



**Green Deal: Sustainability
demands regarding
seafood**

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Content of the presentation

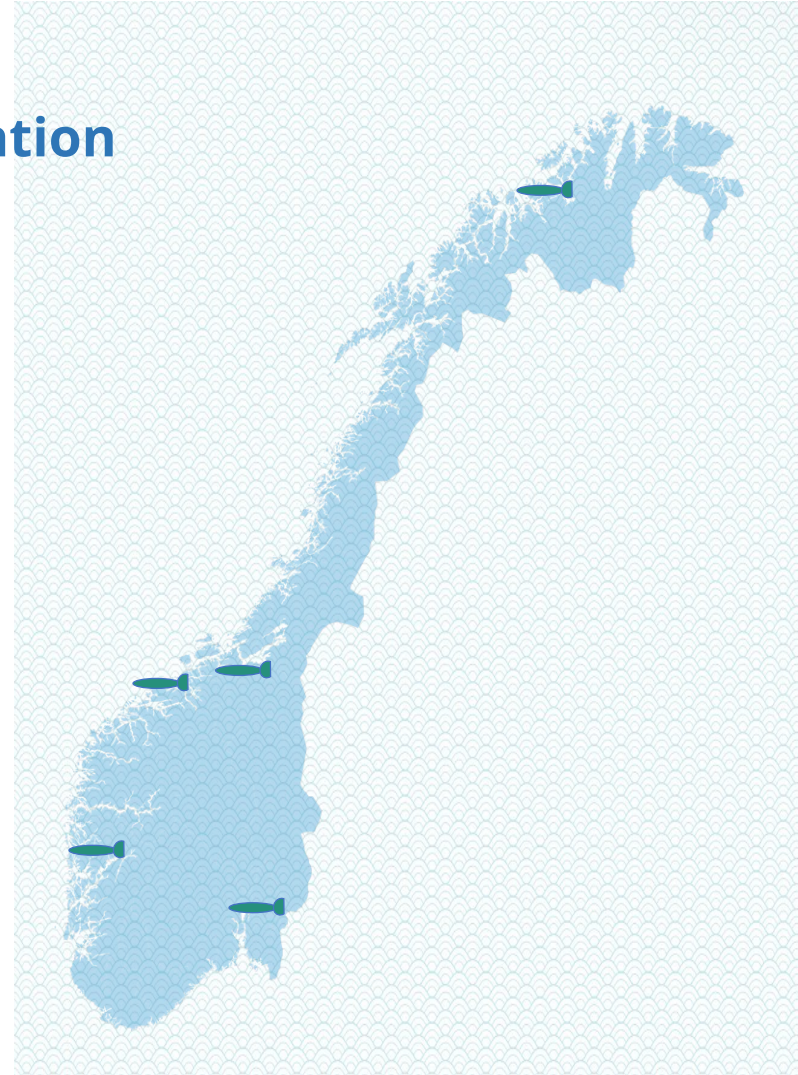
A photograph of two salmon swimming in clear blue water. The salmon are positioned horizontally, with one slightly behind and to the left of the other. The water is a vibrant blue, and the lighting is bright, highlighting the scales and fins of the fish.

