



# Building a more sustainable food industry through eco-labelling

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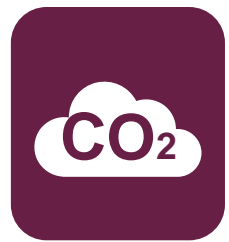


# The food system today

The global food system is responsible for:



**80%** FRESH WATER  
CONSUMPTION



**1/3** GREENHOUSE GAS EMISSIONS



**70%** TERRESTRIAL BIODIVERSITY  
LOSS



**80%** GLOBAL  
DEFORESTATION

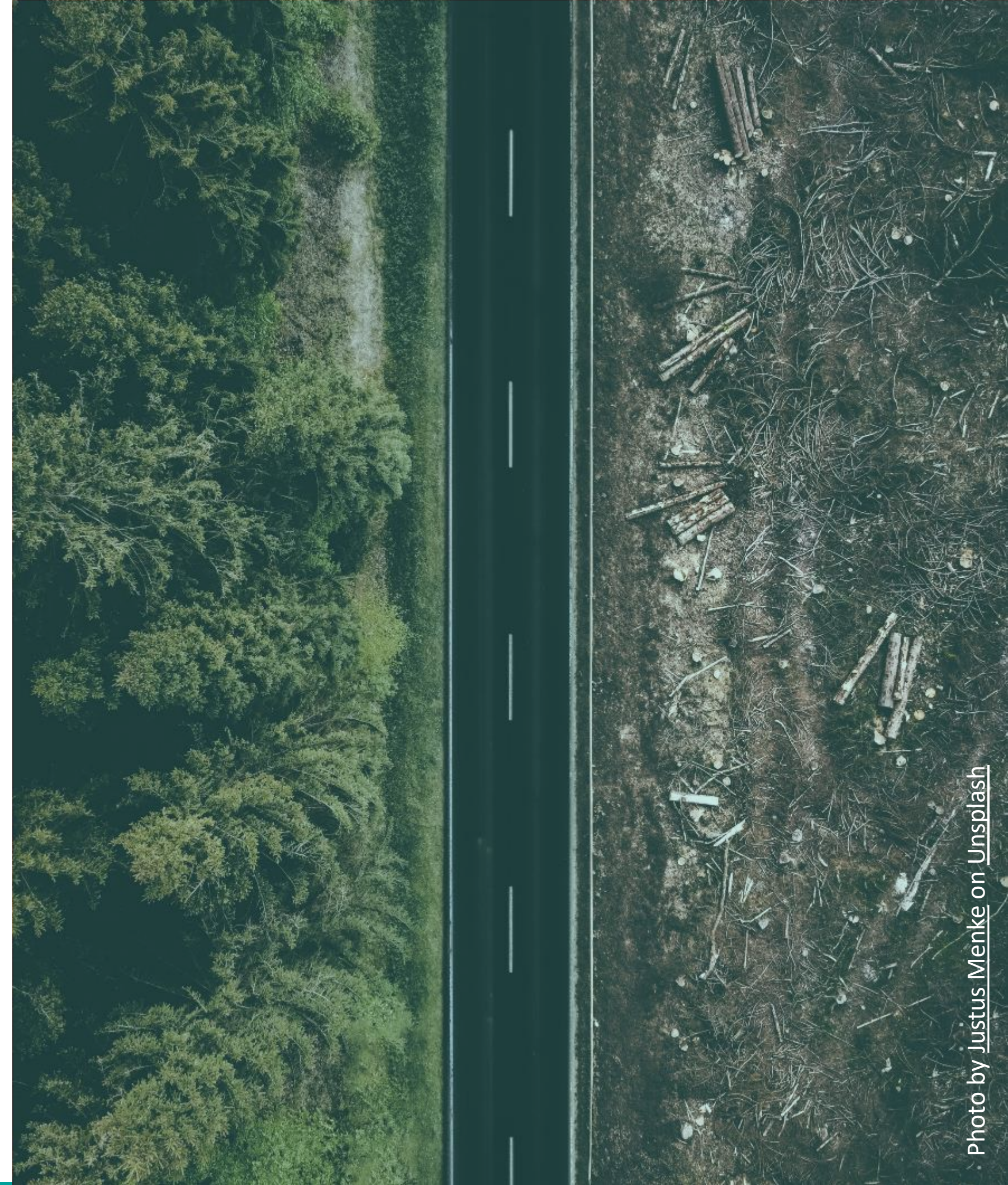
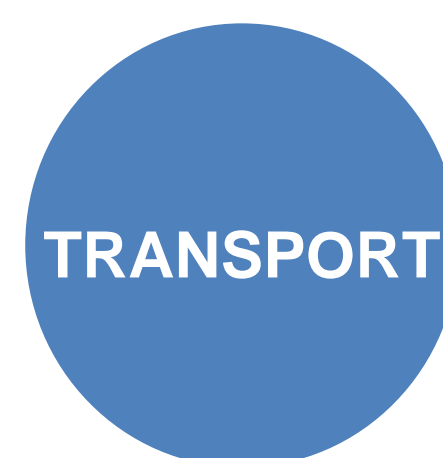
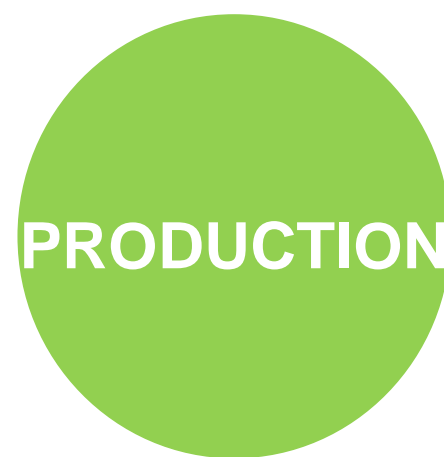
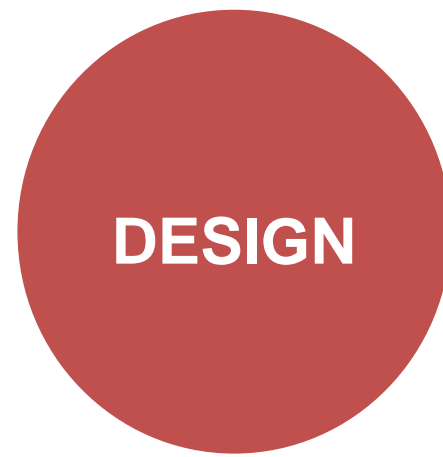


