

Sustainable Supply Chain for Food in Sweden

Hållbar Livsmedelskedja – HLK

Margareta Renström Lindhe, WWF Sweden
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HÅLLBAR LIVSMEDELSKEDJA

- A unique collaboration between actors in the Swedish food retail sector and its suppliers. Established in 2015.
- 15 participants - represent over 85% of the Swedish retail sector, and major suppliers to retail in Sweden, major Swedish food service company.
- Joint and proactive approach, meant to inspire others, and accelerate change
- WWF act as coordinator and expert, with the task to challenge the participants.



The OBJECTIVE is to contribute to a significantly more sustainable food production and consumption in the Swedish food chain by 2030.



HÅLLBAR LIVSMEDELSKEDJA

The initiative aims at contributing to the sustainable development goals. In particular to:

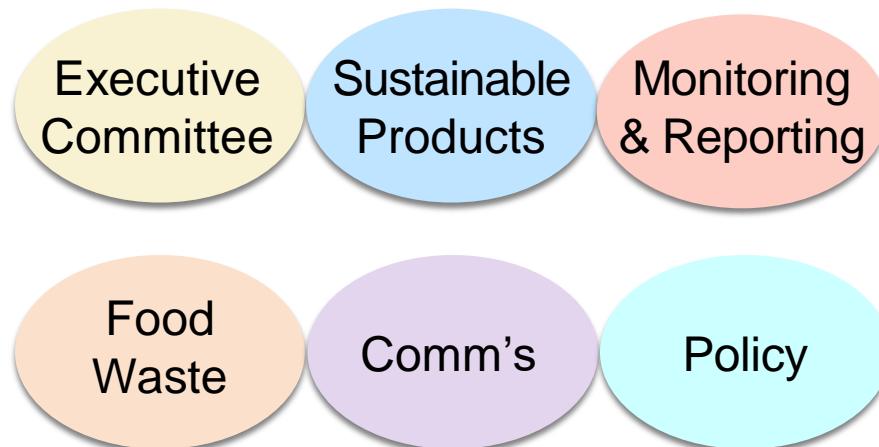


How we work

4 meetings / year

- Rotating hosts or digital meetings
- Defined meeting cycle
- Defined competition clause

Working groups



Company representatives are actively contributing

Yearly seminar for commercial staff – key accounts, sales and marketing force



Principer - konkurrens

För att säkerställa att initiativet arbetar i enlighet med det konkurrensrättsliga regelverket så förhåller sig initiativet till nedanstående ramverk och riktlinjer. Kortfattad information om detta sprids vid kallelsen till och vid uppstart av samtliga stormöten och arbetsgruppsmöten.

- Inga prisdiskussioner
- Inga diskussioner om marknadsandelar
- Inga diskussioner om "övriga punkter" som inte är relevanta för nätverkets syfte
- Inga diskussioner eller avslöjanden av åtgärder med koppling till samarbeten som har för avsikt att påverka en konkurrents handlande på marknaden
- Inga diskussioner kring känsliga information som rör respektive företags verksamhet (vilket är en bedömningsfråga som får avgöras från fall till fall)

Om det trots allt skulle uppstå diskussioner kring ovanstående så är det viktigt att deltagarna omedelbart och tydligt markerar att frågan inte ska diskuteras samt att man lämnar mötet. Fortgår diskussionen ska det skriftligen dokumenteras / protokollföras vem som valt att avvika från diskussionen.

Focus

- Defining *sustainability*
- Understanding best practices and opportunities
- Co-operate for change

Target groups:

- Company members' staff
- Other food companies
- Food sector organizations
- Authorities
- Multipliers

COMMUNICATION
& LOBBYING

SUSTAINABLE PRODUCTS

THE SUPPLY CHAIN

ROADMAP 2030

Defining high level goals and a road map including challenges and priorities. Based on the SDGs, the Swedish sustainability goals and the Planetary Boundaries concept.

