

#LPE12



LINKING ENVIRONMENT AND FARMING
Integrated Farm Management

Communicating Sustainable Food Certification Schemes and the Supply Chain

Dr David Barling, Centre of Food Policy, City
University



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Presentation Overview

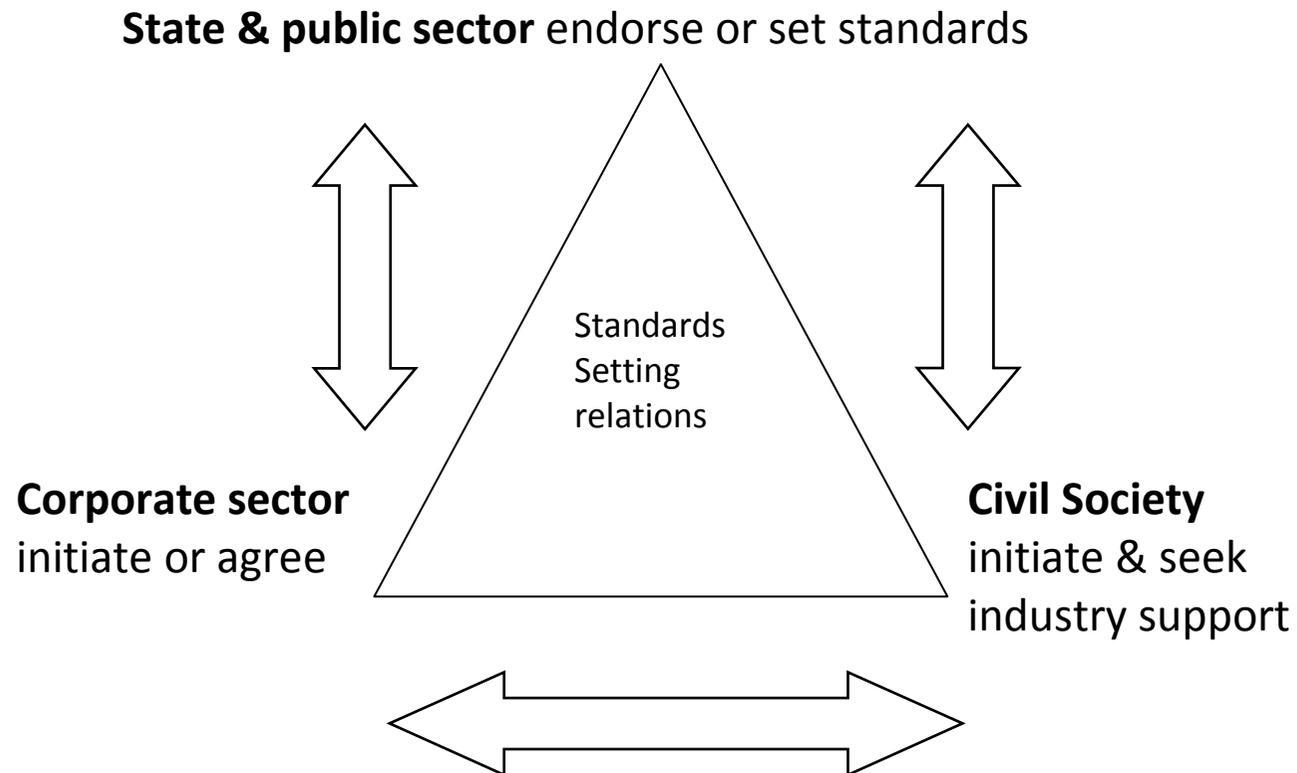
1. Sustainable food: standards & certification schemes
2. Supply Chain Stakeholders' perspectives on signalling sustainable food
 - role of certification schemes
 - information editing & choice editing
 - corporate sustainable supply chain strategies
3. Policy Movement & methodologies for sustainable food
4. Conclusions: LEAF's role?