Photo by Justus Menke on Unsplash

# The food system today

**Our food systems are complex.**

Focusing on single-point interventions only leads to trade-offs and lower impact.



# Our vision

**We need a systemic approach.**

Food companies with consistent and transparent sustainability agendas could more effectively provide consumers with ways to actively contribute to more



# Who we are

Foundation Earth is an independent, non-profit organisation helping businesses build a more resilient and environmentally sustainable food system while giving consumers the tools they need to make sustainable buying choices.



# Who we are

**Professor Chris Elliott**  
Queen's University

**Cliona Howie**  
Foundation Earth

**Andy Zynga**  
EIT Food

We have brought together expert scientists and leading figures from food production and retailing across the UK and EU who all share a vision of a future food industry that doesn't destroy the planet.



# Tackling the challenges

Nature-positive food systems are at the heart of tackling the climate crisis and achieving healthy sustainable living.

- ➔ Limitations in current approaches on environment impact
- ➔ Secondary data easier, but not as accurate
- ➔ No label currently has enough data
- ➔ Tailored data enables change at production level

**We cannot  
manage what  
we don't  
measure.**

High-quality data is the  
bedrock of achieving

# Tackling the challenges

## HARMONISATION

Optimal, science-led methodology to gather, analyse and report supply chain data

## SCALE & ACCESSIBILITY

Democratised, cost-efficient and effective data management tools and technology



## CONSUMER OPTIMISATION

Research and engagement on labelling, understanding, purchasing trends, behaviour change

## KNOWLEDGE TRANSFER

Sharing with key stakeholders including policy makers, civil society, academia, business and citizens



# Aligning with EU policy

## Substantiating green claims

“Companies making ‘green claims’ should substantiate these against a standard methodology to assess their impact on the environment”.

- Reliability of labels
- Avoid greenwashing
- Empower green choices

## Product environmental footprint (PEF)

“The EU recommended Life Cycle Assessment (LCA) based method to quantify the environmental impacts of products and organisations.”.

- Reduce environmental impact
- Standardise one LCA method
- Lower cost and confusion

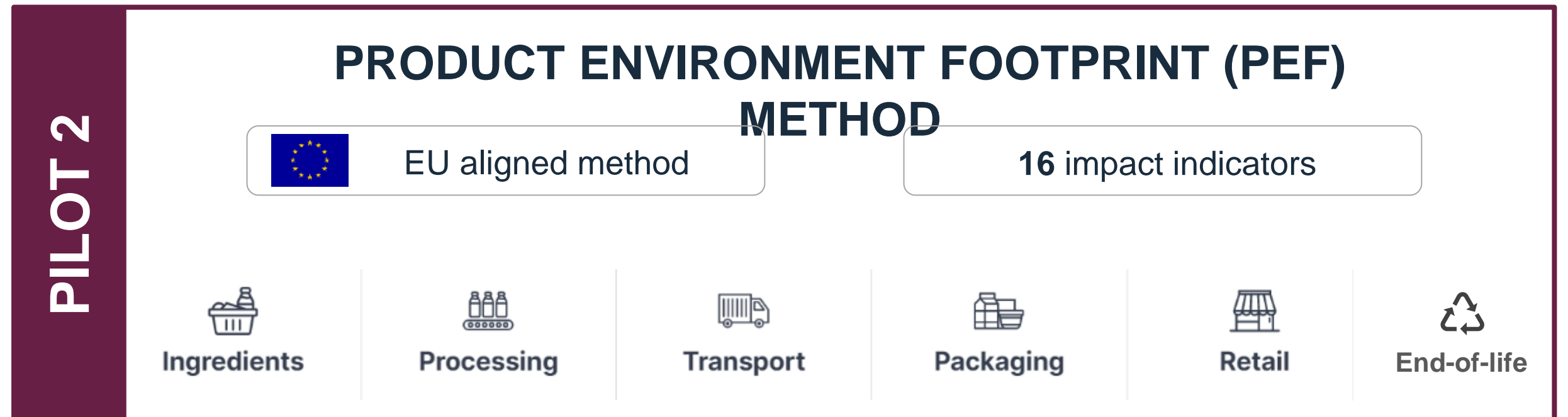
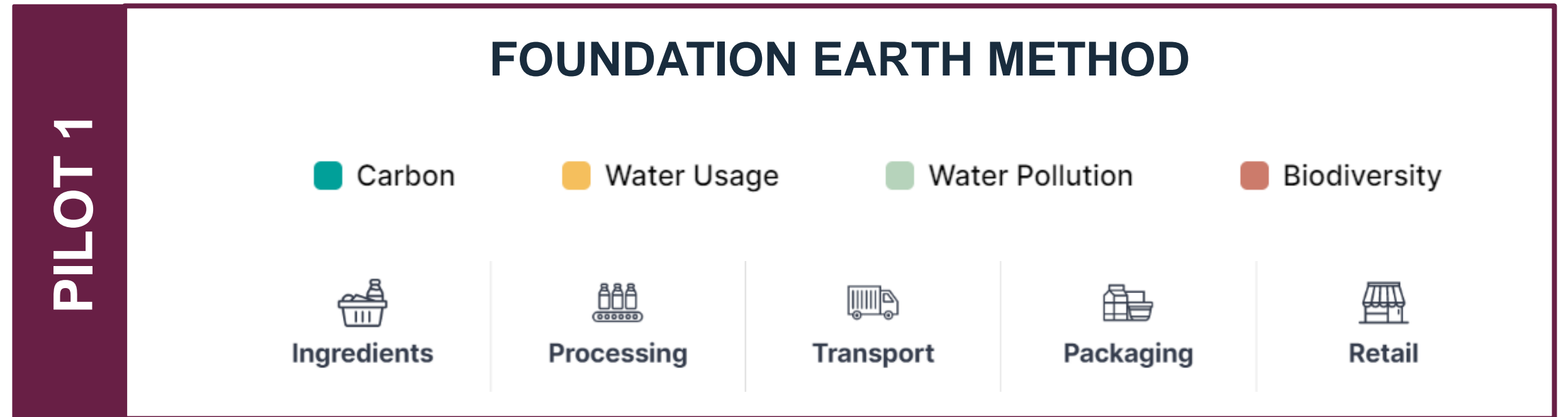