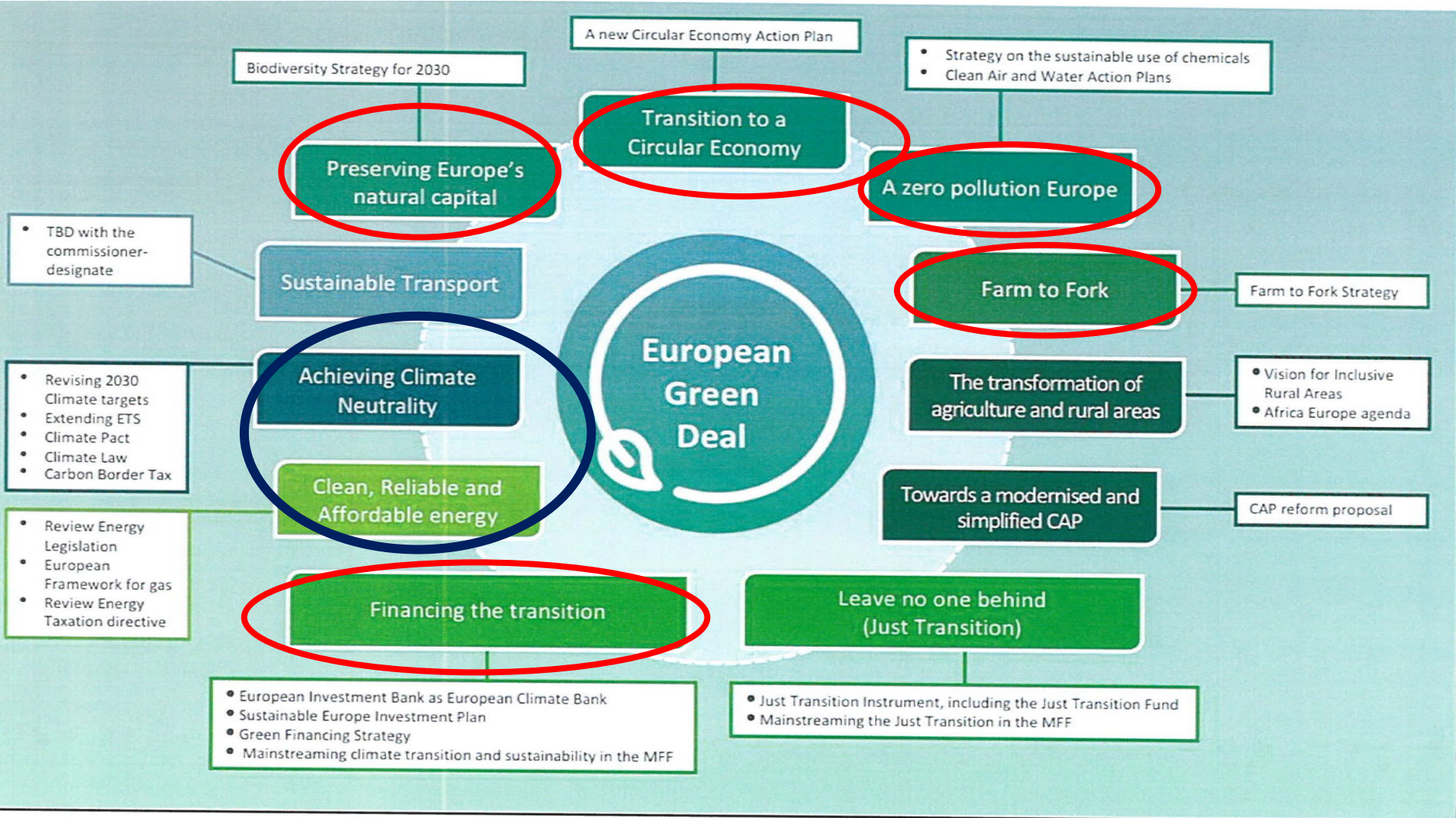
- The Norwegian Seafood Federation (Sjømat Norge)
- The ambitions of the European Commission
- The PEF in general
- The PEFCR Marine fish for human consumption
- The application of the PEF (marine fish)



