

## Communicating with the consumer

The climate certification scheme builds on existing standards for sustainable food production, currently the Swedish organic label KRAV or the Swedish food quality label Swedish Seal/Svenskt Sigill.



Swedish Seal/Svenskt Sigill offers producers who have voluntarily climate certified their production a label communicating to consumers that improvements have been made.



KRAV integrates climate criteria in the existing criteria for organic production so that all KRAV certified products will be climate certified within a few years.

The Swedish climate certification is a joint initiative between Svenskt Sigill and KRAV, Sweden's two organizations working with certification of food, as well as the Federation of Swedish Farmers and four major Swedish food companies: Lantmännen, Scan, Milko and Skånemejerier

Criteria, data and scientific reports are available in English on the website: [www.klimatmarkningen.se/in-english](http://www.klimatmarkningen.se/in-english)

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# CLIMATE CERTIFICATION FOR FOOD.

## Climate Certification for the Food Chain

- A Swedish initiative for climate mitigation

“The strength in this scheme is that it works so well with existing systems. This guarantees quick impact in production and on the market.”

“Our experience is that people who work with the climate issue find our choice of method quite pragmatic.”

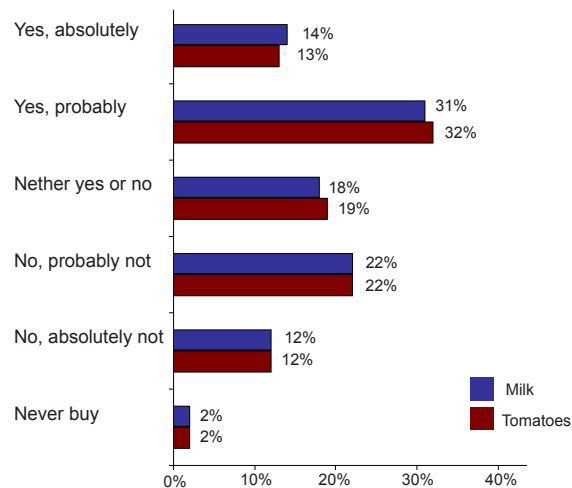
## Not another carbon footprint scheme!

Establishing and communicating a new label on the market is very challenging. Our approach is to produce a certification scheme that can be used as a plug-in-module for existing sustainability labels or standards for food production. The plug-in-module guarantees substantial reductions in climate impact. No carbon footprint is presented; the criteria are based on a scientific scan of climate impact in the food chain.

## The certification helps consumers choose climate friendly food products in each food category

Repeated market studies demonstrate that Swedish consumers are interested in products with reduced climate impact. Three out of four consumers want to be able to choose food with lower climate impact, and every second consumer say they are willing to pay more for such a product\*.

Would you be prepared to pay more for milk (tomatoes) which are produced with lower greenhouse gas emissions compared with other milk (tomatoes) products?



Source: Survey performed by YouGov for Projektet Klimatcertifiering av Mat, KRAV, LRF & Svenskt Sigill

\* YouGov market studie june 2010.

## Increasing producer's competitiveness by communicating improvements to consumers

The certification scheme aims at raising awareness and stimulating development of production methods with lower climate impact.

Examples of criteria:

- Fodder: Lower use of soy. Locally produced, climate calculated fodder for efficient production
- Nitrogen: Efficient use of nitrogen to reduce emissions of nitrous oxide.
- Animal welfare: Healthy animals results in lower emissions per produced kg meat.
- Energy: Saving energy is good for the wallet and for the climate.
- Packaging, processing and transports are also included in the criteria.

## Third party certification to ensure that farmers and food industry comply with climate mitigation measures

The certification scheme builds on existing standards for sustainable food production with regular third party inspections by an accredited certification body to ensure compliance with the criteria.

## Food chain perspective

The climate certification covers the food chain from farm to store including distribution and packaging. When you choose a climate certified product in the store, you can be certain that the producer has done what is possible and feasible to lower the climate impact for the whole food chain.

## Climate is only one component of sustainable development

Focusing on the climate question alone can lead to sub-optimal solutions. Therefore the criteria are developed to integrate climate measures with other sustainability issues. For example, the criteria promote renewable energy rather than carbon neutral energy, and healthy animals rather than high production.