# 2023 - Time for environmental labelling in France !

## Conference «Towards a harmonised Ecolabel for food in the EU»

*Madurodam, The Hague, The Netherlands - 16 February 2023*


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French Environnemental Agency (ADEME)




# France, a « pioneer country » for large scale food labelling

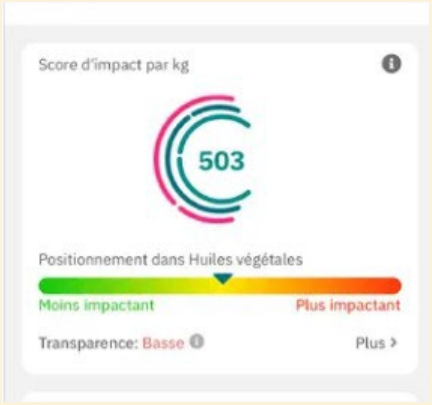
**Context** :
Rising environmental awarness of citizens => **strong demand for environmental transparency**
Climate and biodiversity crisis => quick and deep shift in production and consumption patterns needed.

**Labelling : an « old political demand » and a strong regulatory framework**
2009- 2012 : Grenelle de l'environnement ; 2019 : loi AGEC – circular economy ; 2021 : Climate and Resilience Law -

**Core principles :**
Carbon or LCA based information ; experiments; political discussions…
The labelling scheme should include biodiversity and reflect benefits from « agroecological systems» (grasslands, organic farming etc.)

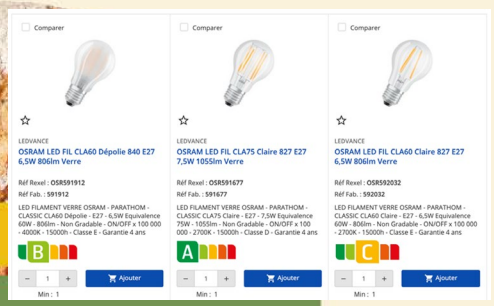
**A target which is now technically reacheable !**

# Private scoring schemes are blooming => can/how should public stakeholders « organise the information market » ?

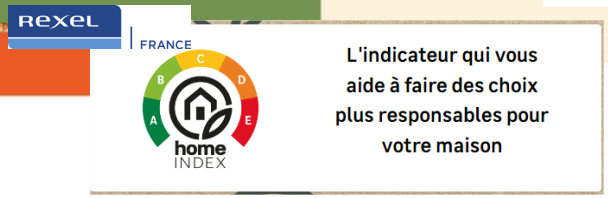




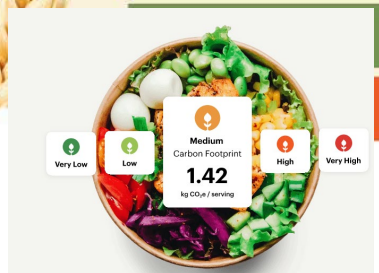










# 2019-2021 private experiments

LCA + other criteria

LCA

Climate score

Non LCA

Karbon
Yuka
Elior
Carrefour
OFF

ITAB
ADEPALE

ATLA
Interbev

Les Mousquetaires

INNIT

Crystalchain

Eiko

Kisaco

Experoil

Yukan
L'Empreinte

PEF approach

Bearing Point

Invitation à la ferme

La Note Globale

Generic data

Specific data

*<u>Diversity of expertiments</u>*
*Retailers, food compagnies, NGO, food and agriculture unions, digital players, catering etc.*

# The experimental framework


Large knowledge and understanding obtained thanks to real life experiments and scientific comitee

=> Main reports available in english on ADEME webpage ( § deliverable).

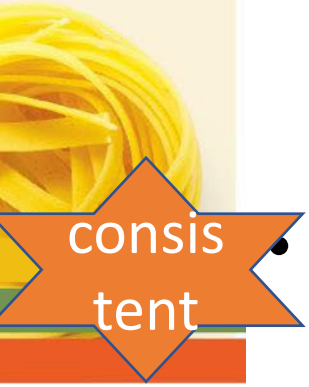
# Key learnings… (end 2021)