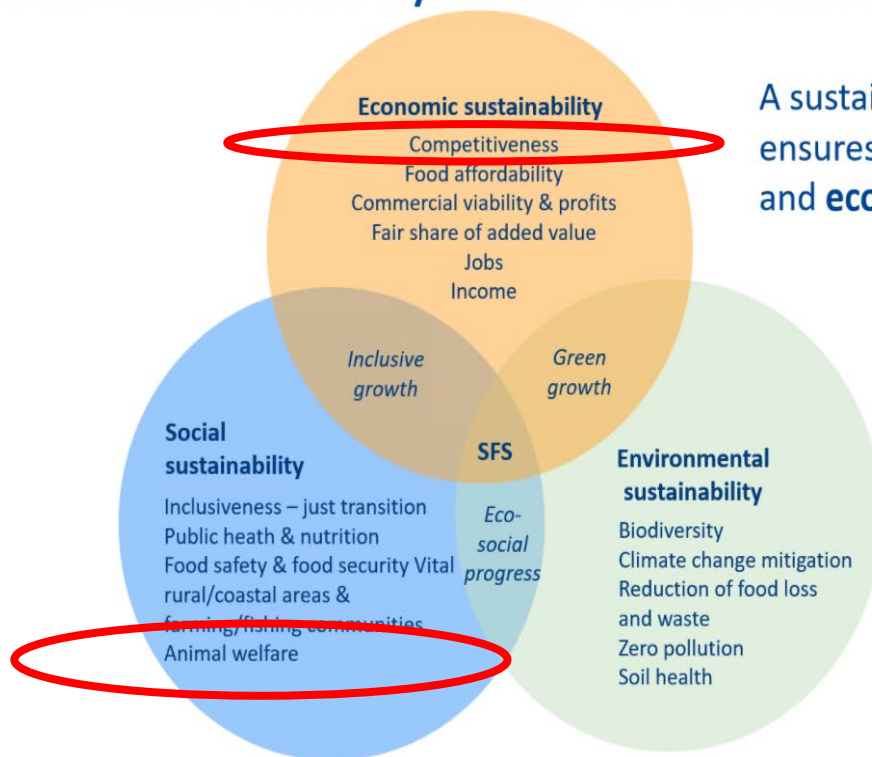
Norwegian Seafood Federation (Sjømat Norge)

- Represents the majority of the companies within the seafood sectors in Norway
- NSF is funded by member fees.
- More than 800 member companies with approx. 19.000 employees.
- The member companies represent the whole value chain: fishmeal, fish feed, aquaculture, seafood industry and export as well as technology and service providers.
- Represents more than 90 % of the seafood value exported from Norway





Sustainable food systems for sustainable societies



A sustainable food system (SFS) ensures **environmental, social and economic sustainability**

Source: Adapted from FAO, 2014 and SAM, 2020



Substantiating Green Claims

- **Reliable, comparable and verifiable information** also plays an important part in **enabling buyers to make more sustainable decisions and reduces the risk of ‘green washing’**
- Companies making ‘green claims’ should substantiate these against a standard methodology to assess their impact on the environment.
- The Commission will step up its regulatory and non-regulatory efforts to tackle false green claims.





Single Market for Green Products Initiative

European
Commission

- In 2013 the Commission launched the Single Market for Green Products Initiative for sustainable production and consumption
- In April 2013 the “*COMMISSION RECOMMENDATION on the use of common methods to measure and communicate the life cycle environmental performance of products and organisations*” was published
- **The European Commission proposed this as a common way of measuring environmental performance.**





- The method is a **Life Cycle Assessment (LCA)** based method to quantify the relevant environmental impacts of products (goods or services). It builds on existing approaches and international standards (ISO 14040:2006)
- The method is named the **Product Environmental Footprint (PEF) Method**
- **Product Environmental Footprint Category Rules (PEFCR)** can be understood as a set of rules that specify how the Product Environmental Footprint (PEF) method shall be applied for a specific product category.