1. Food standards, certification schemes & the supply chain

- **Competitive & non competitive advantages**
- **External & internal facing** along supply chain
- **Market translations** of principles & impacts
- **Questions of boundaries & thresholds** = negotiated
- **Questions of methodologies** used



Political dynamics of setting food standards



Civil society & industry initiated standards & logos



7 principles of sustainable food



- 1) Use local, seasonally available ingredients as standard, to minimise energy used in food production, transport and storage.
- 2) Specify food from farming systems that minimise harm to the environment, such as certified organic produce.
- 3) Limit foods of animal origin (meat, dairy products and eggs) served, as livestock farming is one of the most significant contributors to climate change, and promote meals rich in fruit, vegetables, pulses, wholegrains and nuts. Ensure that meat, dairy products and eggs are produced to high environmental and animal welfare standards.
- 4) Exclude fish species identified as most 'at risk' by the Marine Conservation Society, and choose fish only from sustainable sources - such as those accredited by the Marine Stewardship Council.
- 5) Choose Fairtrade-certified products for foods and drinks imported from poorer countries, to ensure a fair deal for disadvantaged producers.

continued

- 6) Avoid bottled water and instead serve plain or filtered tap water in reusable jugs or bottles, to minimise transport and packaging waste.
- 7) Promote health and well-being by cooking with generous portions of vegetables, fruit and starchy staples like wholegrains, cutting down on salt, fats and oils, and cutting out artificial additives.

Sustainable food consumption and production – emerging policy advice in Europe

UK 2006	Sustainable Development Commission (SDC) & National Consumer Council	Sustainable Consumption “I will if you will” – generic
Germany 2008 -	German Council for Sustainable Development	Sustainable Shopping Basket : inc food – lists labels and schemes
Netherlands 2009	LNV Ministry – Policy outline for achieving Sustainable Food	Sustainable food production & consumer educ. campaigns
Sweden 2009	National Food Administration (& Swedish EPA) – notification to EU	Environmentally friendly food choices
UK 2009	Council of Food Policy Advisors – Dept Environment Food Rural Affairs (Defra) & SDC	Recommend defining low impact (sustainable) healthy diet
EU 2008	Sustainable Consumption-Production & Sustainable Industrial Policy Action Plan	Voluntary initiatives – but little food focus
Netherlands 2011	Health Council for Ministry Economic Affairs, Agriculture & Innovation	Guidelines Healthy Diet: Ecological Perspective

Consumer (prompted) awareness of schemes

Which survey 2010

- Fairtrade 82%
- Organic 54%
- Rainforest Alliance 33%
- Carbon Trust Footprint 21%
- Freedom Food 20%
- Red Tractor 20%
- Marine Stewardship 6%
- Conservation Grade 4%
- LEAF 3%

Before today, which, if any of the following food labelling schemes had you heard of?

UK Sustainable Consumption & Choice Editing (2006)

Choice editing:

“Pre-selecting... range of products and services available to consumers...is done by **manufacturers and service providers** when they decide which products and services to offer to what specification; by **retailers** when they decide what to put out on their shelves; and, by **governments** in the product standards they set. **Choice editing happens every day...** though, currently **sustainability is not a significant factor**”



View from food industry June 2012

“Today, you won't find a label on food saying, ‘This is botulism-free’. People expect that.

In a few years time, you shouldn't have to be told that this produce has used water sustainably or that one is dolphin-friendly, because it shouldn't be on the shelves unless it is. It's a long journey but that's where we are heading to.”

- FDF director Sustainability & Competitiveness.

2. Signalling sustainable food

Transparent_Food (EU research project) →

Asked supply chain stakeholders (2010-11):

- **Strengths and weaknesses of certification schemes in signalling information** to consumers?
- Focus on **environmental, social and ethical schemes & messages = signalling sustainability**
 - **Stakeholders** = Farming, manufacturers, retailers, food service, certification schemes & NGOs

Key challenges

- **Challenging issues to communicate to consumers are:**
 - food safety
 - origin
 - environmental impacts and sustainability
 - animal welfare

- **Reasons include:**
 - **complexities** re: **issues & methodological** approaches to sustainability
 - **legislation** measures in these areas **not robust & were selective** (e.g. origin and animal welfare)

Role of certification schemes

- **Enable retailers and NGOs to meet their own agendas and aims.**

Standards system & audit enables...

