

# Towards harmonized product footprinting and ecolabeling for all food sold in Europe

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Nominated  
for WUR  
impact  
award

Synergie Meet-up: People, Planet, Payback, 27 November 2025

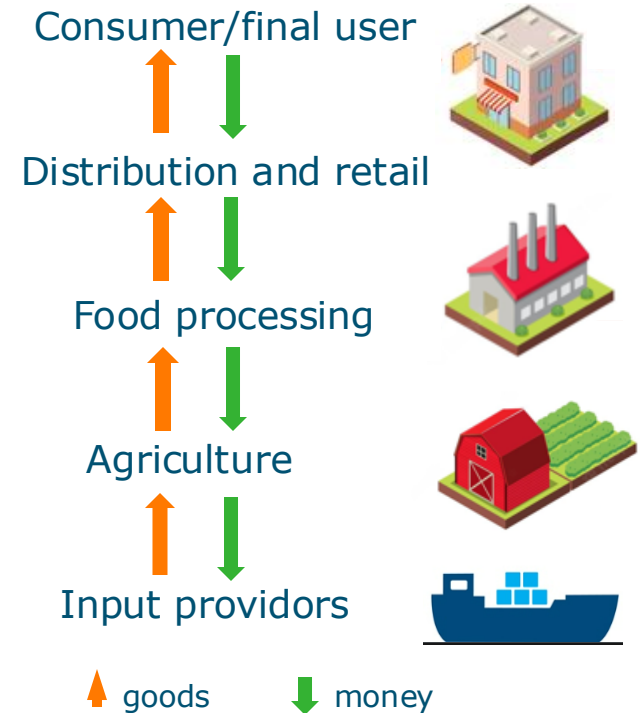


# Use power of markets to make food more sustainable

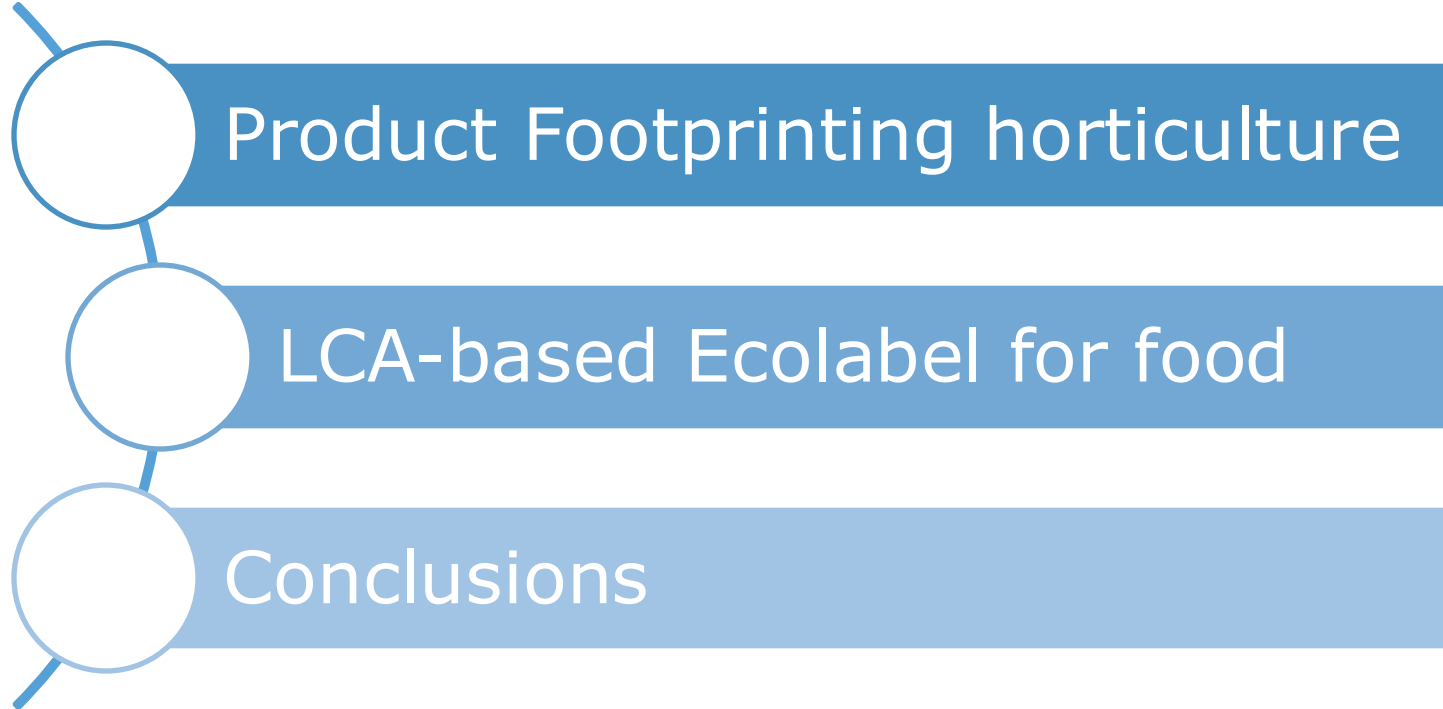
To make impact, stakeholders need to integrate sustainability better in decision making.