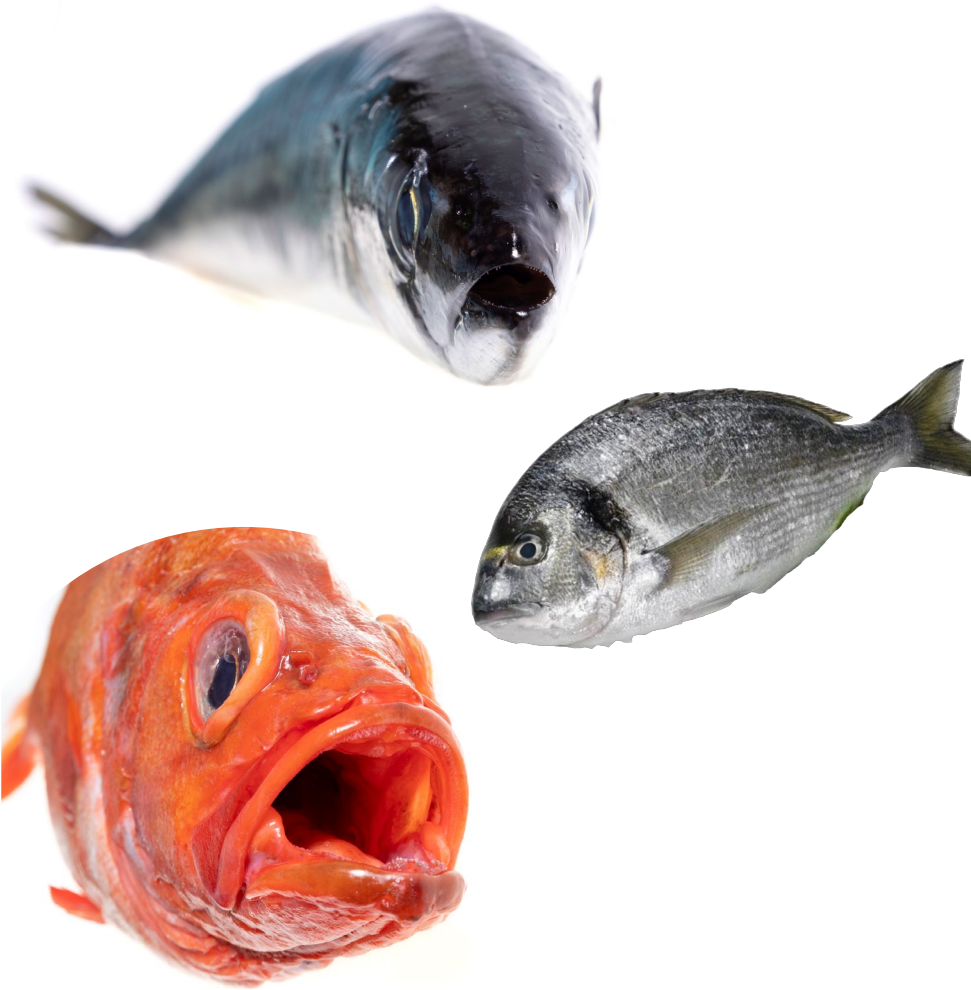
Timeline presented in 2020

ACTIONS		Outlook to the 2021
- Proposal for a legislative framework for sustainable food systems	2023	E1/D1
- Proposal for a revision of the feed additives Regulation to reduce the environmental impact of livestock farming	Q4 2021	E5
- Proposal for a sustainable food labelling framework to empower consumers to make sustainable food choices ⇔ ENV initiative on green claims	2024	E1
- Study on food losses		E1
- Animal by-products measure (end to the feed ban)		G4
- Adaptation of feed marketing Regulation to allow novel, more sustainable feed materials		E5 E5
- VMP measures to fight AMR		
- CEAP Legislative proposal on substantiating green claims	2020	ENV

Impact categories included in the PEF

1. Climate change	X
2. Ozone depletion	X
3. Human toxicity, cancer	
4. Human toxicity, non-cancer	
5. Particulate matter and respiratory inorganics	
6. Ionizing radiation	
7. Photochemical ozone formation	
8. Acidification	
9. Terrestrial eutrophication	
10. Freshwater eutrophication	
11. Marine eutrophication	
12. Land use / Land use change	X
13. Ecotoxicity freshwater	
14. Resource use: water	
15. Resource use: mineral and metals	
16. Resource use: fossils	X
+	
17. Biodiversity	

