

PROJECT DESCRIPTION FOR THE PROJECT

STANDARDS FOR CLIMATE MARKING OF FOODS

**VERSION NO 2.3, AUTHORIZED BY THE STEERING
GROUP ON 20 FEBRUARY 2009**

Document status: This document describes the workings of the project with budget and timetable and is a joint working document for the owners of the project. The document is authorized by the Steering Group. The project plan includes the time up to 31 December 2009, and budget for the time up to 30 June 2009.

Background

In 2006, KRAV took the decision to develop additional marking including climate marking. Within Swedish Seal, the climate issue and possibilities to introduce climate aspects in the Swedish Seal certification system had been discussed for some time, too. In the spring of 2007, the two parties decided to begin cooperation around producing standards for climate marking. Later, several other partners joined the project: Milko, Lantmännen, LRF, Scan and Skånemejerier. Also the Swedish Board of Agriculture takes part as co-opted member, by contributing with its competence in this field and guarding the project.

During the winter of 2006/2007, the climate issue received a great deal of attention in the general global debate. The large Swedish daily commodity retail chains had come to an agreement not to use climate marking as a competitive weapon among them selves, but instead to cooperate. A number of stakeholders have been very clear that it is important to avoid more climate markings for foods. Several projects would create competition for development resources, e.g. researchers available, and also run the risk of confusing the consumers.

During 2007, the project compiled a background of facts, including the activities in the food chain of custody that have the greatest impact on climate, and sent out two rounds of documents circulating for comments together with open hearings. The background material, presentations and memoranda are published at <http://www.krav.se/klimat>.

In December 2007, a LOTS meeting was held so together, all could establish objectives, time schedule, and division of responsibility for carrying out the project. KRAV's and Swedish Seal's representatives in the Steering Group, the project group, Thomas Angervall from SIK, Swedish Seal's marketing manager Magnus Erstrand, and Kjell Petersén as process leader took part. Another LOTS meeting was held in October 2008 and resulted in this document, among other things. All partners were present.

The Expert Panel (see Project organization, p 5) held their first meeting in December 2007 and the work to produce supporting documents and wording of the standards began in earnest.

The first set of standards were sent out circulating for comments in the spring of 2008. Many answers and opinions were received. The project decided to continue working in these fields (fruit and vegetables, cereals and legumes, and fish and shellfish) in 2008/2009.

Other initiatives

Initiatives in this area have been taken or planned by many others and the issue has also been highlighted in the media. Some examples include:

- Perhaps the most important initiative is the British Publicly Available Specification (PAS) 2050. The initiative shall produce a method for measure and specify emissions of climate gases both within production and the service sector. The method shall be possible to be used by businesses for a better understanding of their climate impact, followed by measures to reduce the impact. The businesses shall also be able to compare and communicate the results of their measures in-between.
- SIS, Swedish Standards Institute, works for the development of a Swedish standard and leads the Swedish participation in the international work for standardisation within CEN and ISO.
- The English food chain Tesco has promised climate marking. Step 1 concerns marking of foods transported by airfreight. At the same time, large resources are being invested in research with the aim of developing a more refined climate marking in the long run. The CEO has said that the marking system shall be open for all. The Swedish everyday commodity chains have taken a decision based on the principle that if anyone takes the initiative for climate marking, they will cooperate actively in the joint work through the Svensk Dagligvaruhandel (branch organization).
- Soil Association (British equivalent to KRAV) has taken the decision to limit airfreight for Soil-marked organic products. BioSuisse (Swiss equivalent to KRAV) have long had standards for how far organic foods may be freighted, including a prohibition against airfreight.
- Politicians are active. The Swedish government invited all parties for discussions on climate marking in the fall of 2007. The government has also ear-marked one 'climate billion' SEK in the budget. Even the opposition has been active and launched the proposal to introduce climate marking of food as one of the most important environmental measures.
- Several of the large daily newspapers, TV, and radio continuously report the progress in Sweden, as well as internationally, on these issues.
- Respect Europe has a program for climate marking (climate neutral product, climate neutral company). NTM (Network for Transport and Environment) also has

an initiative for a climate declaration for transport, primarily intended for professional users.

- SLF (Swedish Farmers' Foundation for Agricultural Research) has granted support to an extensive research project to produce information as supporting documents as to calculate the climate impact, including that of production of some Swedish foods.
- Lantmännen has begun the work for a climate declaration on 20 of their products. The first product to be declared was deep-frozen chicken.