# Creating the ultimate eco-label



We are dedicated to continued research and are engaged in intensive R&D programmes to find the best method.

Our development is always science-led and provides a robust base on which food product comparisons can be accurately delivered.



# Creating an optimum assessment



Transitioning to a single system that is PEF aligned



Pushing for better quality data and monitoring data quality



Prioritising primary data



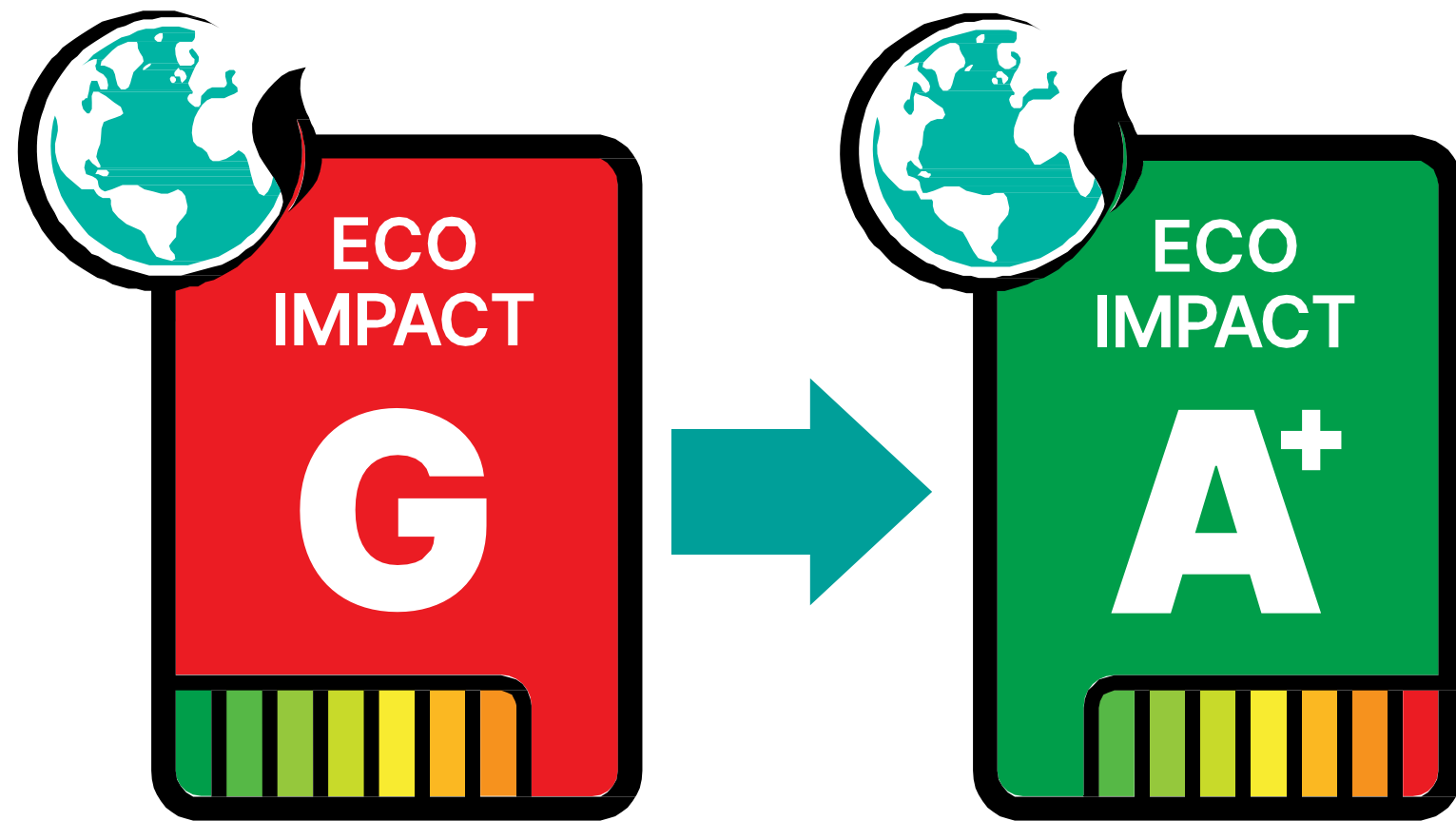
Collecting insights – why is some data difficult to collect?



