



International  
Trade  
Centre

# Product Carbon Footprinting in Agricultural Products

The development and current status of CFP  
labels

A presentation to:

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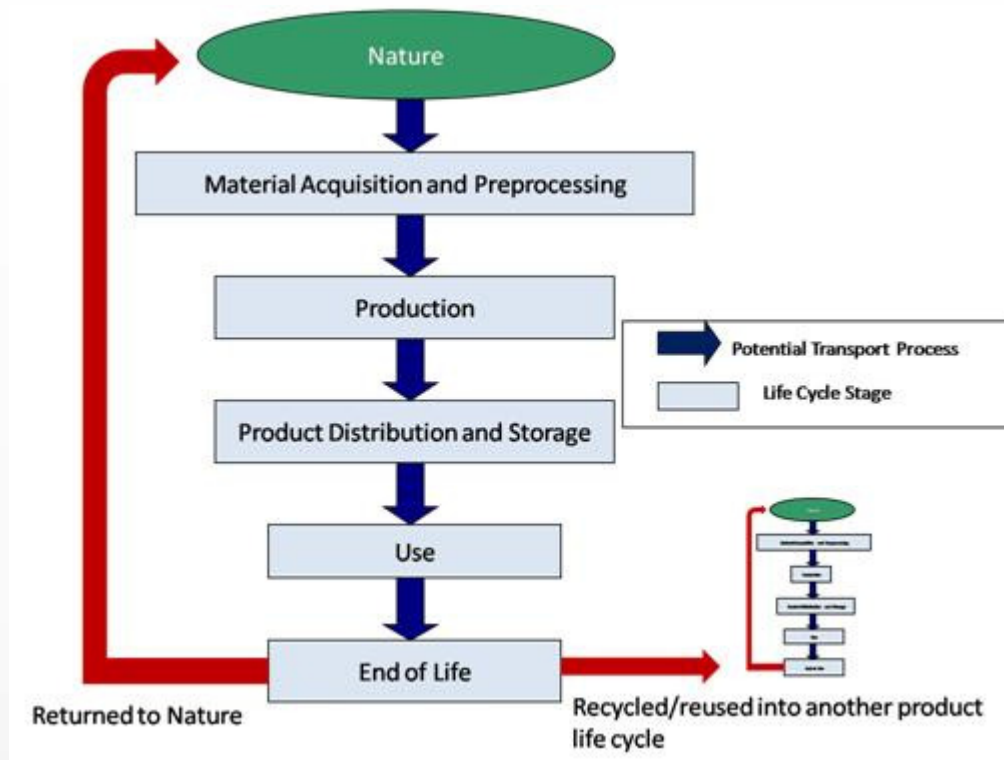
Date: 8<sup>th</sup> December 2011

# What is a carbon label?

Instruments to analyse and present information on greenhouse gas emissions (GHGs) of products



# What is it based on?



# Why are they now in the market?

# Consumers and retailers

“Clear information about the carbon cost of the products we buy will enable customers to make effective green choices.

Customers want us to develop ways to take complicated carbon calculations and present them simply”.

Sir Terry Leahy, CEO Tesco



# Farm lobbies and NGOs



## Standards bodies

“ In a time of globalization, it becomes more clear how important it is with a strong national or regional profile. We notice that the consumers are becoming more interested in locally-produced products, sometimes even more interested than in the organic products”

Jacqueline Forster Zigerley, Biosuisse



« a carbon label will put the power in the hands of consumers to choose how they want to be green...it will empower us all the make informed choices and in turn drive a market for low carbon products », Tom Delay, Carbon Trust, UK



# Governments



# What types of labels are there?

**International consensus schemes**

**Public schemes**

**Private schemes**



# International schemes



# Public schemes



Effet de serre



Eau



# Private initiatives



# PCRs and supplementary requirements

# How are the labels communicated?

3 ways



# Absolute figure claim

First product footprint label – Carbon Trust UK PAS 2050



# « Lower emissions » (relative) claim

Compare emissions across a line of products (e.g. Migros Climatop)

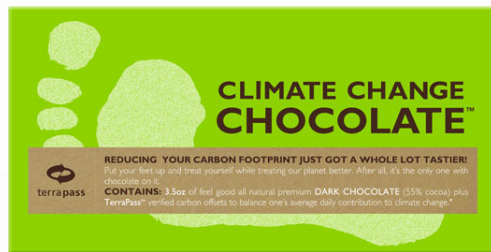


Compare emissions between organic and non organic (e.g. Aldi Austria)



# Related carbon labels

## Carbon neutrality



## Sustainability labels and brands





## STANDARDS MAP

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# Standards Map

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