Requirements:

- Harmonized methods
- Data to be able to use methods
- Communication of results (aggregation, timing, visual, reliable, actionable)
- Right incentives for improving sustainability
- Scalable at low costs



# Agenda



# Product Footprinting Horticulture



# Why footprinting?



- Original sustainability assessment by input/process/practice indicators:
  - How to compare performance and identify greenwashing?
  - How to guarantee that better process/lower input leads to impact?
- “Companies can only be sustainable in a sustainable world”
  - Paris climate agreements
  - Planetary boundaries/fair share
  - Quantitative impact indicators can be aggregated in many different ways so used for many different purposes and users



# Base of product footprinting: Life cycle Assessment

Quantitative analyse of all environmental impacts of a product over its full life cycle

Combination of company specific data and averages from databases

- No harmonised methodology
  - Limited data availability
  - Expert knowledge needed
- > Lack of Scalability



# Increased demand for environmental impact data of food



- Scope 3 GHG reporting (CSRD, SBTi)
  - Very demanding for retailers/food service
- ~~Green Claims Directive: Harmonised communication to consumer~~
- Consumer empowerment directive
- EU agri food vision: Farm Compass
- Ecolabel: Environmental impact of all food for consumer

# LCA methods and database: Product Environmental Footprint



**Normalisation**  
results divided by normalisation factors  
defined based on yearly emissions  
of an average global citizen



**Weighting**  
normalized results multiplied  
by weighting factors  
(expert panels,  
planetary boundaries,  
reliability of indicator)



**Single score**

+

Additional  
environmental  
information

Adaptations in  
weighting,  
database and  
themes in  
2025/26: e.g.  
local biodiversity



# PEFCRs voor agro-food

## PEFCRs developed in the first phase:

- Dairy
- Beer
- Pasta
- Olive oil
- Packed water
- Wine
- Feed

## PEFCRs in second phase:

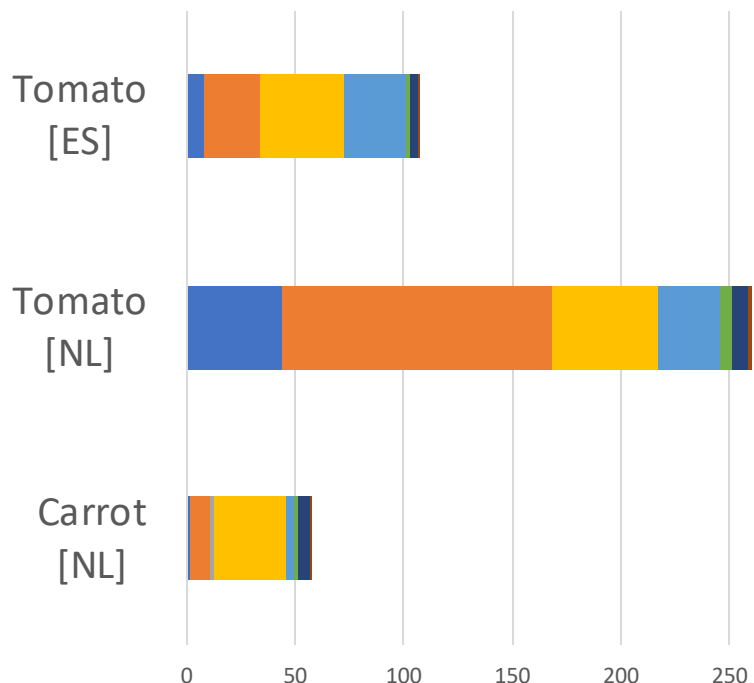
- Marine fish
- **Floriculture (FloriPEFCR)**