The Scope of the Marine Fish PEFCR



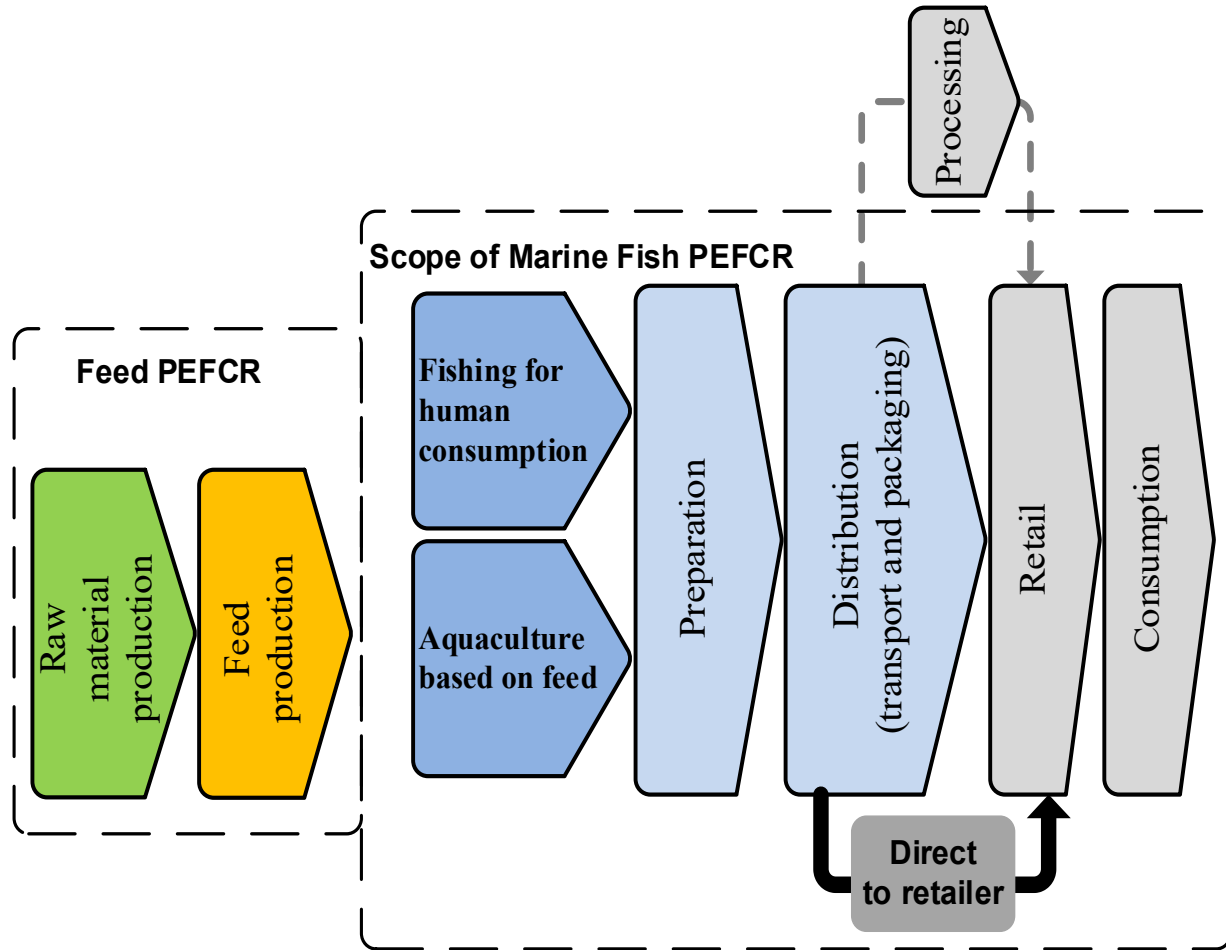
- The scope is marine fish for human consumption in the EU market.
- This scope is considered as wide, as there are a single main function but there are different applications/technologies/materials.
- The aim of the definition of the scope is to include all products that are capable of fulfilling the same function, and to avoid a narrow scope (product category) definition that would result in a very large number of PEFCRs diminishing the usefulness of the developed PEFCRs.

