



Climate labelling of food

.....
– a Swedish initiative
for climate mitigation!

The Swedish climate label is a joint initiative between the Federation of Swedish Farmers, dairies and meat co-operatives, and two labelling organisations for food products; Swedish Seal (Svenskt Sigill) and KRAV.



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Not another carbon footprint scheme!

We actually help consumers to choose more climate friendly food products in each food category

We increase the Swedish Farmers competitiveness by being more climate friendly

Measures for improvements in the whole food chain

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

Climate is only one component of sustainable development

A Swedish initiative is about to be launched to reduce the climate impact of the entire food chain. The purpose is to help consumers make climate conscious choices and to support producers in increasing their competitiveness while at the same time becoming more climate friendly. The project is a joint initiative by the food chain in Sweden: The Federation of Swedish Farmers, dairies and meat co-operatives, and two labelling organisations for food products; Swedish Seal (Svenskt Sigill) and KRAV.

A pragmatic approach

Swedish studies show there is a consumer interest in climate friendly products. 60 % of consumers would like to see a climate label on the products. Our approach is to present a label for food which guarantees that substantial reductions in climate impact have been made. No carbon footprint is presented; the criteria are based on a scan of potential improvements in the food chain.

Food chain perspective

The climate label covers the food chain from farm to store including distribution and packaging. In the first stage, criteria will be set for meat, fish, milk, greenhouse vegetables and agricultural crops. Each farm will fulfill a set of basic criteria which will reduce the green house gas emissions, and we are also preparing criteria for imported products, transports and food processing.

Climate is only one component of sustainable development

We believe that a focus on the climate question alone can lead to sub-optimal solutions. Therefore the standards 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. The climate standard must therefore build on an existing standard that ensures sustainable food production, for example the Swedish organic label KRAV or the Swedish food quality label Swedish Seal.

Certification and science – making sure that we mean business

The project is to a large extent financed with public means. The first climate criteria is already available for everyone on the website, www.klimatmarkninen.se. Once the entire standard is finished as well as background documents, they will be available on the website. There will be regular third party inspections, by an accredited certification body to ensure compliance with the climate criteria. The criteria are based on scientific background documents. Life cycle analyses are used when these exist; otherwise, sound scientific studies as well as practical considerations make a strong foundation for the criteria.



Contact us for more information

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Pernilla: “We don’t help the consumer to choose between meat and beans. However, we do help in choosing a climate friendlier alternative within every product category!”

Anna: “The strength in the label is that reductions in climate impact have been made wherever possible. The producer participates in making the food chain more sustainable.”