## Shadow PEFCRs:

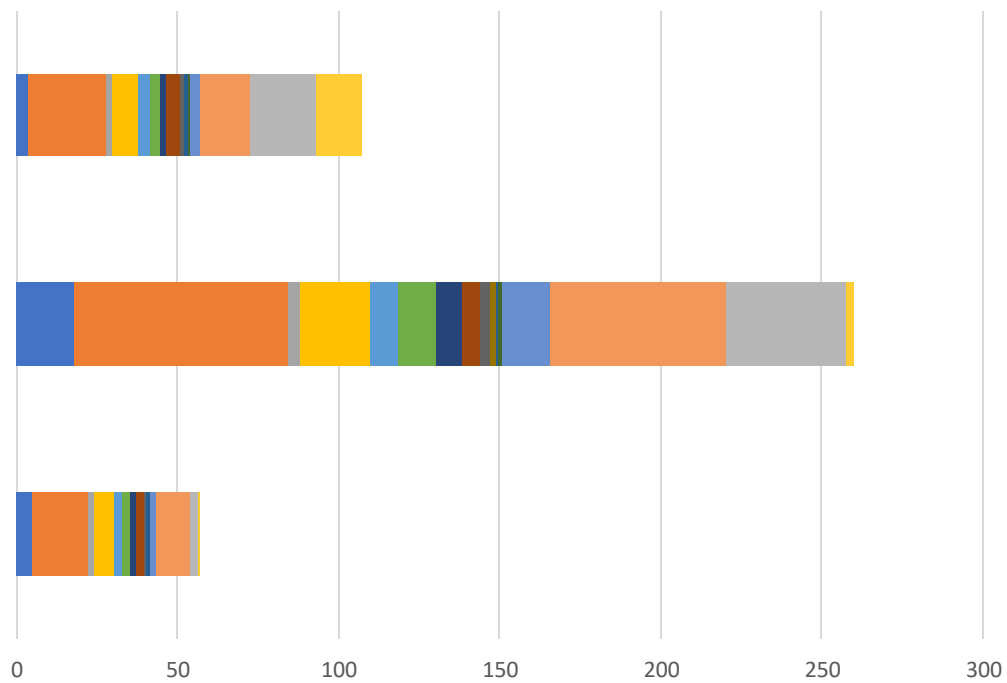
- **Fruit and vegetables**
- Growing Media Europa
- Coffee
- Vegetable oil and protein meal products



Single score results in uPt, per life cycle stage



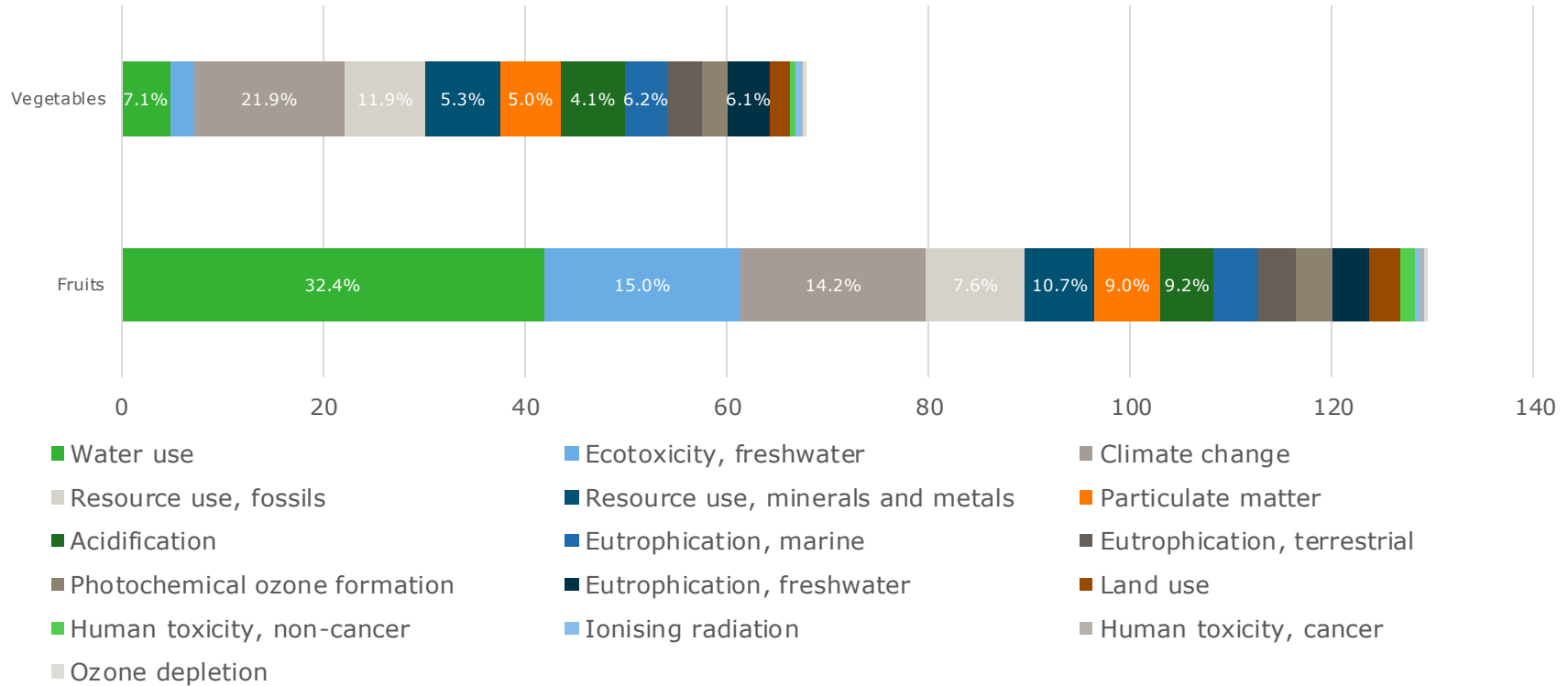
Single score results in uPt, per impact category