Working collaboratively to reduce duplication – Harmonising at a pan-European level

USING PRIMARY DATA TO HELP BUSINESSES IMPROVE

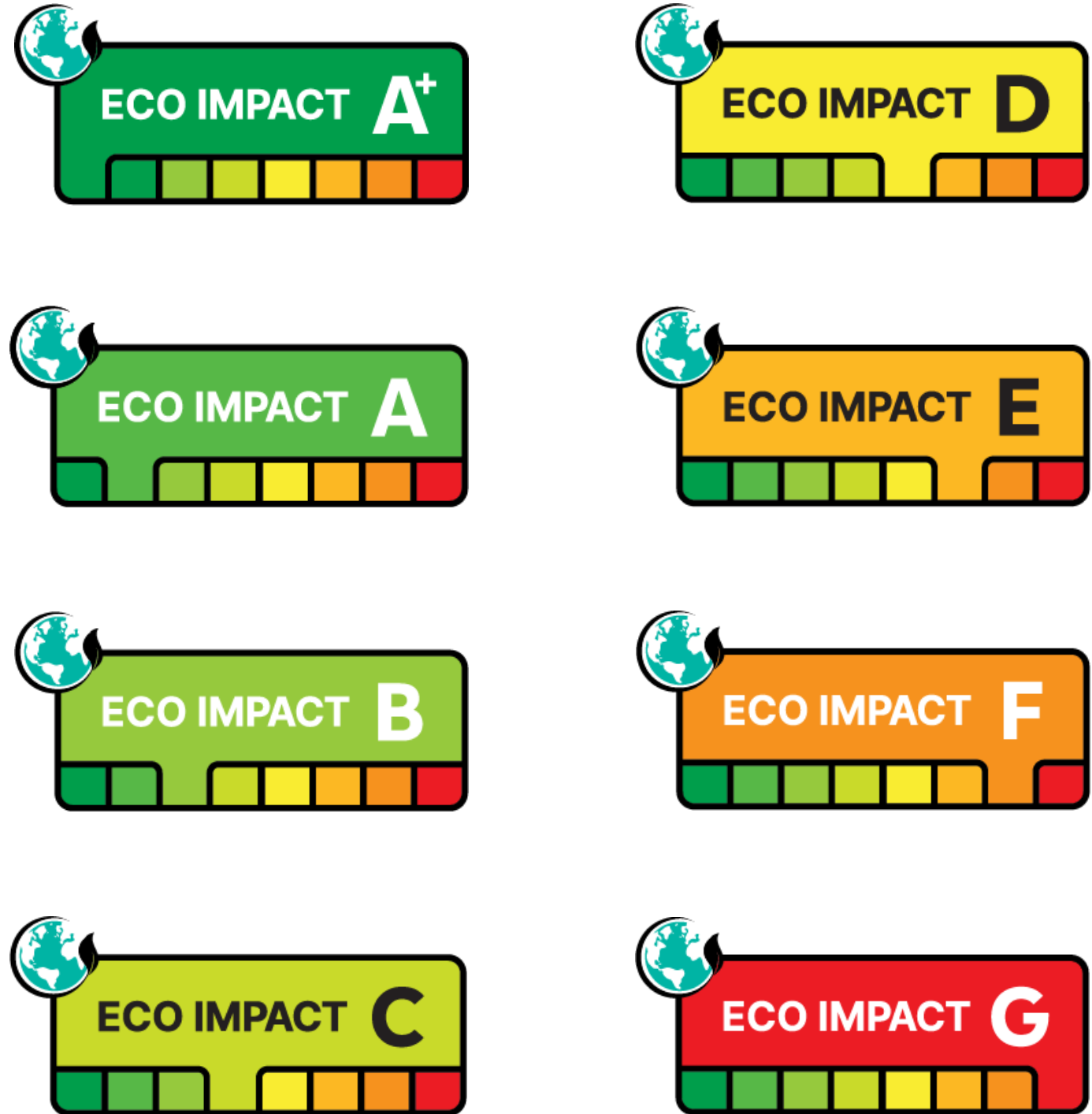
# THEIR Environmental impact



**Focusing on primary data not only allows our eco impact scores to be as accurate as possible but also enables brands to take a tight view of their supply chain to know where improvements can be made.**

Our scores are re-certified yearly, making it possible for products to improve their grade, enabling a more environmentally friendly supply chain.