'confidence that producers within our system are complying with the standard'
Global Manufacturer

- **Certification schemes role in fostering cooperation and harmonisation of signalling** e.g. BRC's Global Standard for Food Safety.

- **BUT Competition continues...**

*'It **actually helps** if (retailer) X and Y carries the fair trade label too because it gives the consumers a **reference point**, we just want to say that **we do better** so all our coffee and tea is fair trade and that other supermarket might be 10%, so because it is fair trade you have a reference point between their 10% and your 100%'*

Grocery Retailer

Role of certification schemes

- **3rd party independent certification** schemes important in ensuring the **validity and credibility of information signalled to consumers**.

*'In order to communicate that we are meeting the highest standards to consumers, consumers need to have some **credible, independent, third party communication of that**. There is not one single scheme, which covers animal welfare, environmental sustainable, social and labour standards and so on. So we look at **commodities on a case-by-case basis and we look at who is the best partner to work with**'.*

Global Manufacturer

Information Transmission & Signal Management

- Signals require **management** = practices of **information editing**
- **Information editing** = the use, presentation and accessibility of information and the editing of information by stakeholders.
- Information editing enables **stakeholders to develop coherent signal narratives** about food products & balance offering **too much** and **too little** information to consumers
- **Stakeholders** information & actions respond to how **food issues** are discussed and represented **in broader society**.

Information editing by certification schemes...

*‘So this is one problem we have **on doing this job effectively on behalf of farmers because farmers** are really close to what they have to do to meet our standards to meet the standards of the retailers and therefore **cannot understand why we are not putting out really detailed information about the welfare of chicken, or info on pesticides.** And the **reason we don’t** do that is that consumers are just not interested, and we know that because we sit down and do focus groups with them, 99% per cent they are interested **in some level of reassurance** that someone is looking after stuff on their behalf and they can feed it to their children’.*

Certification scheme owner

...by retail

*'You pick three things, you are going to tell people about the **health issues** with it, because threat **is legal** you have to tell them that about salts, fats and sugars and frankly I put that in my body so I really want to know that information, **second**, you are going to tell people **about the packaging** because you are going to be left with the packaging problem , and you might tell me all about the Amazon , but I am stuck here with the packaging and I need to know what to do , and then the **third tertiary level** is that you **might be left with space to tell** about where the product came from , **the sourcing story** , so I **have got a ready meal** , I could tell you about the spuds and the fish, but I **will probably tell you about the fish story or free range eggs in a quiche**. So we will pick the most relevant story but not all of it'.*