Consideration (discussion on principles)

There are several different alternative ways to choose when developing standards for climate marking of food. One alternative is to produce rather exact calculations per product. Another way would be to use existing knowledge to create general standards. The first alternative, the so called LCA-trace (LCA=Life Cycle Analysis) is time consuming, expensive and demands extensive knowledge about the individual product's history. An LCA is a perishable that requires continuous updates due to changes in the production methods and modified emission factors. Another difficulty is that the climate impact of the product varies throughout the season. The message to the consumers is also unclear because different products are not directly comparable from a nutritional point of view. However, it shall be stressed that the heaviest workload is at the initial stages, for when an LCA analysis is made it is easy to change individual factors and produce analyses for several farms.

Another method is to word the standards based on general conclusions from all the assembled knowledge on climate. This can be done by identifying a few single factors that have a large climate impact, such as concentrates based to a large part on soy protein, high consumption of fossil fuels, nitrous oxide emissions from artificial fertilizer production, etc.

Standards based on a more complete Life Cycle Analysis for every product would most likely be too time consuming to develop and therefore it is wise to begin with a simpler alternative and then develop and refine standards in a way equivalent to that of KRAV and Swedish Seal have developed their standards throughout the years. Thus, it can be thought of as a first and second generation of climate standards. A first one that is simpler and includes identified activities that have a large climate impact, to be followed by a second version where we can specify the climate impact of every product.

Objective and scope

Objective and expected effects

The objective of the project is:

We shall reduce climate impact by creating a marking system for food where the consumers make a conscious climate choice and businesses can strengthen their competitiveness.

A considerable reduction of the climate gases, compared to the reference, is required for the marking to be credible. The credibility for the mark increases with a higher reduction of climate gasses, yet at the same time reduces the number of producers who meet the requirements and thus can join the system.

Scope

The project will result in a document of facts and standards that in a future can be used by several standard owners and certification bodies. The project will also produce a label for additional marking. The label may only be used in combination with other marks that equals to sustainable development (to be named later on). This is important as sustainable development is more than the climate issue alone. To gain the right to use the mark, all standards have to be fulfilled. The label shall guarantee that measures were taken within the food chain as to reduce the climate impact.

The project does not intent to build up a new organization to manage the system. When the project is finished, the form of management must be established. Issues that need continuous management are such as documented facts, standards development, the use of the symbol etc.

The standards will be based on existing LCA analyses and the assembled knowledge on climate (with some additions) and will be worded as general standards that regulate activities impacting on climate within food production and transport.

The project does not intend to help the consumer to choose between, say, meat or beans, but rather to present a climate friendly alternative within every product category.

Plan of actions for carrying out and concluding

It is important that the Project Group seek wide contacts with representatives for the most important stakeholders to obtain a broader understanding of the interest for and viewpoints about the project, and the expected results.

Project organization

The project will use a tested and effective project model with a clear division of the roles. The project organization includes four components: a Steering Group, a Project Group, an Expert Panel and a number of reference groups.

The **Steering group** is comprised of representatives for financiers (partners), and will work according to a special procedure authorized by the Steering group. The Steering Group takes the decision on the project's budget, cooperates to procure necessary resources and have the authority to stop the project. The project manager has the right to be present and speak in the Steering group, yet have no voting rights. It is important to try to keep the groups as small, capable of making decisions, and effective, as possible.

Today, the **Steering group** includes:

- Sören Persson, Swedish Seal
- Johan Cejie, KRAV
- Anders Holmestig, LRF (The Federation of Swedish Farmers)
- Kerstin Fredlund, Skånemejerier
- Claes Johansson, Lantmännen
- Inger A Larsson, Milko
- Olov Osmark, Scan
- Ragni Andersson, SJV (the Swedish Board of Agriculture), co-opted member
- Zahrah Ekmark, project manager

The **Project group** is the organization that coordinates and executes much of the work. The project manager staffs the group at the request of the Steering Group. The subproject leaders can be from different organizations and this is positive. The project manager can be seen as the project's CEO and shall thus have the follow-up budget responsibility and can distribute resources including project co-workers' working time, technical support etc. An essential task for the Project Group is to establish support for the project's different parts in the relevant groups.

Today the following are included in the Project Group:

- Zahrah Ekmark, KRAV
- Pernilla Tidåker, Swedish Seal
- Anna Richert, Swedish Seal

The **Expert panel** is comprised of researchers who contribute to the project with their expert knowledge and can be involved in investigative tasks necessary for the work in developing standards.

