



Product Environmental Category Rules for Marine fish for human consumption

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- 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.



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European Green Deal

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.

https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en

Overview of activities

April 2013 EC Recommendation
Communication *Single Market for Green Products*

11/12/2019: European Green Deal

23-25/04 2018 Final conference

April 2018



Pilot phase

Analyse results

Policy proposal

Policy in place

Transition phase



April 2018

- Pilots finalised. One pending

- Stakeholder consultations
- Targeted consultation
 - Public consultation
 - Stakeholder workshop

- Monitoring the voluntary implementation of PEFCRs/ OEFSRs
- Development of PEFCRs/ OEFSRs
- Methodological improvements - TAB





The PEFCR for Marine Fish for human consumption

- The development of a Marine Fish PEFCR started in 2014 as a part of the second wave of PEFCRs pilots,
- It continued until May 2016 when it was decided to stop the process due time-constraint as it was unmanageable to finish within the timeline of the Pilot phase.
- In January 2019 DG ENV and DG GROW issued a call for volunteers to develop new PEFCRs or OEFSRs
- In October the project to develop a PEFCR for Marine Fish for human consumption was accepted by the Commission and it is now one out of five projects to develop “new” PEFCRs in close co-operation /supervision by the Commission
- https://ec.europa.eu/environment/eussd/smgp/ef_transition.htm

The Technical Secretariat

- Organisations:
 - **Norwegian Seafood Federation.** Association of Norwegian seafood industry: fish oil, marine feed ingredients, fish feed producers, aquaculture, processing industry and trader companies
 - **FEAP** (Federation of European Aquaculture Producers)
 - **AIPCE-CEP** (EU Fish Processors and Traders Association) and **CEP** (European Federation of National Organizations of Importers and Exporters of Fish)
 - **FEFAC** European Feed Manufacturers' Federation
 - **Norwegian Fishermen's Association**
- Companies:
 - **Cermaq Group AS** - Aquaculture – salmon
 - **Lerøy Seafood Group ASA** - Farming, wildcatch, processing, sales and distribution
 - **Pelagia** - Pelagic fish processing
 - **Royal Greenland A/S** - Marine fish and shellfish for human consumption
- LCA consultant:
 - **Asplan Viak AS** - The leading industrial ecology specialist in Norway.
- R&D
 - **AquaPEF** (observer): LIFE AQUAPEF - Promote the effective implementation of the Product Environmental Footprint in the Mediterranean aquaculture sector