# Communicating impact



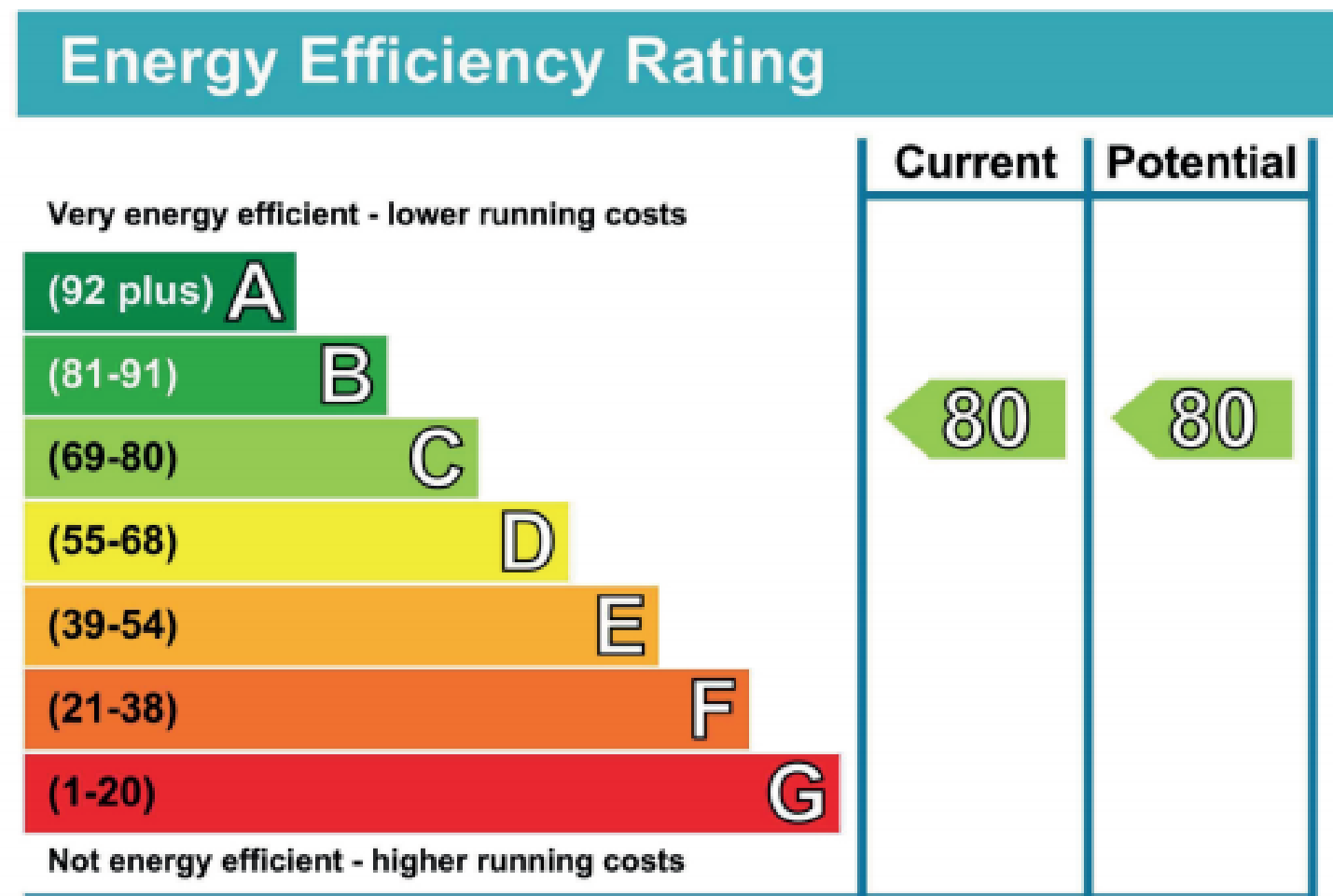
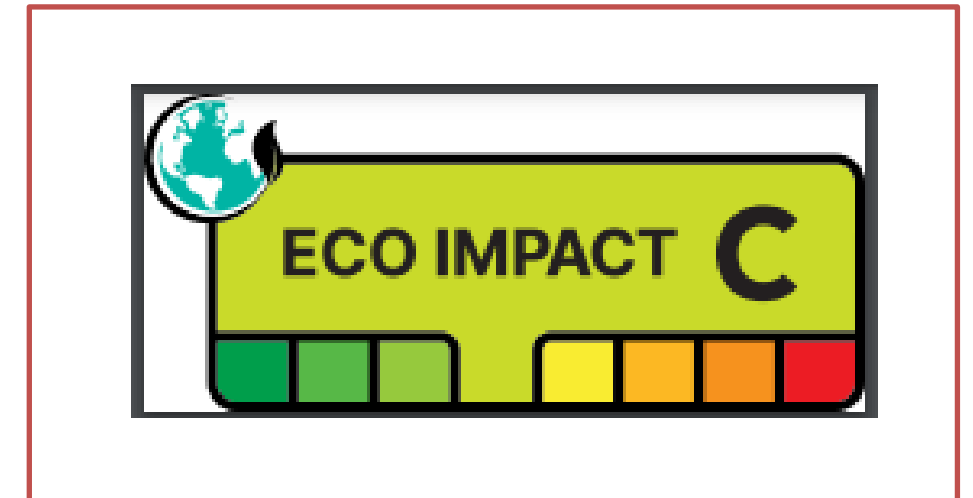
The Foundation Earth label is designed to give consumers the information they need to make sustainable buying choices.

