

Sustainability labelling framework

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DG SANTE

European Union



Goals of the Farm to Fork Strategy



GENERAL OBJECTIVE: Fair, healthy and environmentally-friendly EU food system



BUILD A SUSTAINABLE FOOD VALUE CHAIN

- 1) Ensure sustainable food/feed production
- 2) Stimulate sustainable food/feed processing, wholesale, retail, hospitality and food services practices
- 3) **Promote sustainable consumption & facilitate shift to healthy and sustainable diets**
- 4) Reduce food loss and food waste
- 5) Ensure food security, combat food fraud



ENABLE SUSTAINABLE TRANSITION

- 1) Research & innovation
- 2) Advisory services, data and skills



PROMOTE A GLOBAL TRANSITION: coherent global EU food policy



Farm to Fork Strategy: 27 actions

New legislative
proposals

Revision of current
legislation

Non legislative such as
Code of conduct, action
plans



Sustainability labelling framework

✓ Two actions:

- New framework legislation on a Union sustainable food system (FSFS)
- Sustainability labelling framework

➤ Sustainability labelling framework will be part of the FSFS



Objectives of sustainability labelling

✓ Farm to Fork Strategy: ,

Promote sustainable food consumption and facilitate the shift to healthy and sustainable diets by:

- Empowering **consumers** to make informed, healthy and sustainable food choices: access to clear, evidence-based, comparable and verifiable sustainability-related information
- Incentivising **food business operators** to improve the sustainability of their products



Sustainability labelling framework

- ✓ Provision of:
 - ✓ **consumer** information
 - ✓ related to the **sustainability performance** of food products
 - ✓ regarding the **nutritional, climate, environmental** and **social** aspects



Sustainability labelling framework

- ✓ In **synergy with relevant initiatives**: e.g.
 - ✓ Front of pack nutrition labelling
 - ✓ « Green claims »
 - ✓ Animal welfare labelling



Pull measures – sustainability labelling

Option 0	Option 1	Regulatory options		
		Option 2	Option 3	Option 4
			New EU framework for sustainability labelling	
Do nothing	Voluntary	Reinforcing existing legislation	Optional EU sustainability label	Mandatory EU sustainability label
Currently applicable EU food labelling legislation remains in force. Upcoming vertical sustainability dimension/component specific labelling initiatives (e.g. front-of-pack nutrition labelling (nutrition), “green claims” (environment)) are adopted and implemented.	Voluntary approaches that go beyond legal requirements are developed by the Commission such as guidelines, and/or private commitments are incentivised such as memorandums of understanding or codes of conduct.	Sustainability labelling provisions related to more than one sustainability dimension/component (e.g. environment + animal welfare) are developed in sector specific legislation	<p>1/ Development of an EU general framework for sustainability-related food information to consumers applicable to all foods (scope, definitions, objectives and principles/general rules), and</p> <p>2/ Development of a voluntary harmonised EU sustainability label for EU and imported food products:</p> <ul style="list-style-type: none"> • Sub-option 3a: voluntary label applicable only to food products of higher sustainability performance • Sub-option 3b: voluntary label applicable to all food products 	<p>1/ Development of an EU general framework for sustainability-related food information to consumers applicable to all foods (scope, definitions, objectives and principles/general rules, and</p> <p>2/ Development of a mandatory harmonised EU sustainability label on EU and/or imported food products</p> <ul style="list-style-type: none"> • Sub-option 4a: label mandatory for all EU food products and voluntary for imported food products • Sub-option 4b: mandatory label for all EU and imported food products

Evidence gathering and consultation activities



OPEN PUBLIC CONSULTATION:

28 April to 21 July 2022 in all EU languages



WORKSHOPS with EP, EESC, CoR, relevant EU agencies:

May/June/October 2022



TARGETED STAKEHOLDER CONSULTATIONS:

Organised by SANTE external contractor (Ecorys)

Interviews, targeted surveys and stakeholder workshops (July-October 2022)



EVIDENCE GATHERING

Desk research

Data collection : public data, data purchase on consumption and prices

Thank you



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