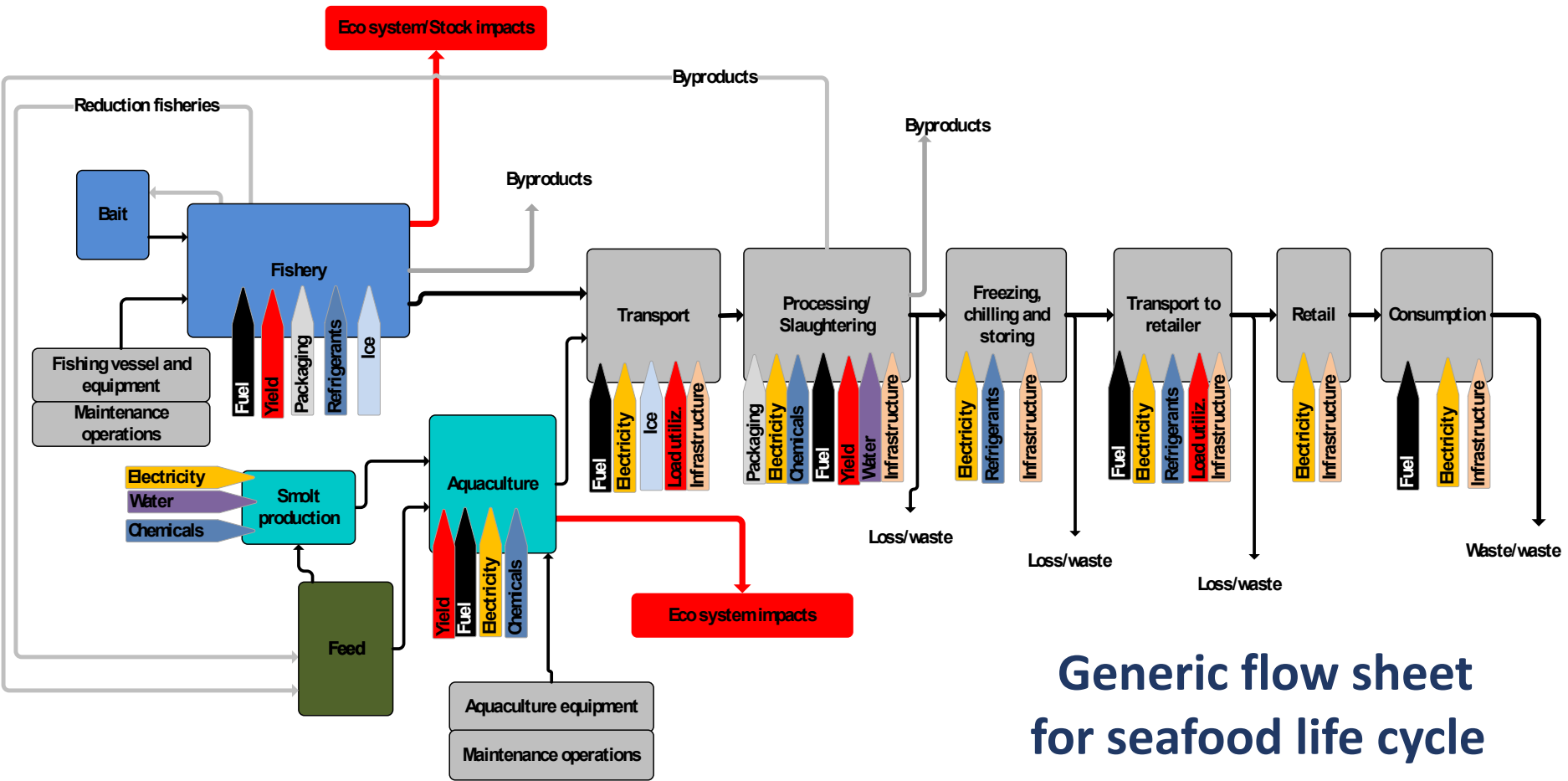
The Functional Unit of the Marine Fish PEFCR

- **What:** Marine fish products for human consumption and the packaging needed to deliver 1 kg edible product to the retailer.
- **How much:** 1 kg marine fish.
The reference flow is 1 kg of edible marine fish.
- **How good:** The product should be appropriate for human consumption
- **How long:** For products where durability or shelf-life is established