Today the following people are connected to the expert panel:

- Thomas Angervall, SIK (the Swedish Institute for Food and Biotechnology)
- Ulf Sonesson, SIK
- Christel Cederberg, SIK
- Johanna Björklund, SLU (Swedish University of Agricultural Sciences)

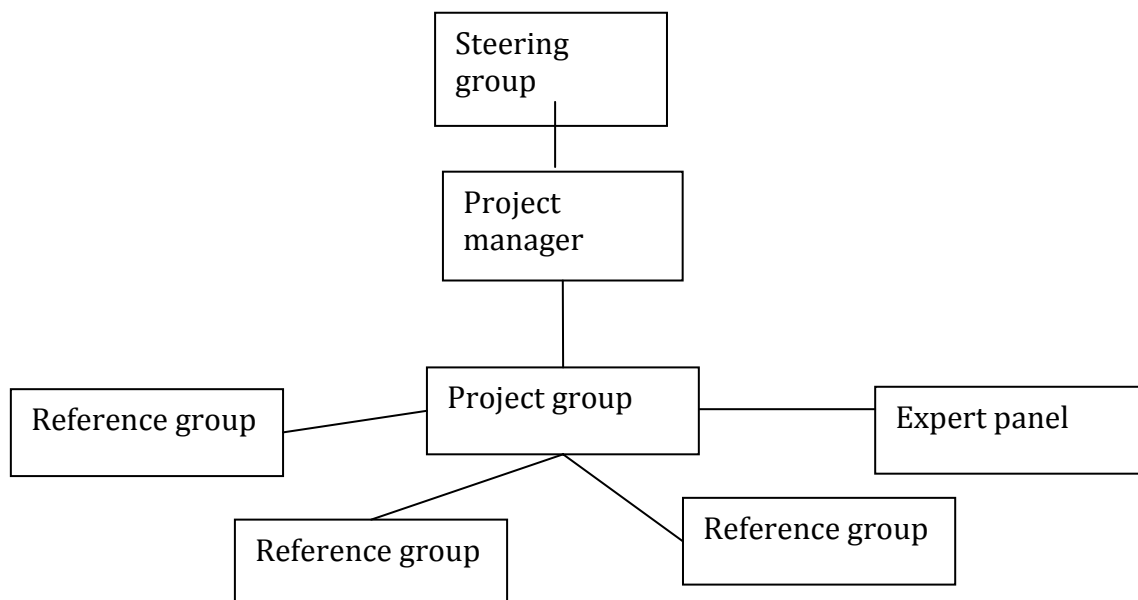
- Sverker Molander, Chalmers University of Technology
- Helena Elmquist, Swedish Seal

The **Reference group** is comprised of stakeholders from different parts of the chain of production including:

- Advisors, authorities, certification bodies, as well as volunteer organizations
- Primary production
- Trade- and processing businesses
- Packaging and distribution businesses

In these groups, special interest areas are included. The groups create a sounding board for the Project Group, and the proposals for standards are grounded in the reference groups. Therefore it is important that the reference groups are composed of people who work within the area of the issue.

The project's circulating documents will be open for all to comment on. We will be certain of the answers we receive from researchers, farmers, authorities (including SWEDAC, the National Environmental Protection Board, the National Food Administration and the Swedish Board of Agriculture) as well as Swedish Seal's criteria advisory and KRAV's Standards Committee.



Standards development

A proposal for standards will be sent out to the project owners in the summer of 2009. The proposal will cover standards for fish and shellfish, fruit and vegetables, feed production (all crop production), milk, cattle, swine, poultry, and imported products. The time schedule for this, see annexe 1. The then remaining category is lamb

husbandry which will be set in the autumn of 2009. Today, relevant basis for this category is absent, hence the project has to await research results usable in the developing of climate standards for lamb production.

Circulation of documents on the basis and principles for climate marking

The invitation for the first two rounds of circulating documents was sent by letter to stakeholders. The objective was to establish principles for marking and standards, to find the fundamental problems, and to create a total list with possible standards that could indicate possibilities rather than forming the basis for a logical coherent proposal for standards. During the time for circulating documents, an open hearing was held for discussions. At the first hearing, the participants were given the background of facts on known climate problems within food production. The consumers' interest and expectations of a climate marking was investigated in the summer of 2007 and the outcome of the study was presented and discussed at the second hearing.

Third round of circulating documents – first standards proposal

The project group, with the help of the expert panel, decided to start working with standards for three production areas (fish and shellfish, fruit and vegetables, cereals and dried legumes) where there was sufficient knowledge to be able to make a serious certification. The first circulation of documents issued standards for certification of products with a low level of processing. The standards will then be expanded with several other areas and at a higher level of processing, and this will build up the knowledge base. The project group is responsible for the creation of the fact-based supporting documents and concrete proposals for standards. It shall be clearly stated which are the most important climate impact factors in the chain of primary production – retailers.

The standards proposal was handled in the reference groups before being prepared to send out for comments. Meanwhile circulating for comments, a pilot survey was carried out to 'test certify' according to the standards. There was also an open hearing to discuss the standards proposal.