SjømatNorge
Norwegian Seafood Federation

CERMAQ



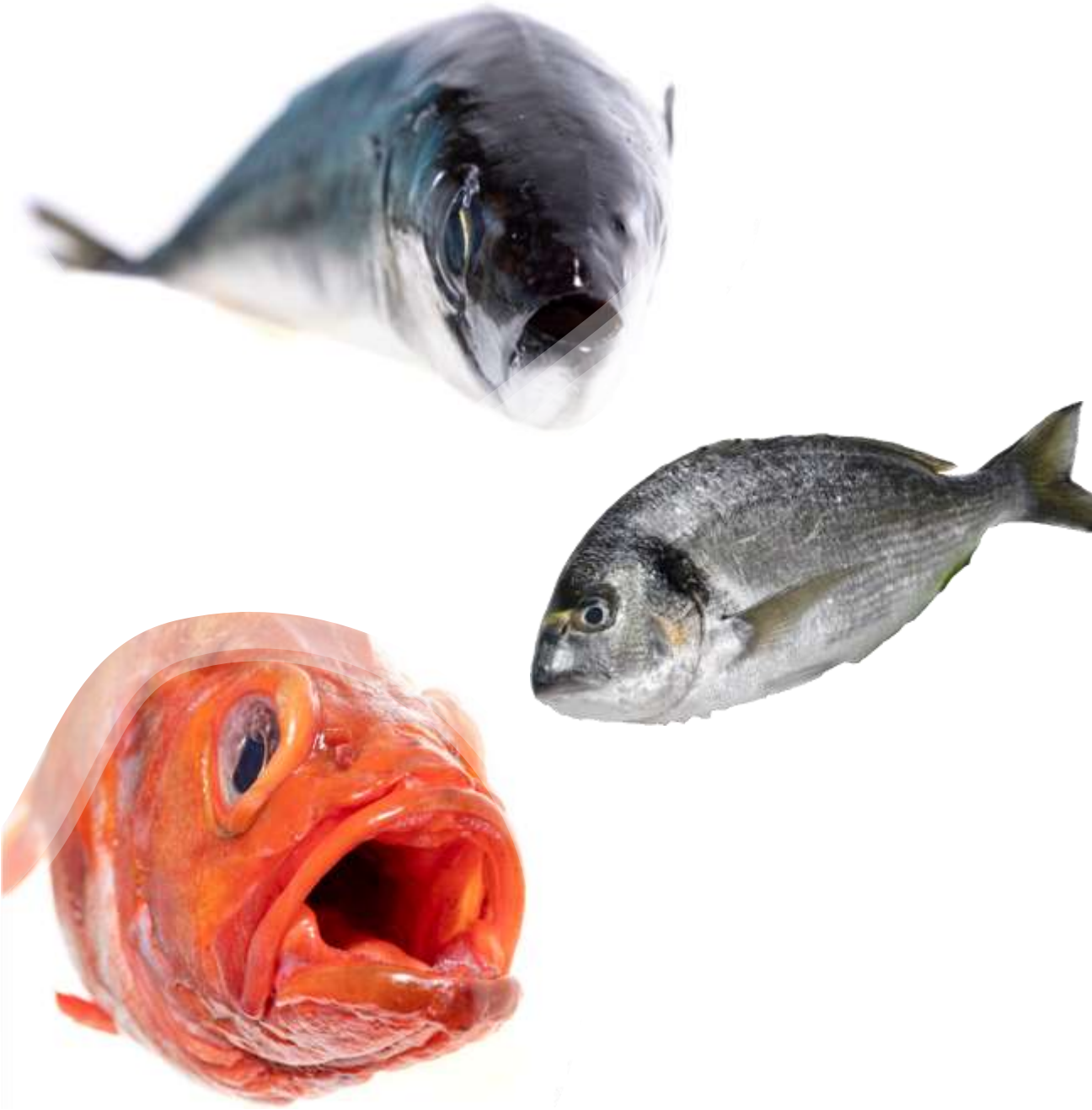
BELLONA



The Technical Secretariat

- Our goal is to develop a consistent and harmonized set of rules to calculate the Environmental Footprint Profile of Marine Fish Products while engaging with actors and stakeholders in the value chain of food production and consumption
- A PEFCR is developed according to a PEFCR Guidance document that defines the requirement to the organisation and the process of developing a PEFCR.
- PEFCRs should be developed and written in a format that persons with technical knowledge (in LCA as well as with regard to the considered product category) can understand it and use it to conduct a PEF study.





The Scope of the Marine Fish PEFCR

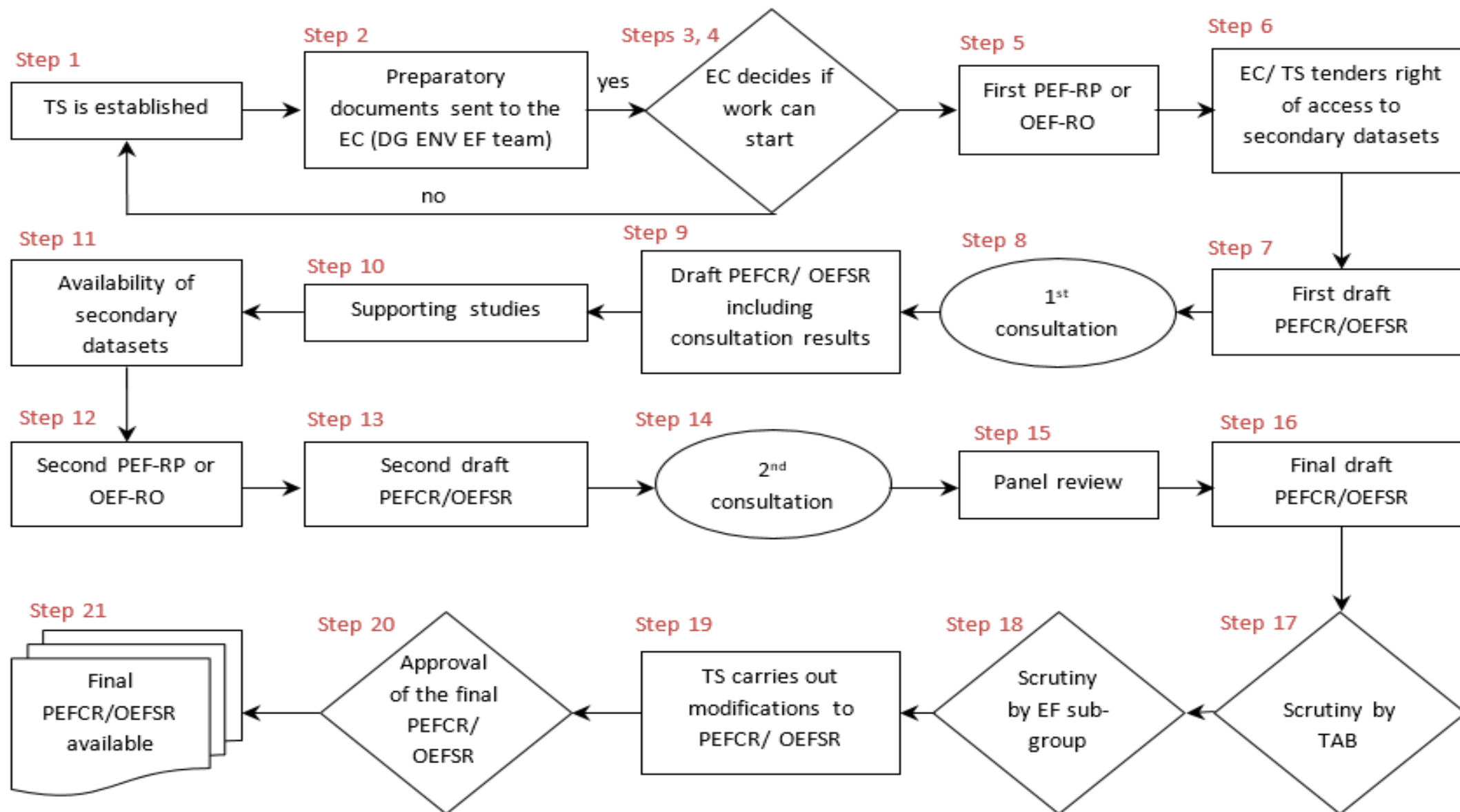
- The scope of the PEFCR is marine fish for human consumption in the EU market.
- This scope is considered as wide as there are a single main function but different applications/technologies/materials.
- The aim of the definition of the scope is to include all products that are capable of fulfilling 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

