel since 2019 on environmental footprint regarding sustainability labelling, PEFCR
- March 2021: launch of **Freshfel Environmental Footprint Initiative**
- Formal **revision of pre-existing HortiFootprint Category Rules** with a **‘shadow-PEFCR’ (2023-Q12025)** developed with **Wageningen University Research** to be joined with the EC programme once open

**Freshfel Europe**  
(Management & sector representation)



**Initiative Members**  
(Voluntary active participation)



**Supporting Organisations**  
(Advisory participation)





# Thank you

**Gil Kaufman**  
g.kaufman@freshfel.org



# How are we developing the FreshProducePEFCR?

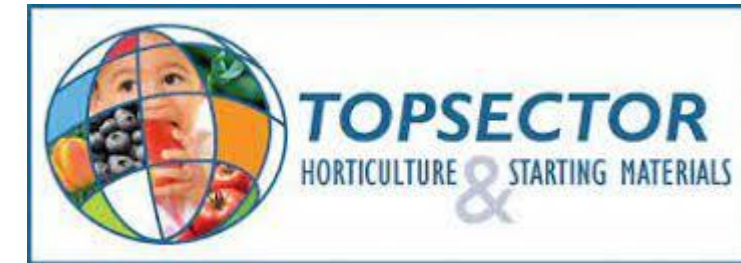
**Nikki Hulzebos**

**Dutch Fresh Produce Centre**

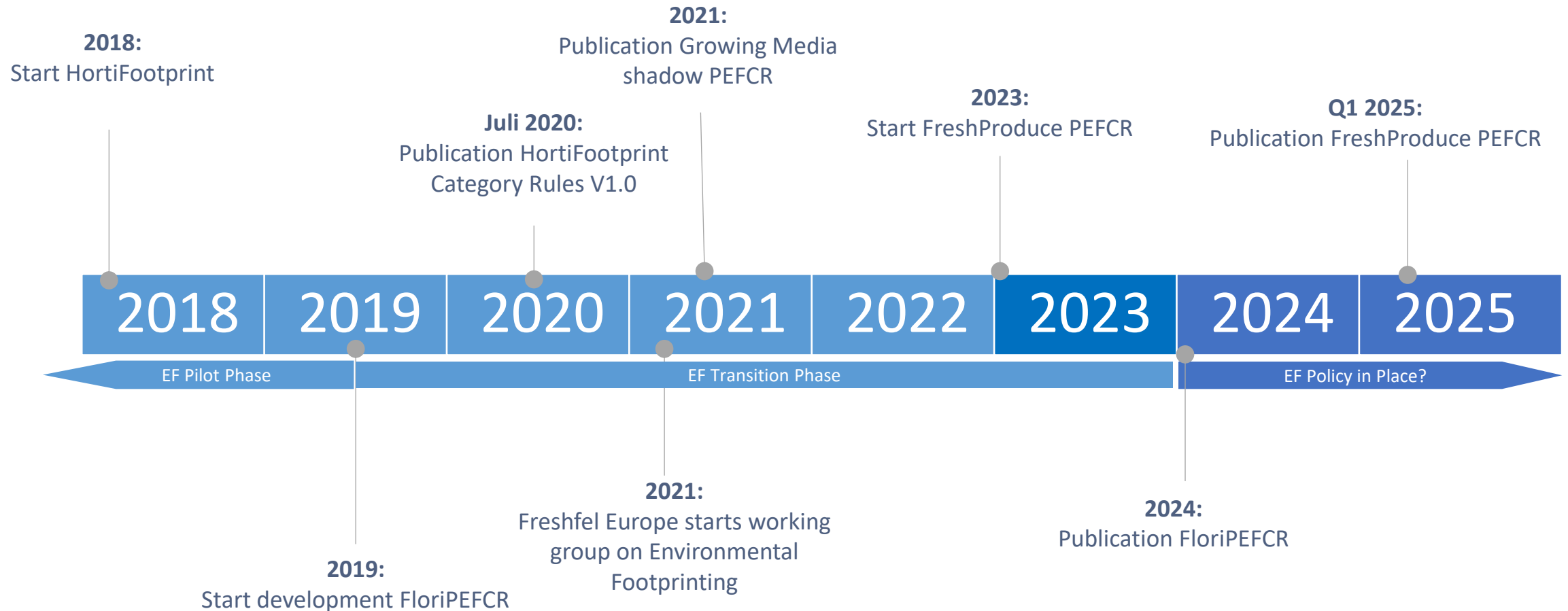
# A public-private partnership



- A project with co-funding through the Topsector Horticulture & Starting materials and topsector Agri & Food