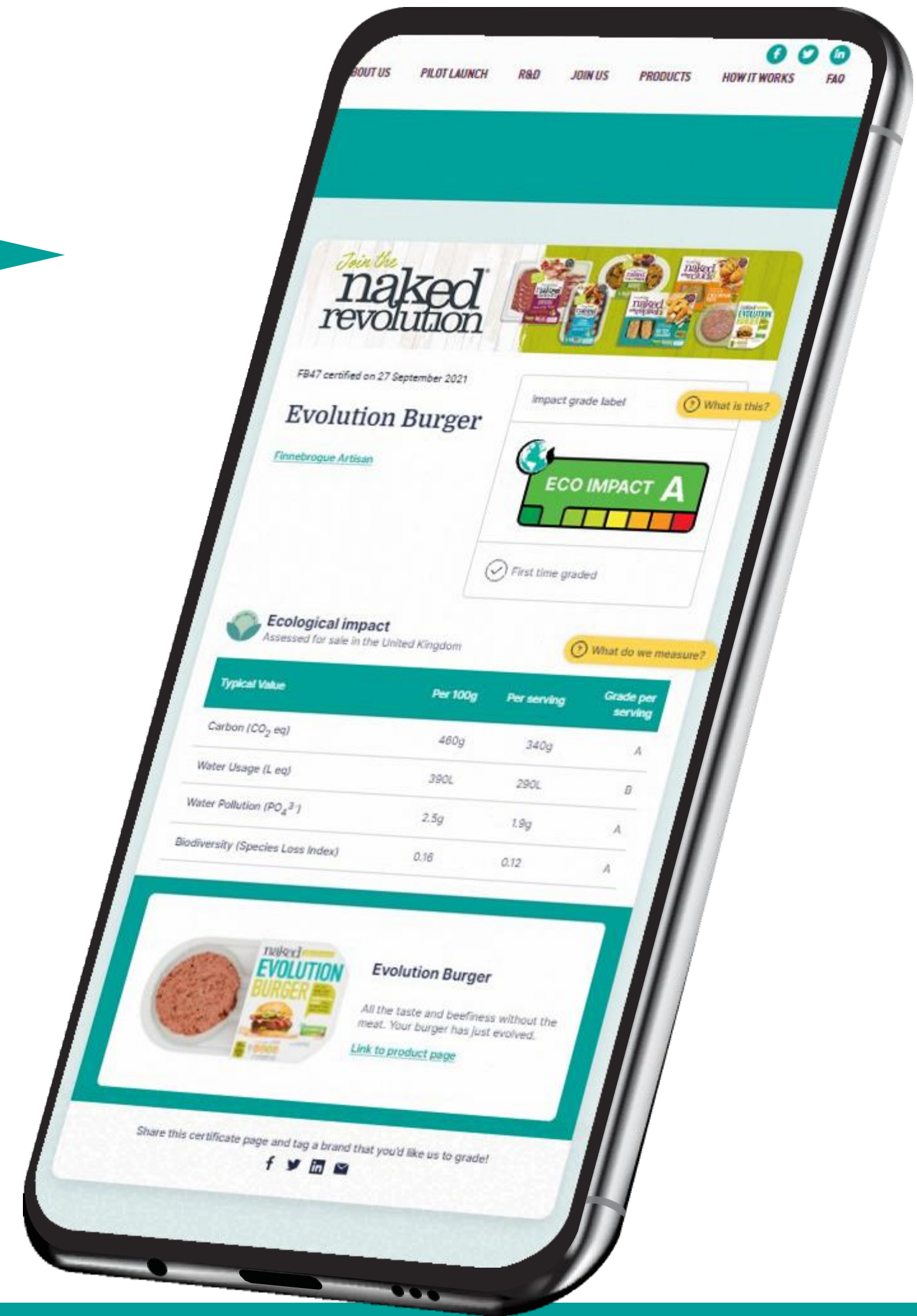
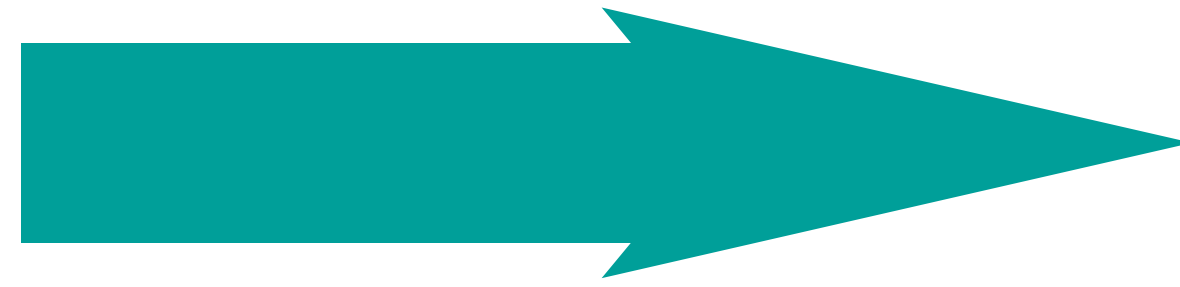
Our scores range from **A+** to **G** and are based on a traffic light system to ensure the information is communicated in a clear, concise way.

# Communicating impact

## Similar to energy efficiency ratings

- Letter grades help to understand rating for that particular products
- Easy to compare letter grades across products – A is better than C





## FRONT-OF-PACK SCORES LINKING TO Online certificates

### Foundation Earth Eco Impact Scores don't end with labels.

If you follow the link to our website on the back of any product with our score, you'll be able to find out more detailed information on exactly how a product has scored.