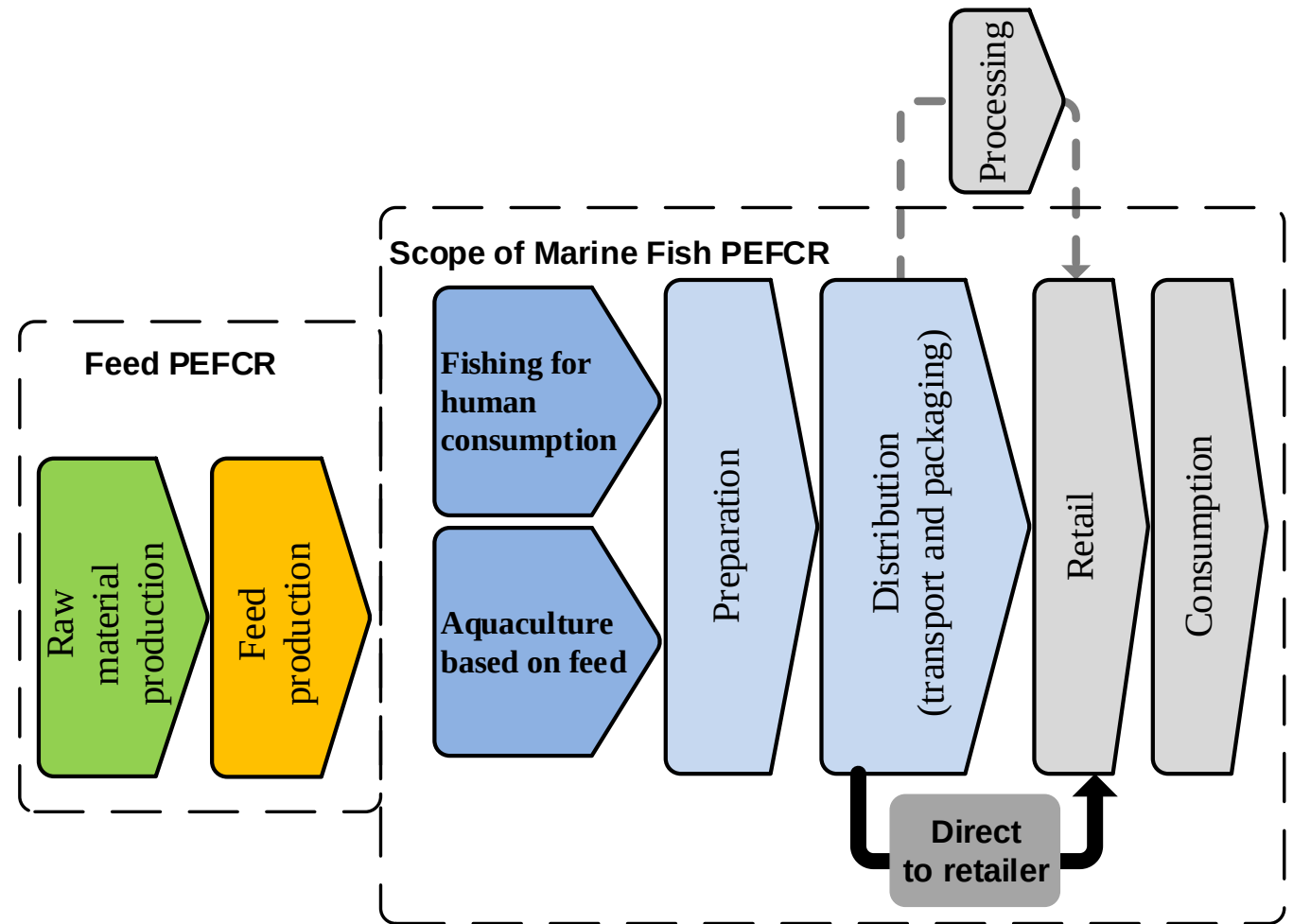
- **What:** Marine fish products for human consumption and the packaging needed to deliver 1 kg product to the retailer. edible
- **How much:** 1 kg marine fish. *The reference flow is 1 kg of edible marine fish.*
- **How good:** The product should be appropriate for human consumption
- **How long:**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