- Contribution from the private sector and Dutch government
- 2.5 year project (2023/Q1 2025)



# From Hortifootprint Category rules to a PEFCR



# Structure of PEFCR development



- Mix of **sector knowledge & scientific/LCA experts**
- Bi-weekly meetings Freshfel Europe, Wageningen University Research and Fresh Produce Centre
- **Technical Secretariat** – Freshfel Europe, Fresh Produce Centre, Wageningen University Research, PRé Sustainability, Blonk Sustainability, Greenyard, Dole
- **Consortium** – Royal FloraHolland, ABN AMRO Bank, Rabobank, MPS, AQS Holding and Glastuinbouw Nederland
- **External review team** - National Institute for Public health and the Environment (LCA-expert), Doff Consulting (sector expert), Milieu Centraal (NGO)

# Developed in a broad consortium of partners

Technical Secretariat:



Supported by:



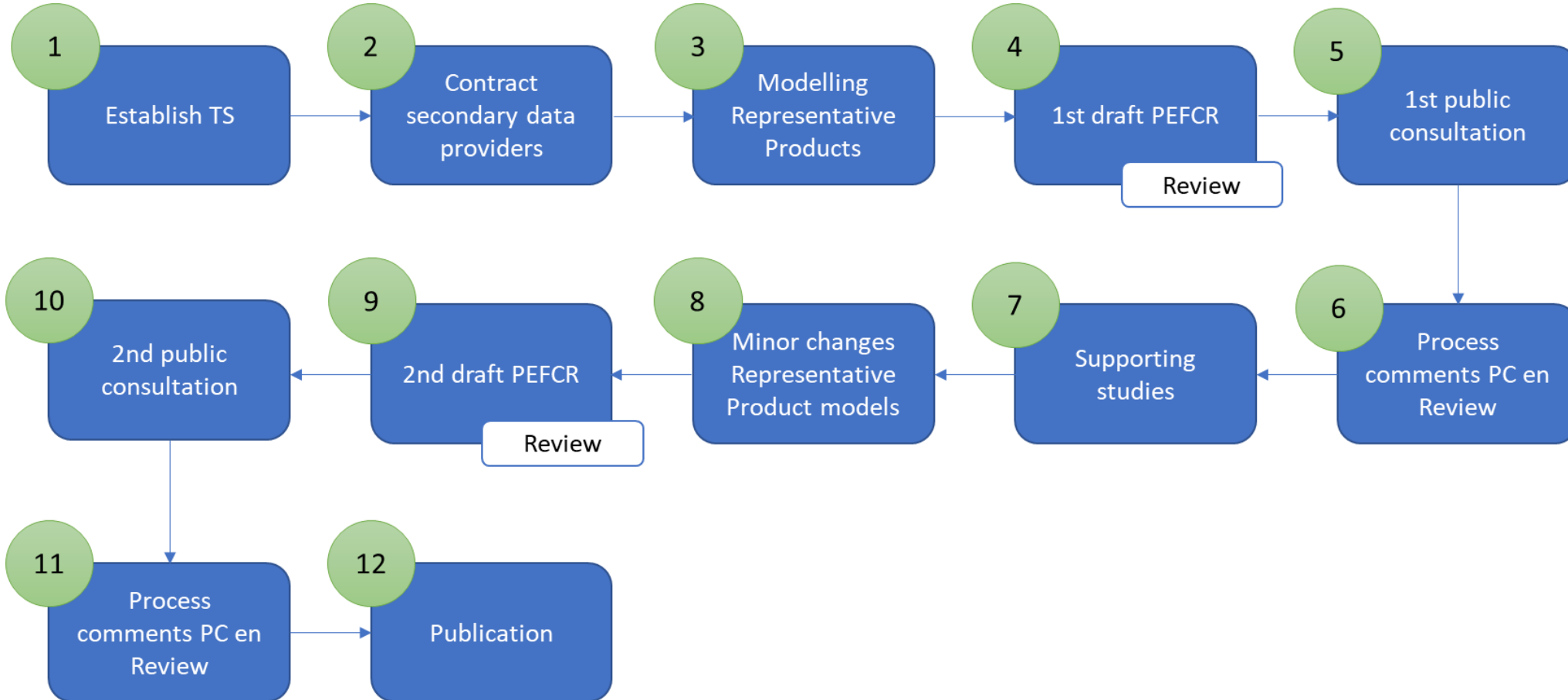
Advisory by:



Co-financed by:



# The steps within the PEFCR process





# Thank you

**Nikki Hulzebos**

**hulzebos@groentenfruihuis.nl**



# How has the FreshProducePEFCR changed from the first Public Consultation?

**Jeroen Weststrate**

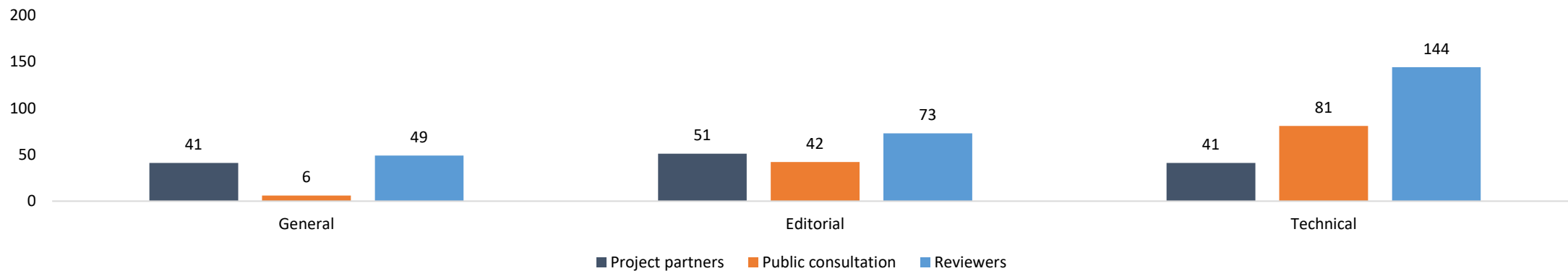
**Wageningen Social and Economic Research**

# 1<sup>st</sup> Public Consultation (April 2024)

In total, we received 528 comments (438 unique) during the 1<sup>st</sup> Public Consultation

- Editorial: 166
- General: 96
- Technical: 266

12 external parties participated, coming from businesses, research institutes, and industry associations.



# Changes from 1<sup>st</sup> to 2<sup>nd</sup> consultation

**Feedback has been processed and answered per stakeholder, for each individual comment.**  
These files will be shared during the 2<sup>nd</sup> consultation to the respective stakeholder.

Along many minor changes (i.e. textual, clarifications, updating values), major changes were made/added to guidance on:

- The use of geothermal heat;
- The use of heat from third parties (i.e., residual heat, or heat as a co-product);
- Alignment with Growing Media Environmental Footprint Guidelines V2.0;
- How to deal with fresh cuts (memo).

Additionally, we have developed a **data-collection** (i.e., life cycle inventory) template and 'overview of datasets to be used'.

# Supporting studies

Two supporting studies were done by external consultants, to test the implementability of the FreshProducePEFCR and suitability of identified hotspots

- Capsicum (BE) – RDC Environment (BE)
- Mango (BR) – Life Cycle Engineering (IT)

## **Learned a lot about:**

- Data collection efforts (e.g., three year average data)
- Modelling of pesticides (per pesticide group, or a.i.)