# Participating brands and companies



+ many more



# Automating for scale

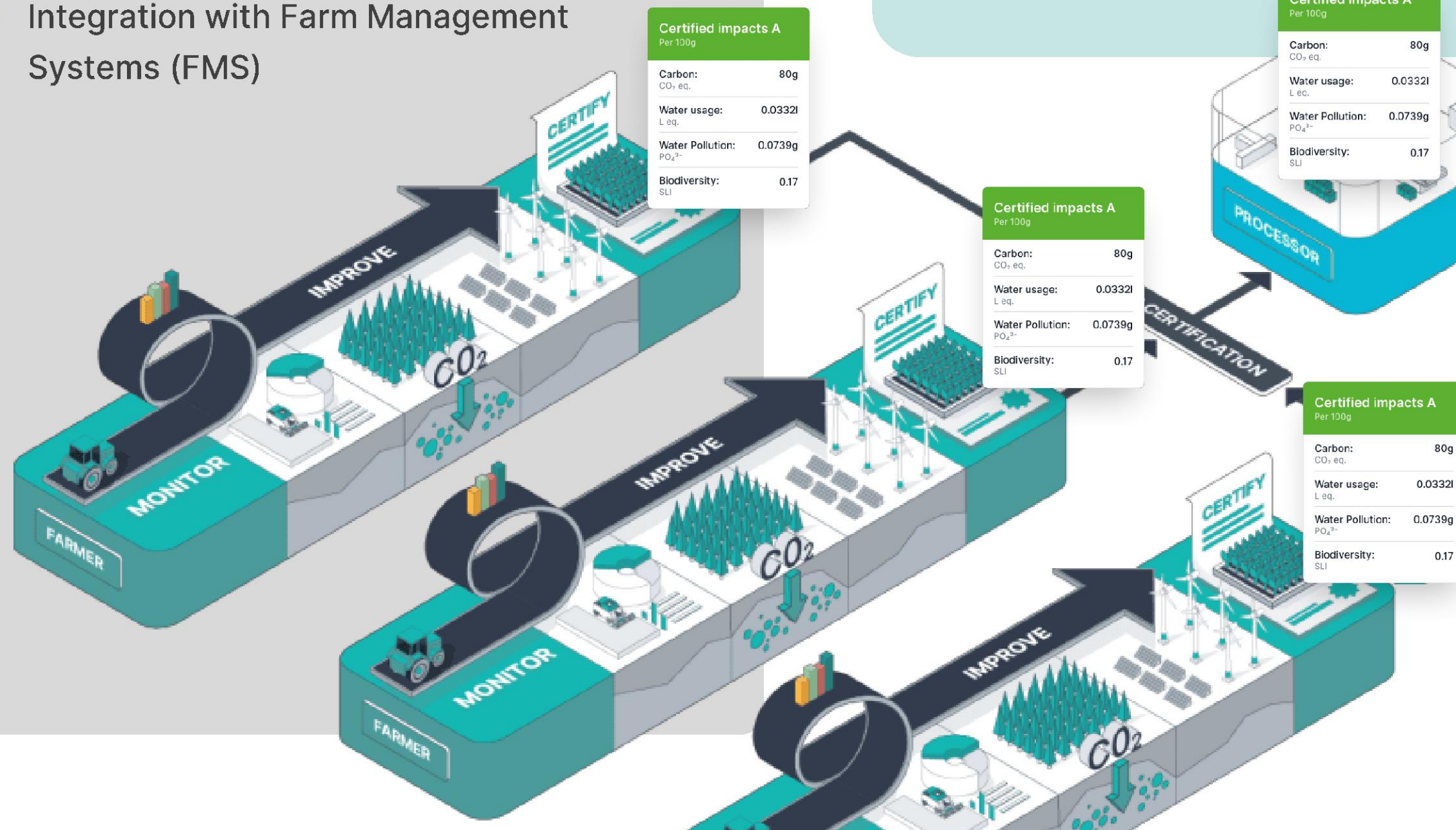
Integration with enterprise systems for automated LCA  
Scope 3 done better.



# Global Agri- data capture



- Annual panel interviews of 300K statistically representative farms
- Integration with Farm Management Systems (FMS)



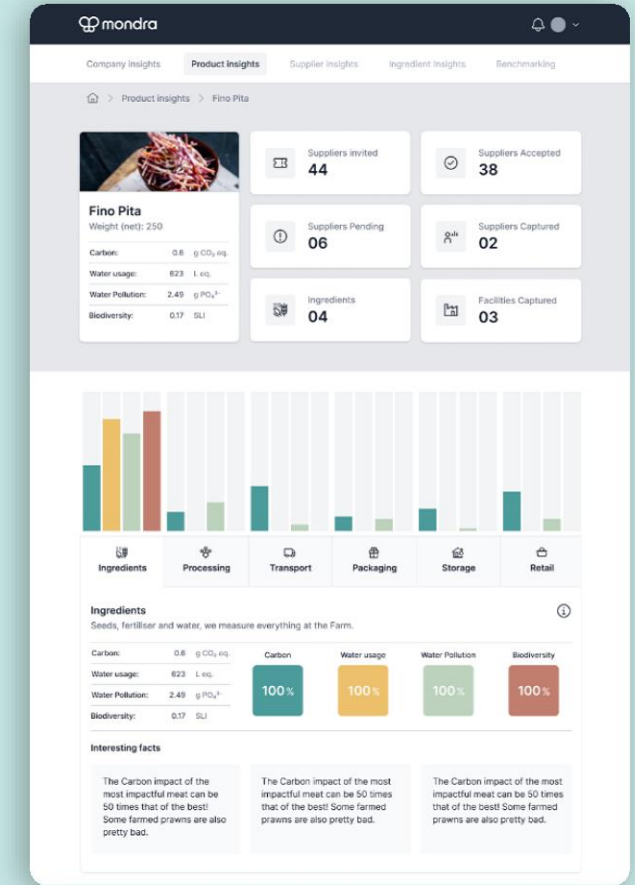
# RETAILER

Seed data from Compliance, PIM, PLM, NPD, MES or other systems:

- Net weight
- Packaging
- Composition
- Suppliers
- Raw Materials
- Growers

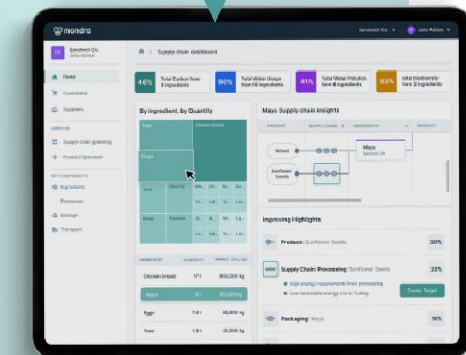


- 1 Product Selected
- 2 Supply chain mapped
- 3 Eco- data applied
- 4 Eco- impacts calculated



# PROCESSOR

Suppliers are invited to validate their scores and improve eco-performance

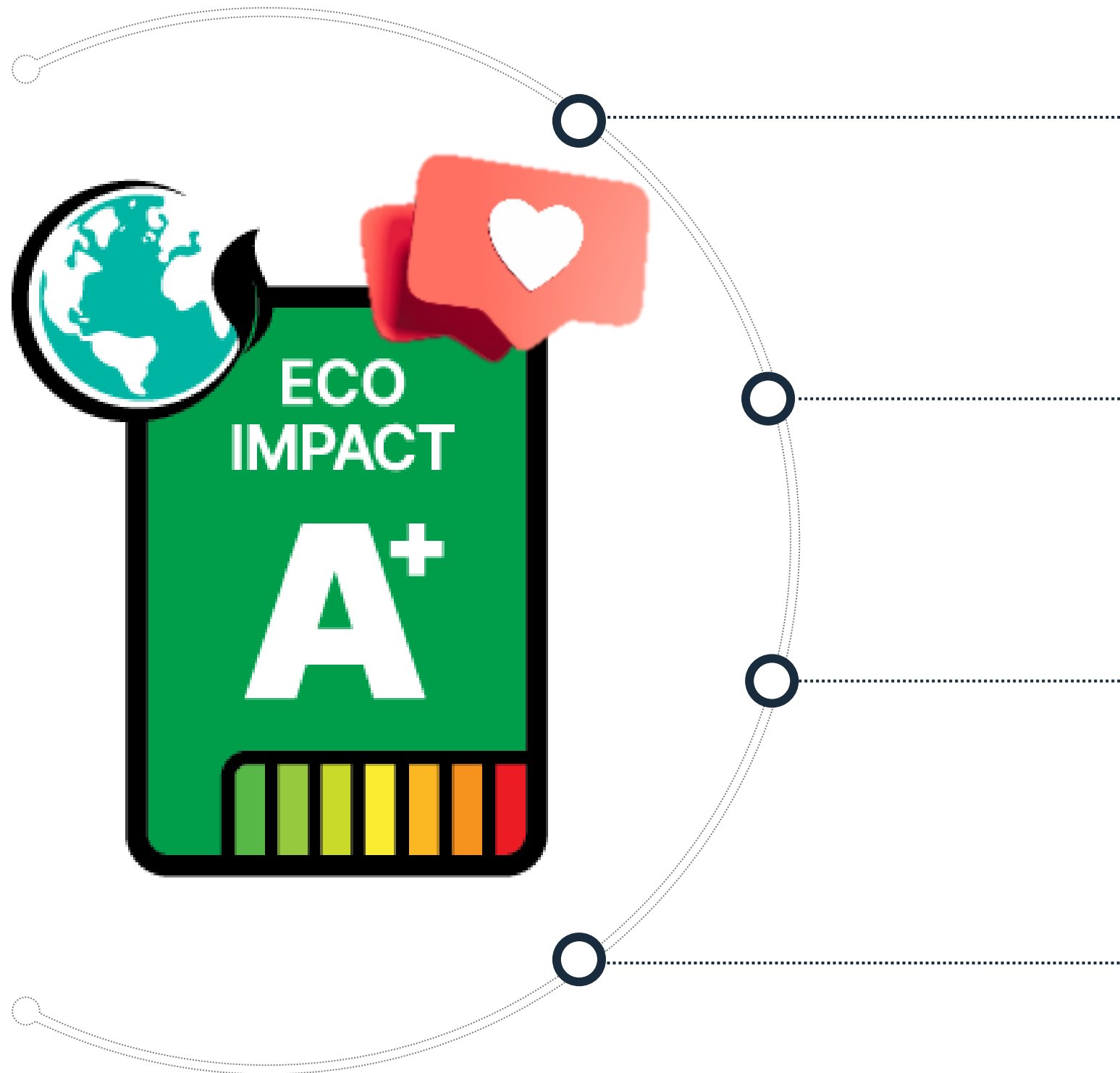


# LCA activity data

- Processing
- Packaging
- Transport
- Sale



# Transforming food systems



**Makes consumers feel good that they can easily make better and more informed decisions**

**A mandatory eco impact label would hold more weight and take more responsibility away from the consumer**

**Creates a competitive environment for brands to push and make positive changes to help the planet**

**“It’s a great thing to do...I think there’s a lot that’s hidden from us and we might think we’re making the right decisions, but we could be doing harm”**



# Get in touch

[foundation-earth.org](http://foundation-earth.org)  
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