Grocery Retailer

Information editing → Choice editing

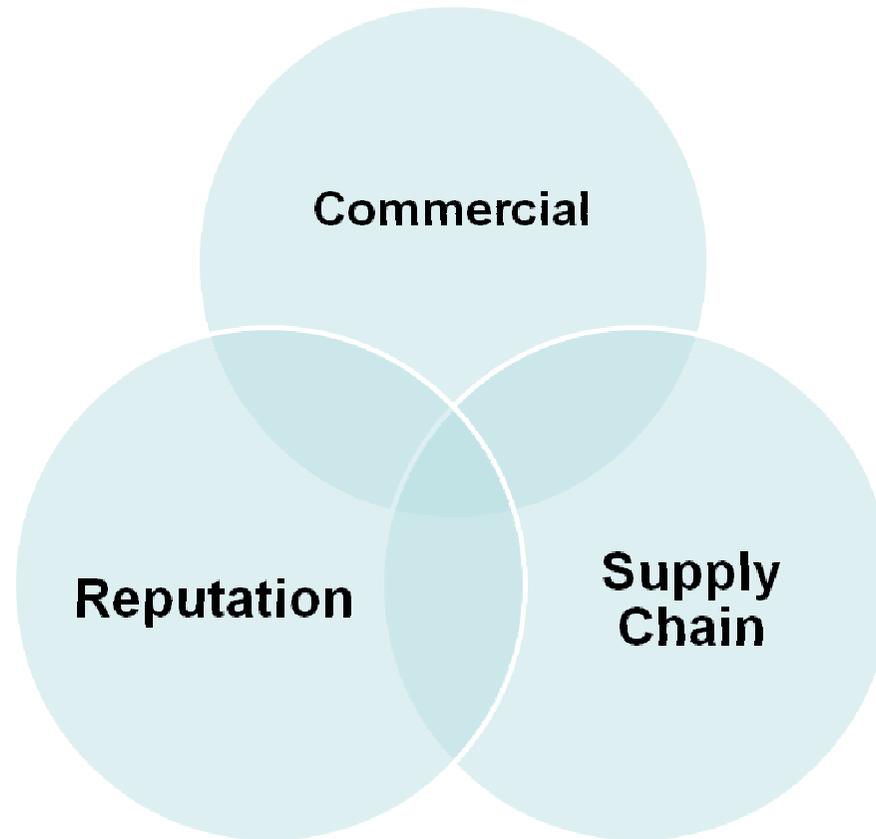
*'Information editing, so what we say is that people cannot respond to it all. And that takes you onto this next point which is **choice editing**, you can only buy fair-trade tea and coffee from us and we only use free range eggs so **in a way you don't need a label on the product because our brand promise is that all our eggs are free range**'*

Grocery Retailer

Beyond certification schemes: corporate lead sustainable supply initiatives

- Market **innovators** developing **their own product supply chains that embed sustainability**.
- Signalled to consumer via **own label & non-label** information e.g. CSR & sustainability reports.
- **Examples:**
 - **M & S Plan A** 'Sustainability is central to how we do business and Plan A will help us to stay ahead in a fast moving world'.
 - **Unilever Sustainable Living Plan**
 - **Sainsbury's 20 by 20 Sustainability Plan** ' One only has to pick up the daily newspapers to see the challenges facing our society, economy and planet to understand why.' Consultation with NGOs & other stakeholders.

Corporate incentives for sustainable food strategies



3. Methodologies & policy development: European Commission

Policy Initiative

European Food Sustainable Consumption Production (SCP) Roundtable (2009-) co-chairs **DG Environment & European Food & Feed Trade Associations**. Supported by Joint Research Council's (JRC) Institute for Environmental Sustainability (**IES**)

DG Environment & JRC/IES (2011-2012): *Harmonised framework methodology for the calculation of the environmental footprint of products.*

Details

Facilitate **agreement** on **environmental assessment methodologies** for food products & **environmental information** on products via agreed voluntary communication to consumers.

Framework methodology for most main industrial sectors including agriculture and food to be finalised by late 2012.

continued

Roadmap to a Resource Efficient Europe (2011) part of the actions from *Europe 2020: A strategy for smart, sustainable and inclusive growth* (2010)

Long-term policy goals with milestones: e.g.

- **20% reduction** in the food chain's resource inputs (2020).

- **Develop a methodology for sustainability criteria for food commodities** by 2014...

- Sustainable Food Communication (DG Environment) 2013/4

Suitability of the potential extension of the *Ecolabel to food* products

Background report recommended **rejecting** this on the basis of **lack of clear and agreed methodologies** etc. making extension unlikely

4. Conclusion: LEAF's role in this...?

- **Both**
 - **Internal facing** along food supply chain
 - **External** facing to consumers
- Key focus on **best practice on farm**
- In current policy debates can help to **promote & shape**
 - **measurement of impacts**
 - application of the **methodologies for measurement.**