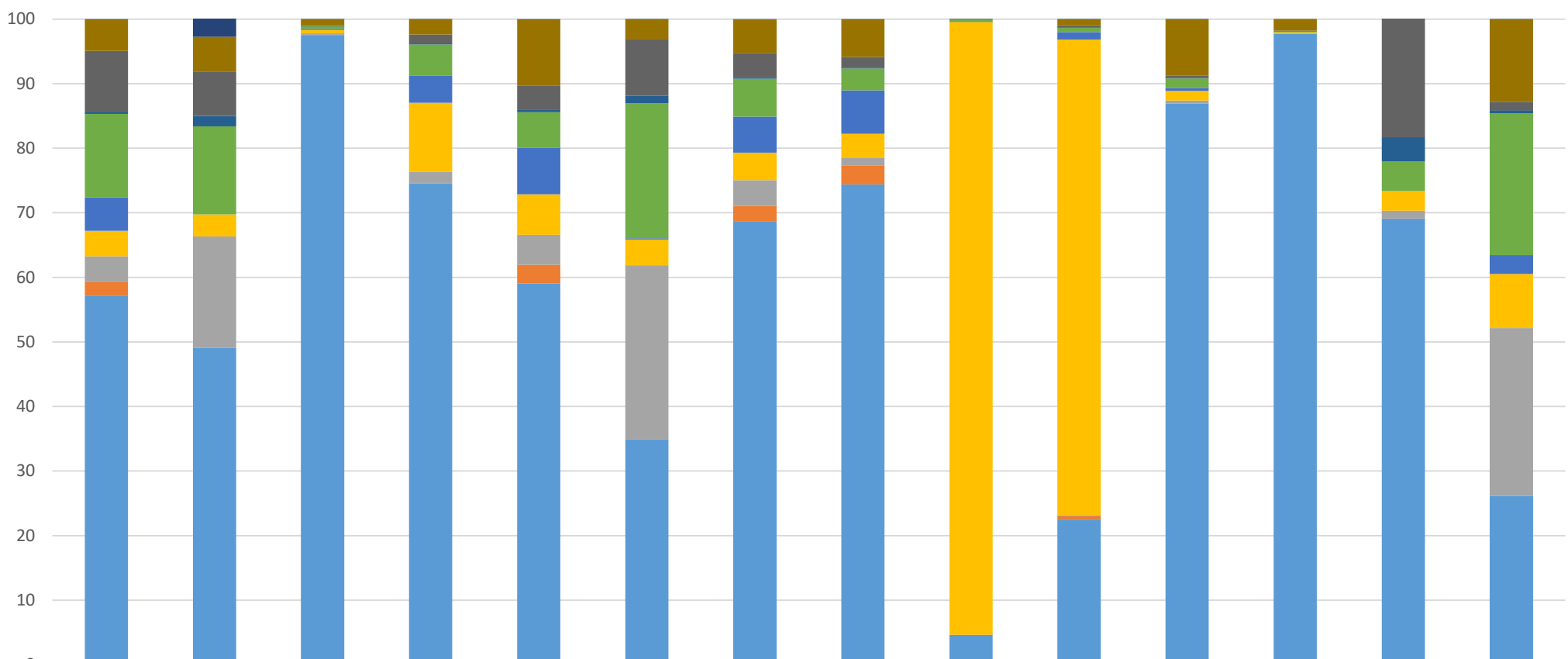


The process



Scope: Life cycle stages (system boundaries)





	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

Conclusive remarks

- 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 how to prioritize the measures to improve the performance



Involvement from stakeholders

- There will be two public consultations
- In August, a web site will be 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