Certification

Two certification bodies were hired to carry out 'test certification' within the project. The project shall contribute by identifying challenges for the certification bodies, and any help needed to solve these.

Launching

A communications plan has been produced. A plan for the development of a symbol for additional labelling will be worked out at the request of the Steering Group. The issue of a plan for marketing the symbol will be dealt with later in the project.

Important collaborators and approval by authorities

For the marking to have wide impact from the very start, and that the selection of products will be sufficiently large, it is important that many of the different interested parties are involved in the project. This is also central to be able to carry on a credible communication. A prerequisite for the success of the climate mark is that representatives from the daily commodity chains, researchers, the environmental movement and proactive actors in the food chain are involved in the work.

KRAV and Swedish Seal work with standards systems that can be applicable by certification bodies that are accredited according to EN45011 (ISO65). For such a certification bodies to be able to apply the standards within their certification, it is necessary that a national accrediting body (for Sweden it is SWEDAC) approve the standards. To avoid the standards acting as a trade barrier, it is necessary that we are in agreement with experts in the trade area. This probably can be found at the Swedish Board of Trade. Today we cannot assess if these two authorities' will influence the timetable.

Risk analysis

- The greatest risk is that we can be severely criticized because we climate mark meat, above all beef (if this will be the case). To meet this, we shall work further with the idea to start an informational website where one of the messages shall be to change food habits to a more climate-friendly diet.
- A critical factor for success can be to reach a consensus decision in certain questions. The project group shall thus be composed of persons who will actively work in the project towards a common goal and who are also looking to go forward in the process.
- Enlisting the support of consumers is very important but can be very difficult. Therefore it is important that the climate mark and all of the background information is open and accessible for others to examine.
- Knowledge is lacking in certain partial steps in the chain, the processes, and some of the data that has been the basis from LCA analyses are very uncertain. One example is the portion of the manure dose, methane emissions from cattle, carbon dioxide and nitrous oxide emissions from the soil. To be able to handle these issues, it is very important to engage researchers with the right competence in the expert panel.
- Emissions of climate gases vary depending on the local conditions. Low harvests and production, long distances and colder climate are factors that in many cases demand a greater use of energy which can give a larger climate impact. Therefore, the handling of the variations in climate impact that depend on where production is carried out in the country must be discussed.
- Imported goods are an important part of the food market. How the imported goods shall be handled so that the marking is credible but at the time allow a dynamic trade

and product development is a problem. The issues must be discussed. The solutions can be found with the organic standards and contacts with other climate markers in the world will be of vital importance.

– Other actors work now with initiatives on an international standard for climate marking. The project must act offensively so that we will not be overtaken. Contacts are made with co-worker in Brussels to ask them to lobby for the project.

Conclusion of the project

The final product of the project is standards for climate marking of food that on the average gives an effect of a 25% lower climate impact than the reference. This will be measured by the monitoring and follow-up system that is being created within the project. The project is evaluated and concluded.

Timetable

A timetable has been created according to the project's object. See annexe 1.

Financing

The project is financed by the partial owners in the project. This allows all to have a post in the Steering Group. This requires that the project be financed with the equivalent of 200 000 SEK. One stakeholder can also contribute to the project with a smaller sum. Then the company does not have influence in the running of the project but is listed as a sponsor at the project's website and other places.

Budget Financing

For the project to be successful, it is necessary that the result is in demand. The only way we know to measure the demand is to see how much the different actors are willing to contribute. The financial posts that are expected on the first hand are time including consulting, but also travel time and its costs, meeting localities and marketing. The budget is authorized by the Steering Group.

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The organizations and persons that will receive reimbursement for the project shall clearly report separately the costs so that they can be tied into the project.

The project's website; <http://www.klimatmarkningen.se>

Annexe 1

Time schedule 2009 – Climate marking of foods

Month	Date	Activity
January	15	Steering Group
	23	Focusing Group plant production
	25	Start, Standards part 4
February	12	Launching of new website
	20	Steering Group
March	13	Steering Group, Standards part 2
April		Steering Group
May		Expert Panel
		Reference Group on cattle, swine, poultry, and packaging
		Steering Group
June	18	EkoNord exhibition; launching of standards part 2
		Steering Group, standards part 3 and 4 are discussed
September		Steering Group
	V 40	SNF Climate Week; launching of standards part 4
October		Steering Group
November		Steering Group
		Expert Panel
		Reference Group, lamb and packaging
December		Climate conference Copenhagen; launching of Climate Marking
		Steering Group, standards part 5 and 6 are discussed
Standards Part 2		Fodder + milk, and further development of the first standards
Standards Part 3		Imported products, other certification systems
Standards Part 4		Cattle, swine, poultry
Standards Part 5		Packaging
Standards Part 6		Lamb