- Stage 1b. Raw materials
- Stage 2b. Cultivation
- Stage 3b. Post-harvest handling and storage
- Stage 4b. Distribution
- Stage 5. Consumer packaging and handling
- Stage 6b. Retail
- Stage 7b. Use stage
- Stage 8. End-of-life

- Acidification
- Ecotoxicity, freshwater
- Climate change
- Particulate matter
- Eutrophication, marine
- Eutrophication, freshwater
- Human toxicity, cancer
- Human toxicity, non-cancer
- Ionising radiation
- Ozone depletion
- Land use
- Photochemical ozone formation
- Resource use, fossils
- Resource use, minerals and metals
- Water use

# Single score EU: contribution per impact category (%)



# Application PEF still limited

- Available for limited number of product categories
- No comparison between product categories
- Cost and expertise needed
- Limited tools



# Tools Floriculture PEFCR



MPS  
driven by  
sustainability



LETS  
GROW  
.COM



## Greenhouse Sustainability



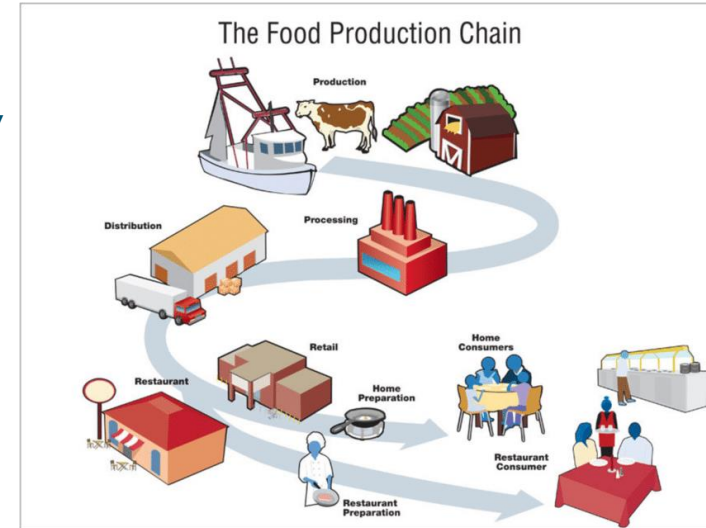
# Ecolabels for food












# Innovation French government

- PEF methodology for all product categories
- Digital twins supply chains of all 3000 food categories based on easily available primary information (ingredients, packaging, country of primary production etc.)
  - Agribalyse: Impacts of 16 environmental themes for all food and publicly available
- Replace secondary data with primary data from individual companies for product specific score
  - Harmonized methodology
  - Lower administrative burden
  - Stronger incentive primary data
  - Less expertise



# Many public and private tools

Eco-Score	Planet-Score	Enviroscore	Eco Impact	Coop Sweden Sustainability Declaration	Made Green in Italy	French initiative
						