# Public consultation: what to expect and what is expected?

# Have your say!



- This webinar is the launch of the 2<sup>nd</sup> public consultation of the FreshProducePEFCR. With this public consultation we ensure different perspectives are considered in the development process.
- **Who should participate?** Anyone can take part in the public consultation. We especially encourage sector experts and LCA-expert with sound expertise in the fruit & vegetable sector.
- The Technical Secretariat is obliged to address all comments received during the public consultation.

We are looking forward to receive your meaningful and pragmatic feedback!

# Have your say!



- Documents will be made available for your review and information via Freshfel Europe's dedicated webpage, reachable via this link.
- An excel template will be provided to gather feedback
- Questions and final feedback can be send to: [FreshProducePEFCR@wur.nl](mailto:FreshProducePEFCR@wur.nl)
- The public consultation runs from **13 January 2025 until 10 February 2025**

# Documents for public consultation

## Documents

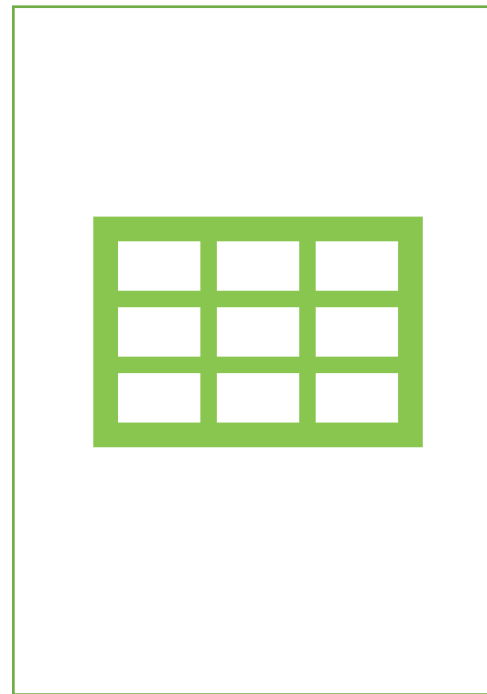
For your review



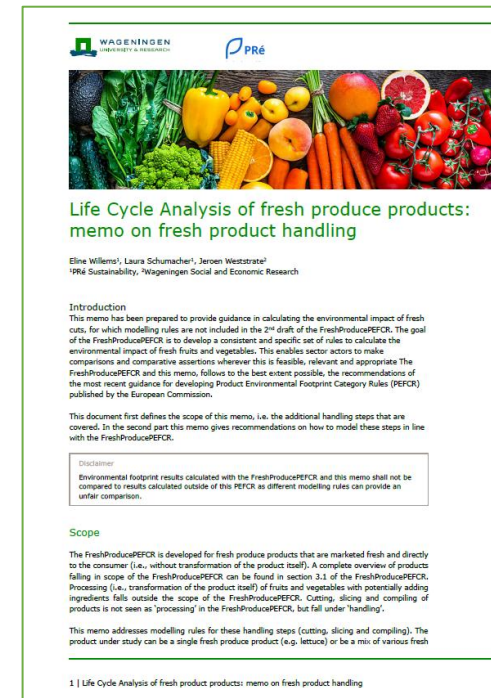
2<sup>nd</sup> draft Product Environmental Footprint Category Rules for Fruits and Vegetables



Overview of datasets to be used (xlsx)



Life cycle inventory i.e. data collection template(xlsx)



Memo on fresh produce handling

# Documents for public consultation



## Supplementary materials

*For information purposes only*

- Good practices in the frame of the PEFCRs public consultations
- Presentation from today's webinar



**WAGENINGEN**  
UNIVERSITY & RESEARCH

# Thank you

**Jeroen Weststrate**

**jeroen.weststrate@wur.nl**



# Implementing the FreshProducePEFCR in the fruit and vegetable sector

**Frédéric Rosseneu**

**Greenyard**



**Thank you**

**Frédéric Rosseneu**

**frederic.rosseneu@greenyard.group**



# FreshProducePEFCR: Calculating the environmental footprint of fresh fruits and vegetables

**Thank you for joining us!**