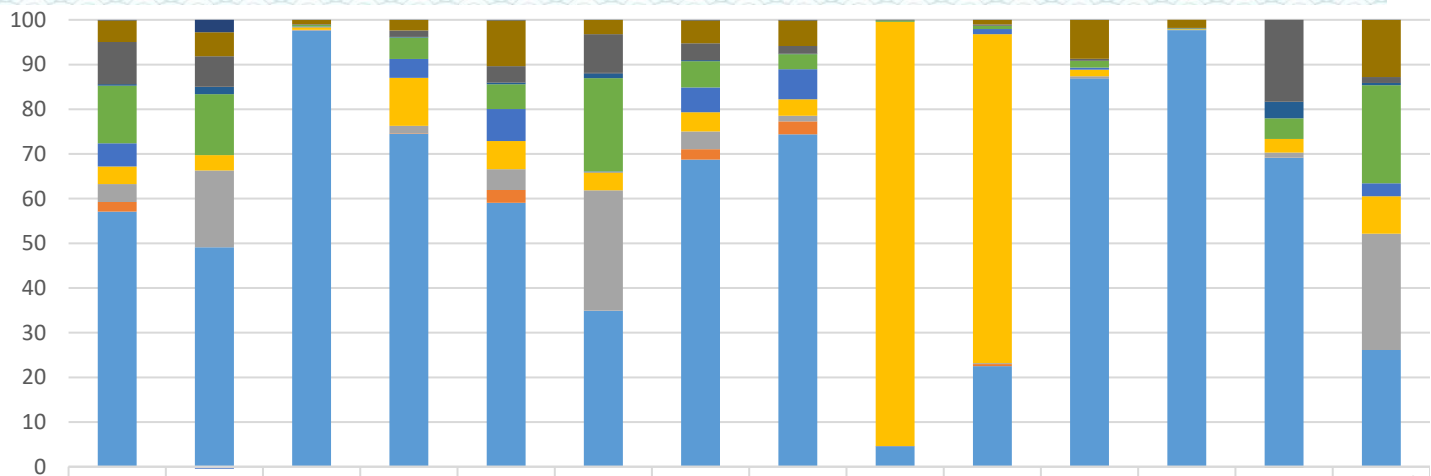
Scope: Life cycle stages (system boundaries)





Generic flow sheet for seafood life cycle

Example of a PEF-profile of Marine aquaculture fish – illustrating the relative contribution of various stages