- An official environmental labelling scheme is strongly welcome by the consummers, **no confusion with nutrition.** ✓
- A **large scale, affordable and science based** system is possible. ✓
- The scoring system must enable to compare between categories ( ex :« meat dish vs pasta ») and within categories (ex : « yogurt A vs yogurt B »). ✓
- Scoring schemes tested **are efficient** (5-10% environmental improvement on food basket). With no cost increase for consummers ! ✓
- The official scheme should be compliant in the mid-term with European level. ✓
- Labelling raised high interest (and political debate). ✓

# … and follow up 2022-2023


- PEF framework : starting point
- Much more semi-specific data : AGRIBALYSE (version 3.1)
- Short term improvements on env. indicators :
  - Soil Carbon : 4p1000 INRAE values – crop types
  - Local biodiversity : Lindner method « BVI to Agribalyse »
  - Toxicities : new EF3.1 CM; « risk factor » for organic pesticides (cocktail effects, metabolites, soil ecotox …)
  - Fish and sea products : Helias (biotic ressources), Woods (seabed impacts) … CSTEP method (testing ongoing)
  - Plastic packaging : test and control
  - Landscape benefits ? Ex : crop diversity, greeen corridors, animal concentration… under discussion. « System approach »

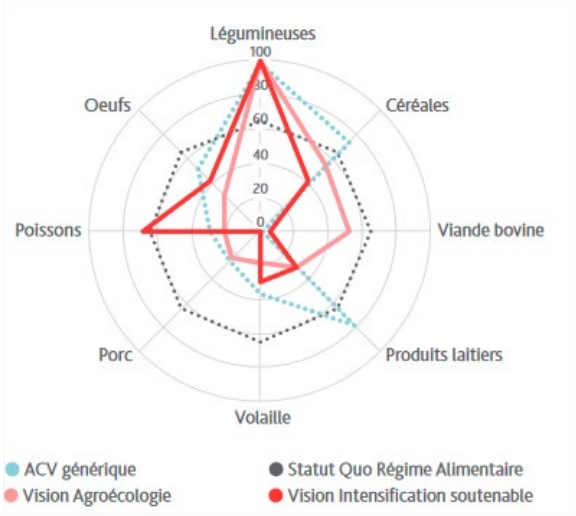
robust



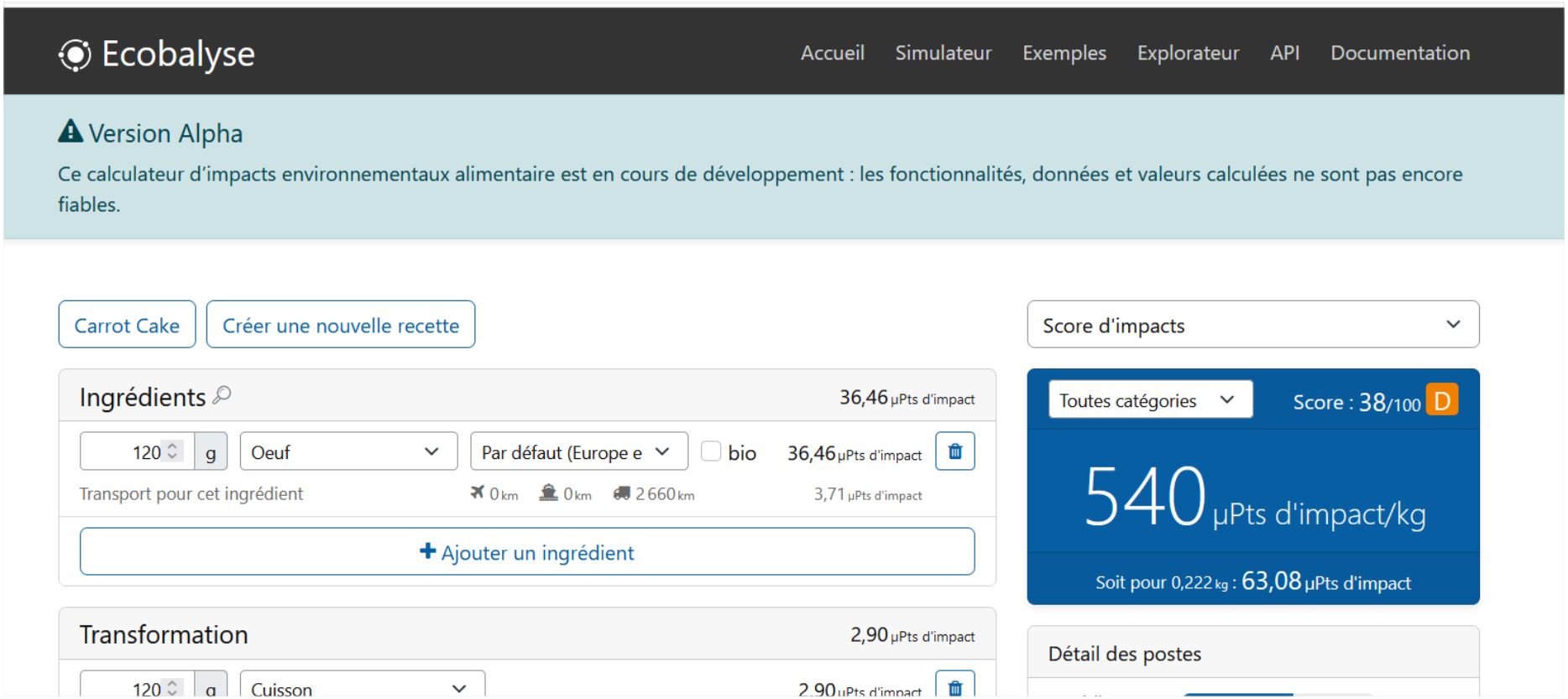

- Weighting and normalisation adjustments to obtain « FR-EL single score »

# Coming steps

- Publish testing results on 550 real market products, reflecting french consumption.
- Scoring + sensitivity analyses : X/100
- Policy trends and alignment analysis (IDDRI)
- Format and display consultation (online)



# A public tool for method testing and implementation : Ecobalyse (béta)



# Remaining « challenges »

- Pig and poultry => clear tradeoff between ressource efficicency and « animal wellfare ».

⇒ Signal to consummers, « less and better », how to ensure policy consistency ?

- Combining signals :