beelong.ch 

IGD

S U S T A I N E D ● ●

 Foodsteps

inoqo

 mondra 



 CarbonCloud

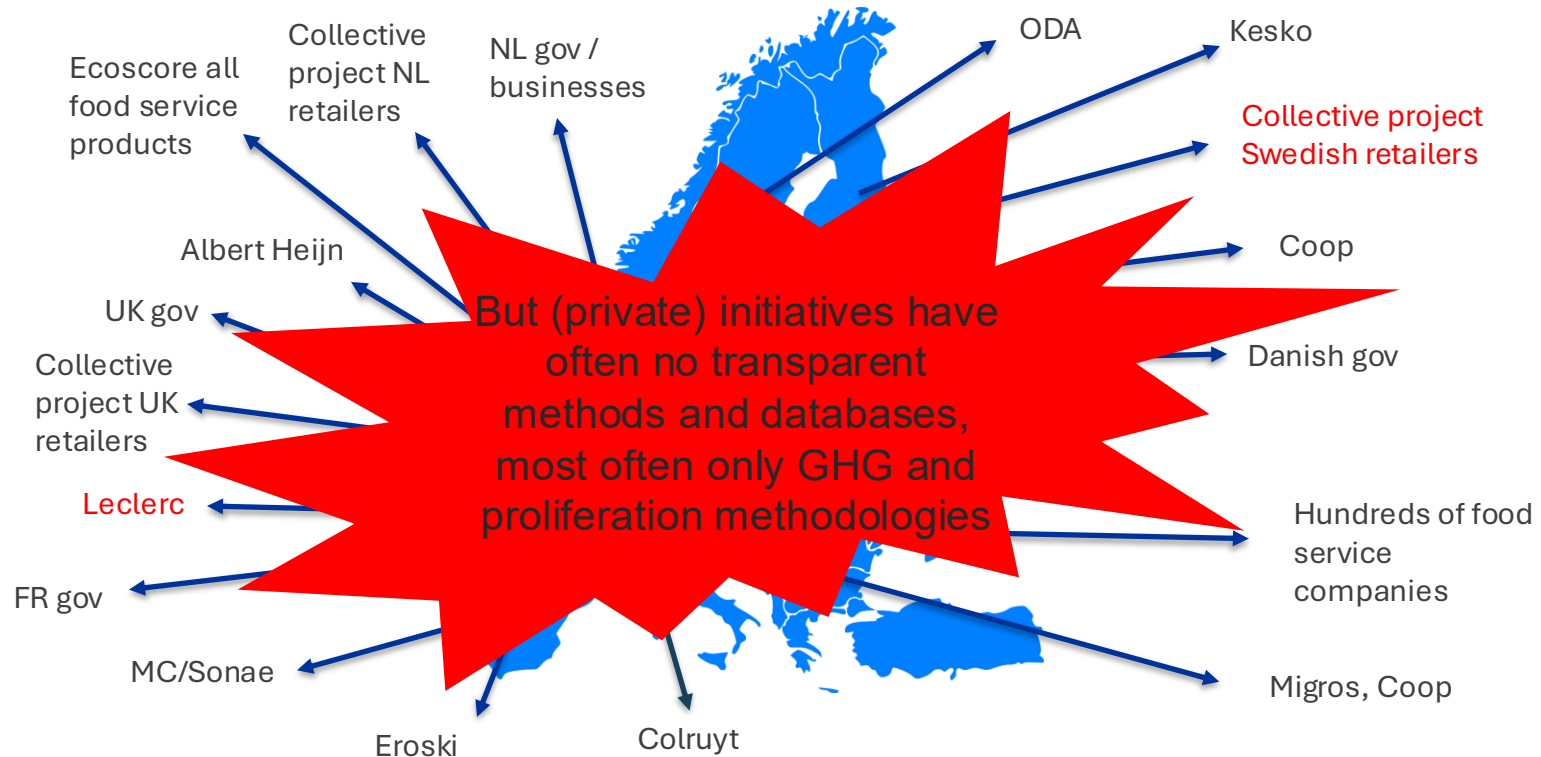
M-Check Migros

 eaternity

dayrize

 HowGood

# Implementation of Ecolabeling/Footprinting in Europe



# Eco Food Choice project

Provide Europe with an operational and collectively supported environmental labelling system

## Objective 1

Methodology for harmonized environmental footprinting

**Sept '25: Beta version  
method open for feedback**

## Objective 2

Methodology to translate LCA outcomes to ecolabel

## Objective 3

Design and test the label in real life

**Fall '25: Test label with A to E and absolute score**

- Cooperation between France, Netherlands, Germany and Spain
- Financed by DG environment
- Many other countries and stakeholders connected
- 4,5 years duration: 2023-2028