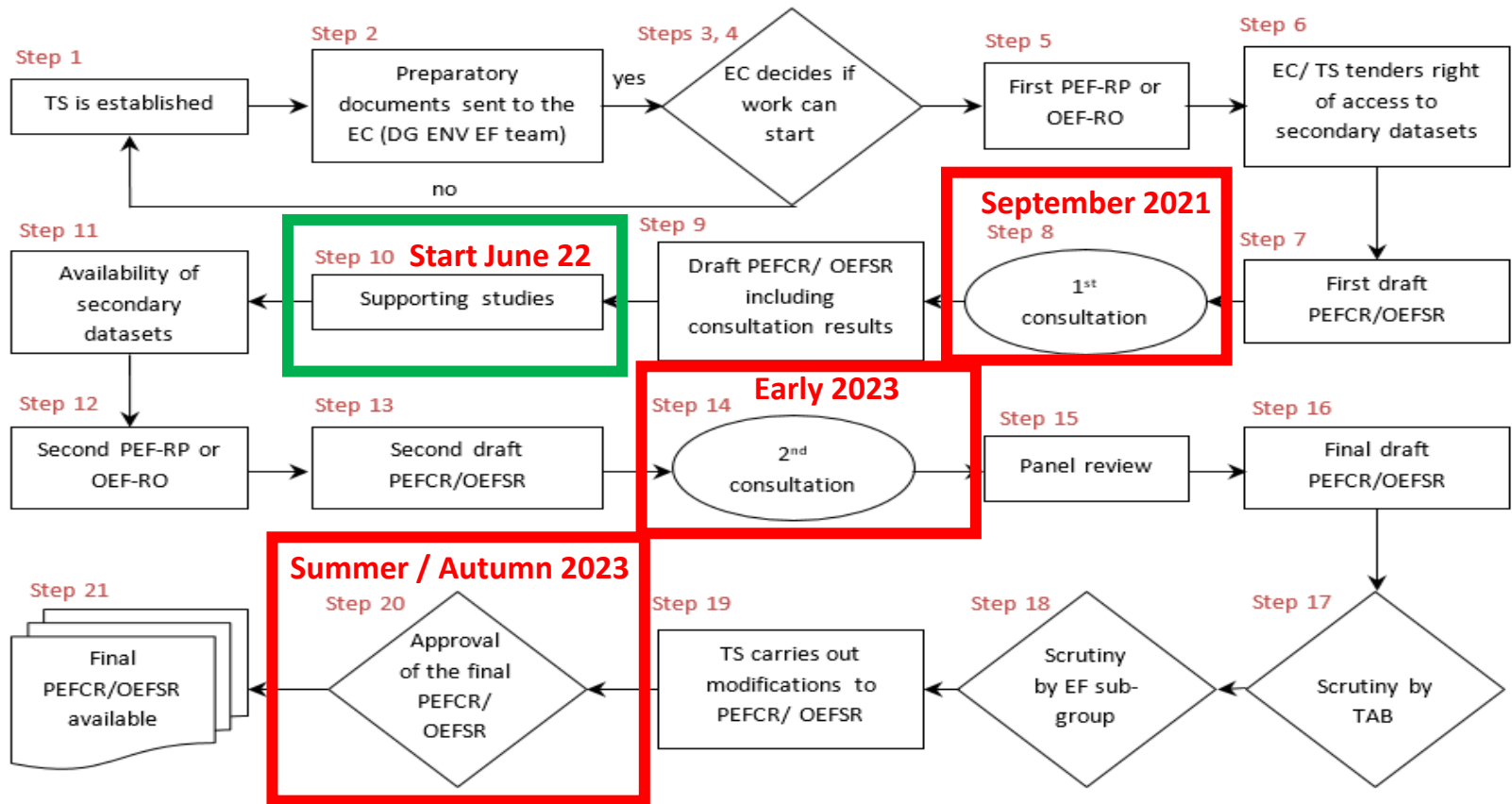


	Climate change	Ozone depletion	Human toxicity, non-cancer effects	Human toxicity, cancer effects	Particulate matter	Ionizing radiation HH	Acidification	Terrestrial eutrophication	Freshwater eutrophication	Marine eutrophication	Freshwater ecotoxicity	Land use	Water resource depletion	Mineral, fossil & ren resource depletion
■ Distribution: Refrigeration in transport	0	3	0	0	0	0	0	0	0	0	0	0	0	0
■ Distribution: Transport	5	5	1	2	10	3	5	6	0	1	9	2	0	13
■ Distribution: Packaging, transport and consumer	9	7	0	1	4	9	4	2	0	0	0	0	19	1
■ Preparation: Chilled storing	0	0	0	0	0	0	0	0	0	0	0	0	0	0
■ Preparation: Ensilage production	0	2	0	0	0	1	0	0	0	0	0	0	4	1
■ Preparation: Gutting	13	14	0	5	6	21	6	3	0	1	1	0	5	22
■ Production: Well boat transport	5	0	0	4	7	0	6	7	0	1	0	0	0	3
■ Production: Grow out (fish farm)	4	3	1	11	6	4	4	4	95	74	1	0	3	8
■ Production: Juvenile production	4	17	0	2	5	27	4	1	0	0	0	0	1	26
■ Production: Feed transport	2	0	0	0	3	0	2	3	0	0	0	0	0	0
■ Production: Feed (Feed pilot)	57	49	98	75	59	35	69	74	5	22	87	98	69	26

Why does the Norwegian seafood industry consider PEF as a useful tool when aiming for sustainable production?

- We consider the PEF method as an important and useful tool to assess and document the environmental performance of seafood.
- The members of the Norwegian Seafood Federation experience increased demand for documentation of environmental performances from the customers, the consumers as well as the financial institutions and the stock markets.
- The major challenge is that the accounting system for environmental performances is not standardized and it is difficult to compare the various documentations and reports
- And last, but not least: The PEF is considered as a useful tool to find the environmental hot spots in your own production and thus guide the setting of priorities of the measures to improve the performance

The process



Involvement from stakeholders

The background of the slide features a close-up, slightly blurred image of two salmon swimming in clear, bright blue water. The fish are positioned horizontally, with their heads facing left. The lighting is natural, highlighting the scales and the texture of the water.

- There will be a second public consultation of the draft PEFCR primo next year
- A web site is opened with detailed information on the process including an invitation to stakeholders to register
- We invite all stakeholders to get involved

The web site marinefishpefcr.eu



Thank you for your attention