



PRESS RELEASE

EU FOOD CHAIN TAKES MAJOR STEP FORWARD IN FOOD AND DRINK ENVIRONMENTAL FOOTPRINT ASSESSMENT

FOR IMMEDIATE RELEASE

Brussels, 20 January 2014: The European Food SCP Round Table has taken a major step forward today towards supporting informed choice as it launches the [ENVIFOOD Protocol version 1.0](#). The ENVIFOOD Protocol is the first sectoral framework methodology to build on both global (ISO) and EU (Product Environmental Footprint - PEF) approaches in order to provide specific guidance for conducting environmental footprint assessments in the food, feed and drink sector. It will promote informed choice by encouraging users of the ENVIFOOD Protocol to conduct assessments that are scientifically reliable and consistent, understandable and not misleading. The launch follows a series of 19 pilot tests and a public consultation that were carried out in 2013 on the ENVIFOOD Protocol.

The ENVIFOOD Protocol marks the culmination of four years of collaboration between the European Commission and over 20 European organisations from across the food chain. The European Food SCP Round Table will now focus on promoting the uptake of the ENVIFOOD Protocol, including by facilitating technical support during the EU food, feed and drink pilot tests in 2014. It will also continue to promote continuous environmental improvement and will further evaluate tools for communicating environmental information along the food chain.

"Consumers faced with hundreds of different environmental labels and claims are confused and lose confidence in their credibility. We want to make sure that consumers get reliable and comparable information on environmental performance so as to help consumers make informed choices. This will provide an important incentive for producers to make their products greener. The European food chain, through their collaborative approach, has now agreed on a concrete deliverable, the ENVIFOOD Protocol; this will be an important contribution to our efforts," **EU Environment Commissioner Janez Potočnik** said.

Pekka Pesonen, Co-Chair of the European Food SCP Round Table Plenary Committee stated, *"The launch of the ENVIFOOD Protocol signifies an important milestone towards the provision of scientifically reliable and consistent environmental product information for operators and consumers along the food chain."*

The work within the Food SCP RT shows the commitment of Europe's food chain partners to be major contributors towards sustainable production and consumption in the EU, and will be continued with further initiatives in this area.

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Notes for editors

Link to the ENVIFOOD Protocol: http://www.food-scp.eu/files/ENVIFOOD_Protocol_Vers_1.0.pdf

About the European Food SCP Round Table: The Round Table aims to establish the European food chain as a major contributor towards sustainable consumption and production (SCP) in Europe. The ENVIFOOD Protocol is one of the achievements of the Round Table, besides the identification of suitable tools for communicating environmental performance and a mapping of environmental challenges and good practices along the food chain.

The Round Table's activities will not only strengthen the long-term competitiveness of the European food chain, but also support several EU policy objectives, notably those outlined in the European Commission's Roadmap to a Resource Efficient Europe. The life-cycle approach requires the involvement of all food value chain members on an equal footing - a fundamental feature of the Round Table. The Round Table is also taking into account the global SCP agenda, including the initiatives facilitated by the UN Environment Programme, the European Environment Agency and other European and global organisations in order to advance resource efficiency, sustainable value chains and social responsibility. See [short presentation](#).

The Round Table worked along initial objectives, which were to:

1. Identify scientifically reliable and uniform environmental assessment methodologies for food and drink products, including product category specifications where relevant, considering their significant impacts across the entire product life-cycle;
2. Identify suitable communication tools to consumers and other stakeholders and develop guidance on their use, looking at all channels and means of communication;
3. Promote and report on continuous environmental improvement along the entire food supply chain and engage in an open dialogue with its stakeholders.

The Round Table's new objectives as of 2014 are to:

- Develop and promote further sustainability in the EU food chain;
- Improve the environmental performance of food and drink products throughout their life cycle;
- Develop specific solutions to assess and validate continuous environmental improvement across the food chain;
- Promote and improve the communication of environmental performance of food and drink products and their production across the food chain;
- Promote coordination and policy consistency on sustainability of food and drink products at international level.

Membership: Round Table [member organisations](#) must belong to one of the following ten constituencies:

- Suppliers to the agricultural sector



- Farmers and agri-cooperatives
- Agricultural trade
- Food and drink industries
- Packaging value chain
- Transport & logistics operators
- Retailers
- End-of-life: packaging recovery organisations, waste industry
- Consumer NGOs
- Environmental/nature conservation NGOs

The Round Table has a Plenary which meets annually, a Steering Committee and Working Groups, all of which are co-chaired by the European Commission and food chain partners. Different Commission departments (DG Environment, DG Joint Research Centre, DG Health & Consumers and DG Enterprise) co-chair the Round Table Working Groups and the Steering Committee together with representatives of the food chain constituencies. Other European Commission services (including DG Agriculture and Rural Development, DG Energy and DG Research) also participate in the Round Table.

The UN Environment Programme and the European Environment Agency (EEA) participate in the Round Table as Supporting organisations. Several Member State and international experts and other specialists participate as observers in the Round Table Working Groups.

Member organisations:

ACE	The Alliance for Beverage Cartons and the Environment
APEAL	European Producers of Steel for Packaging
CELCAA	European Liaison Committee of Agricultural and Agro-Food Trade
COPA-COGECA	European Farmers and European Agri-cooperatives
EAA	European Aluminium Association
ECPA	The European Crop Protection Association
EMRA	European Modern Restaurants Association
EUROPEN	The European Organization for Packaging and the Environment
FEFAC	European Feed Manufacturers Federation
FEFANA	European Feed Additives and Premixtures Association
Fertilizers Europe	European Fertilizer Industry Association
FEVE	European Container Glass Association
FoodDrinkEurope	European Food and Drink Industry Association
FPE	Flexible Packaging Europe
IFAH-Europe	International Federation for Animal Health – Europe
PFP	Primary Food Processors of the EU
TSC	The Sustainability Consortium

Interested parties wishing to participate actively in the Round Table are invited to contact the Round Table Secretariat (info@food-scp.eu)

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