# Conclusions state of the art of ecolabels



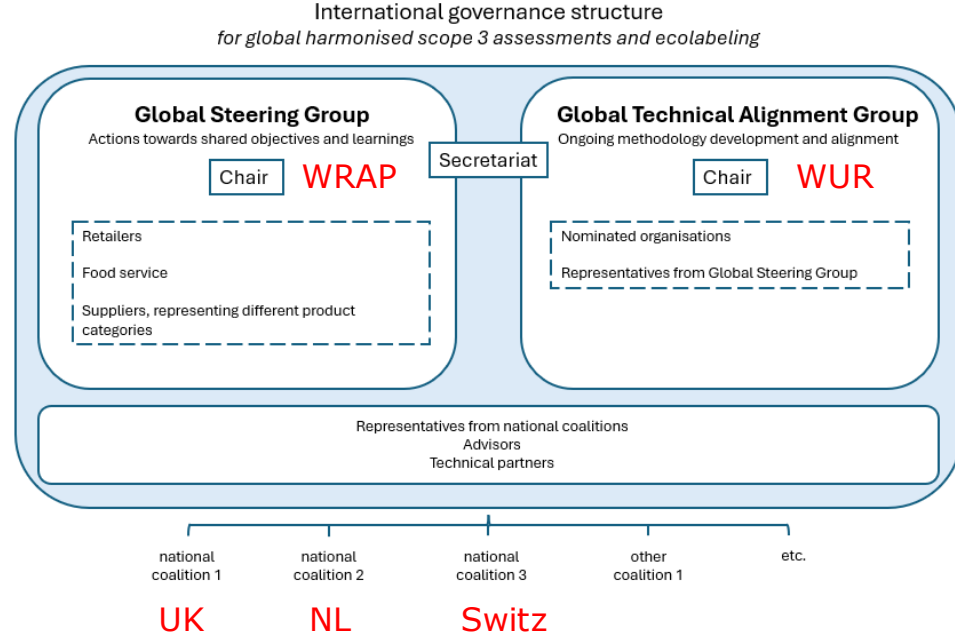
- Fast growth of Ecolabels/footprinting with different methodologies and databases (driver CSRD/SBTI)
- Good estimates of carbon based on existing product databases using advanced technologies
- More collective projects/structures
- Additional sustainability themes needed (PEF)
- Need for EU harmonized transparent methodology and database managed by non-profit
- Private sector can play an important role in developing tools to operationalize the harmonized methodology.

# Global Sustainable Transition Alliance

## Initiators: Mondra, Inoqo and How Good



- Methodology and database publicly available
- Managed by non profit organisations
- Open for (cooperation) with competitors
- International governance structure





# Stakeholder engagement & partner scoping

Kick off 15  
December

Food businesses:



MIGROS



BRC Mondra

SCHWARZ

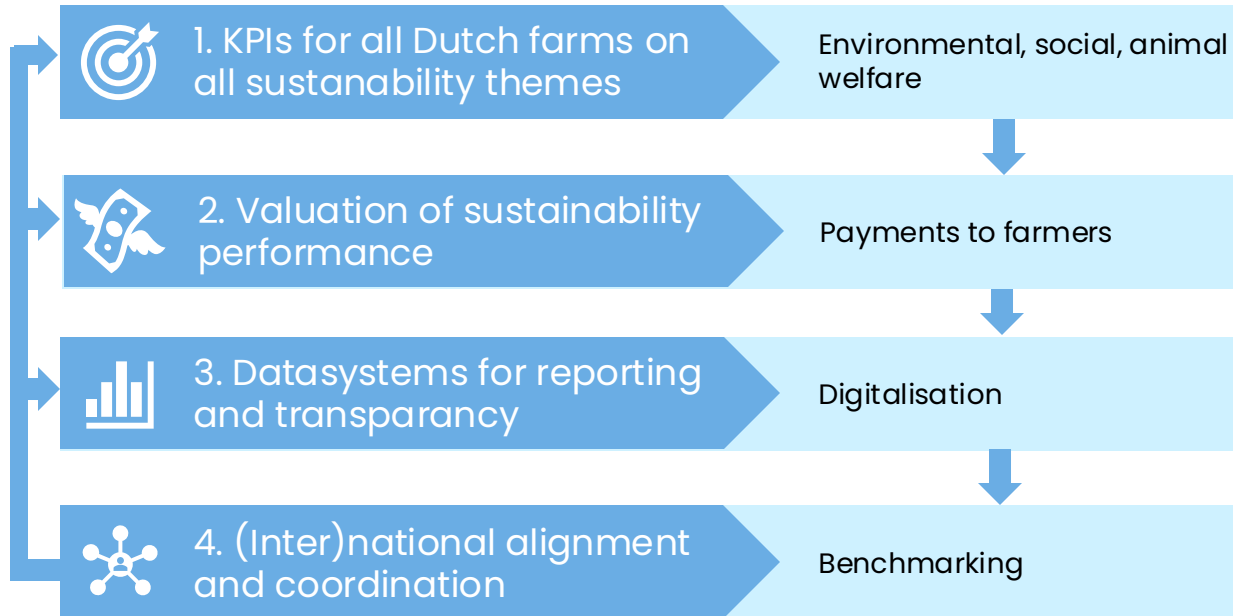


Trade bodies / NGOs



# Move to more primary data and incentives: True Value Language

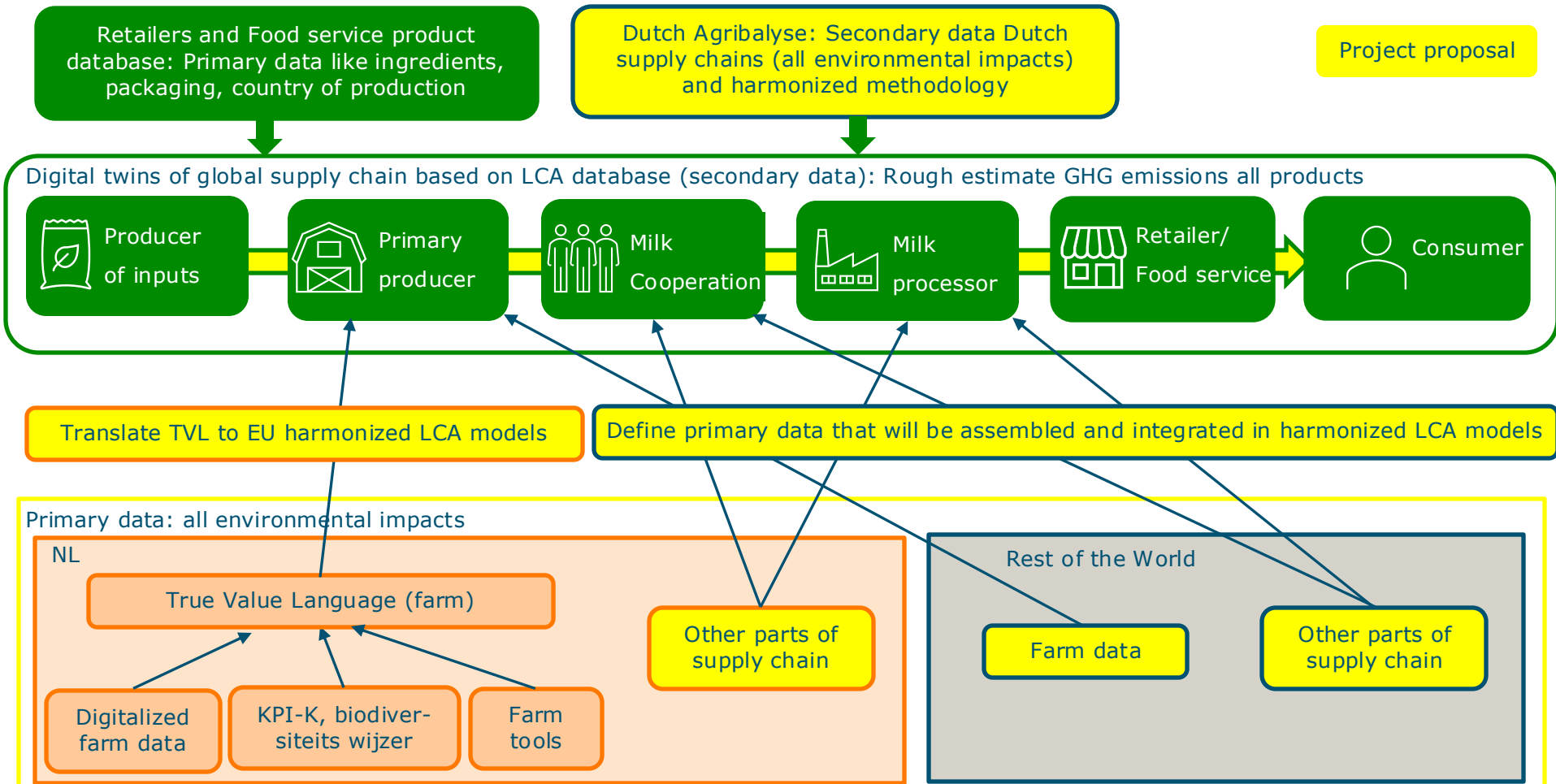
## NI multi-stakeholder initiative of government and private sector



Use by:

- EU/national/local Government
- Retail
- Finance
- Food processing
- Consumers
- Landlord
- Etc.