⇒ Diet shift, including more plant based => inter

⇒ sustainabile farming practices /ecodesign => intra

A display question

Ex: format brainstorm

# dealing with the tradeoff ex : conv chicken vs free range/organic

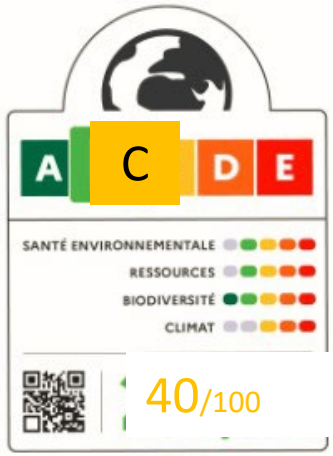
Option 1



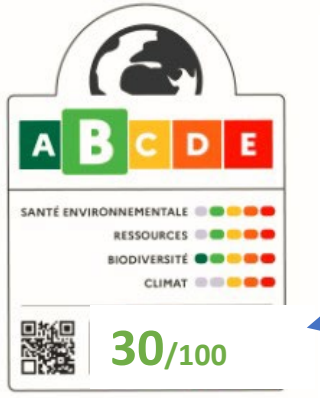


« Side by side » information

Option2



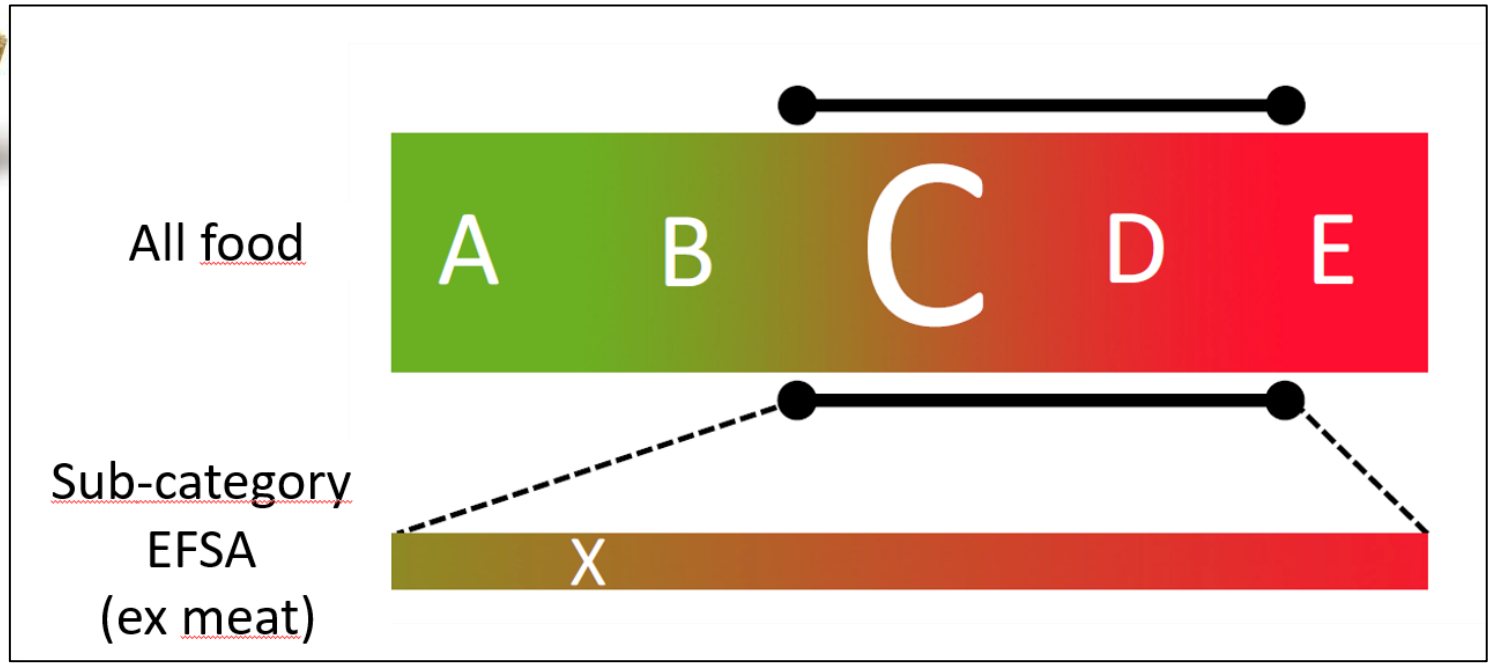






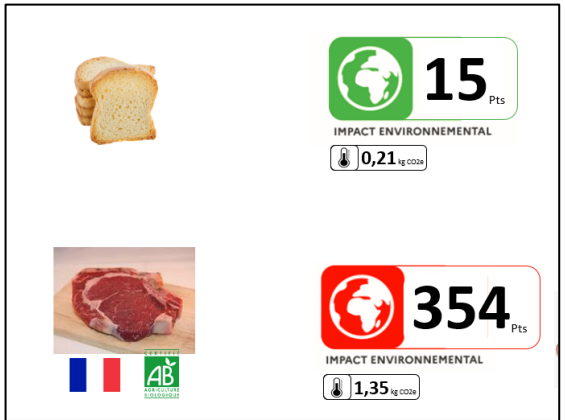
« Integrated information » : bonus/malus

# information…exploration phase




B.Ruffieux

Absolute values



# Eco-Labelling for food – The French agenda

| 2022 | | 2023 | | |
|---|---|---|---|---|
| Q3 | Q4 | Q1 | Q2 | Q3 |

**Database** — Update of Agribalyse

27 mars 2023

**Draft1 method**

**Final method**

**Methodology of calculation**

Method development :
- Biodiversity
- Packaging
- Weighting of indicators
- …

Testing on products & adjustments on the method

Additionnal improvement :
- Fishery
- LCI for organic products

Consultation

Follow-up to the consultation

**Development of a tool**

Prototypes

Testing and validation

**Logo format**

Consultation

Final testing

**Eco-labelling operational**

**The process for transcription into the French law begins (~6 months)**

# LIFE ECO FOOD CHOICE 2023-2026

## A platform for European cooperation

### WP 1

Common principles for LCA food databases

- Data interoperability
- Database network

### WP 2

Shared methodology

- Calculation + formats
- « PEF-wise »
- Européen coordination but national decisions

### WP 3

**Testing in real conditions**

- Mainly outside of France
- Estimate environmental benefits and consumer understanding

Priority to validate the « proof of concept » in France, but strong willingness to cooperate at european level.

First advise => build your national food LCA database !

# Conclusion

We are able do much better environmental information than what is today commonly available !

LCA method and databases are the core for environnemental information… and we are reaching technical (and political ?) « maturity » for labelling… *Many more results in spring to come…*

Looking for the «  balance point » between accuracy, completness and large scale operationnality (cost).

From blooming creativity to harmonised policy…how long will the journey be ?