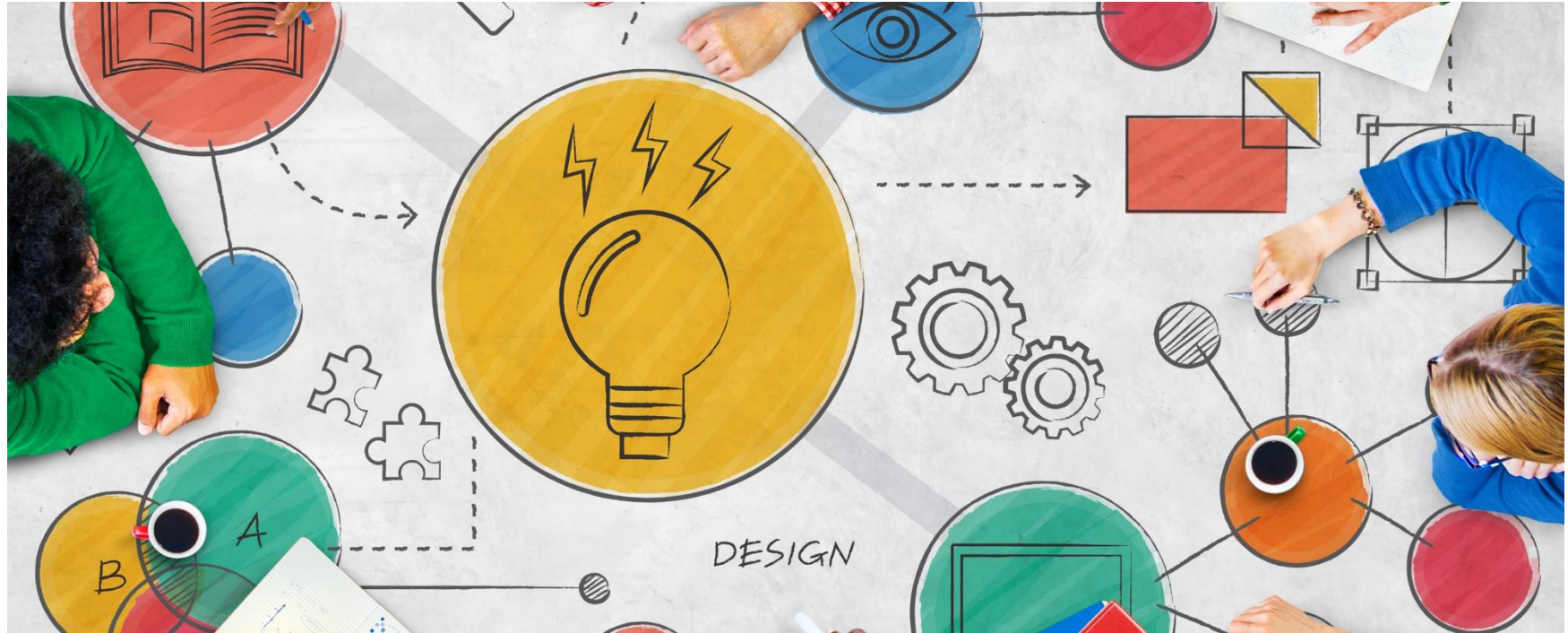
# Project: Harmonized Environmental impacts of all food sold in the Netherlands



# Sustainability incentives for all food: Friesland Campina

Themes	Indicators	Threshold value (start of bonus)	Bonuses	Top value (maximum bonus)	Total
ANIMAL HEALTH AND WELFARE	Longevity (years + months)	€0,00	5 years and 4 months	7 years and 2 months €0,10	€X,XX
	Calf rearing (KalfOK)	€0,00	70 points	95 points €0,10	€X,XX
CLIMATE	Greenhouse gas emission (gram CO <sub>2</sub> -eq/kg milk)	€0,00	1100 g CO <sub>2</sub> -eq	775 g CO <sub>2</sub> -eq €1,50	€X,XX
	Nitrogen soil balance (kg N/ha)	€0,00	160 kg/ha	20 kg/ha €0,10	€X,XX
BIODIVERSITY	Ammonia emission (kg NH <sub>3</sub> /ha)	€0,00	70 kg/ha	35 kg/ha €0,10	€X,XX
	Protein from own land (% Of total protein used)	€0,00	45%	80% €0,10	€X,XX
	Permanent grassland (% Permanent grassland)	€0,00	40%	100% €0,10	€X,XX
	Nature & Landscape (% total surface)	€0,00	0%	40% €0,10	€X,XX
GRAZING	Grazing		Partial grazing €0,40	Full grazing €1,30	€X,XX + €X,XX

# Conclusions



# Conclusions

- ✓ Large investments by both public and private sector in scalable product footprinting and ecolabeling
- ✓ Still improvements needed (local biodiversity, primary data)
- ✓ Move to more public private cooperation and harmonization
- ✓ Easier to take sustainability into account in decision making for all stakeholders





# Thanks for your attention!



Questions?

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