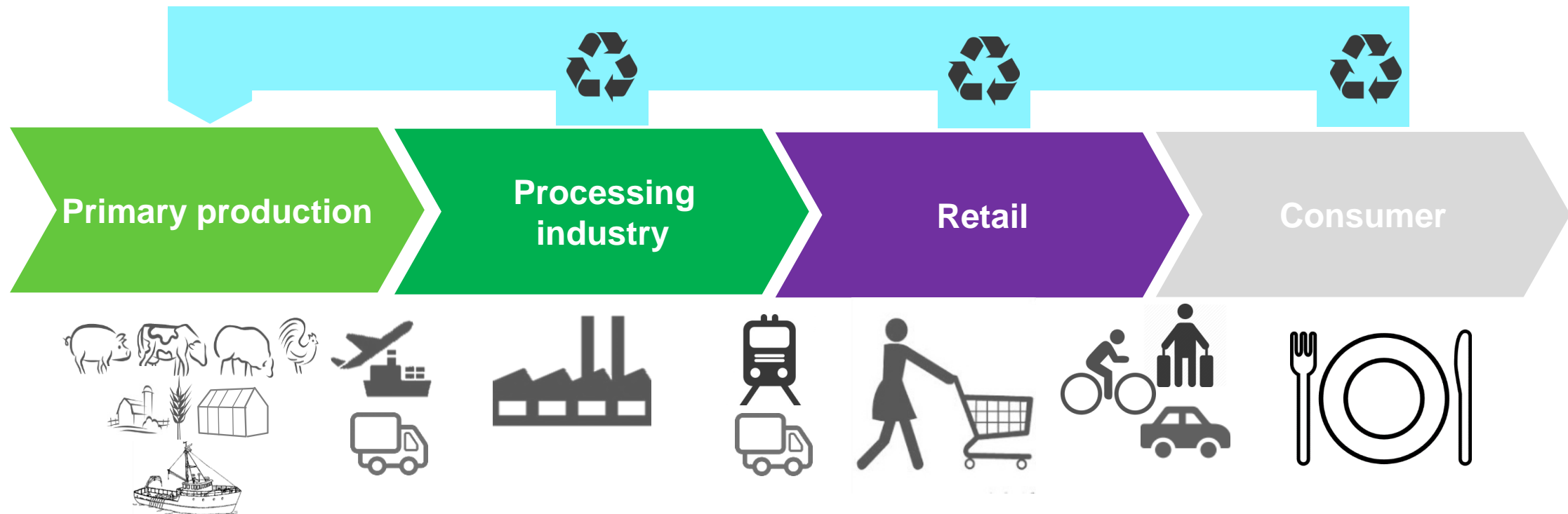
Sustainable Products

Where to start?



Sustainable Products & Supply Chain

- Defines sustainability from holistically including actions/practices for achieving sustainability.
- Includes how companies informs and nudge consumers' choice but not actual customer behaviour



Sustainable Products

Sustainable products

Guidelines for creating more sustainable products and product ranges.

As part of the Sustainable Supply Chain for Food in Sweden initiative, we are working towards making food more sustainable. Initially, we have chosen a number of common primary product categories: cereals, dairy, meat, wild and farmed seafood, fruit and vegetables, vegetable oils, sugar and coffee, tea and cocoa.

In Materiality Analyses of these product categories, we have analyzed what the companies in the food supply chain need to address to improve the sustainability performance, long-term. In the Sustainability Agendas we have identified more sustainable products in a double approach, *Expanding the top*, i.e. what to increase to improve sustainability, and *Flattening the bottom*, i.e. defines aspects that should be phased out. This way, companies are guided on what needs to be done to improve the sustainability performance of their different primary product categories, and are provided with a system to demonstrate progress.

MATERIALITY ANALYSIS

The materiality analysis of each primary product category is structured according to 10 important sustainability areas: biodiversity & ecosystems, climate & air, soil fertility & erosion, water, chemicals & pesticides, outcropation, animal welfare, working conditions, local populations, and legality & traceability. Primary production includes all activities and resources used at farms and on vessels in the case of fishing.

Each sustainability area has an overall vision. For biodiversity and ecosystems, the overall goal is to focus on production that preserves/increases biodiversity, natural ecosystems and ecosystems services. As part of the goal, we specify the most important production aspects that require actions to achieve a significantly more sustainable production. Each production aspect includes examples of suitable actions. Most can be carried out at individual farms or vessels, whereas others have to be implemented in entire sectors. The examples can be country or regionally specific, meaning not all actions are universally relevant. Also, the proposed actions should not be interpreted as a standard. Some actions can be very difficult to carry out in the short term. Naturally, the significant complexity of sustainability in the food chain lead to some goal conflicts.

SUSTAINABILITY AGENDA

The companies should formulate ambitious goals, and demonstrate progress by 2025. The concept of *Expanding the top* refers to the best and most credible certification systems currently available on the market. However, certified products according to those systems cannot be regarded as fully "sustainable" in terms of social and ecological aspects as they do not always include all important elements. Achieving 100% certified products according to current criteria is therefore not the long-term solution.

We will work to further improve the requirements of the certification systems to deliver a higher level of sustainability. In each category we have opened up for the use of other equivalent sustainability concepts. These remain to be identified and demonstrated. *Flattening the bottom* can be regarded as a minimum level for acceptable production performance.

THE SUPPLY CHAIN AND PACKAGING

In addition to the primary food categories, we have developed materiality analyses and sustainability agendas for packaging as well as the entire supply chain – all the way from the farm gate to the checkout point at stores.

We plan to update the documents regularly.

<http://hallbarlivsmedelskedja.se/>

Spannmålsprodukter

Väsentlighetsanalys för spannmålsproduktion

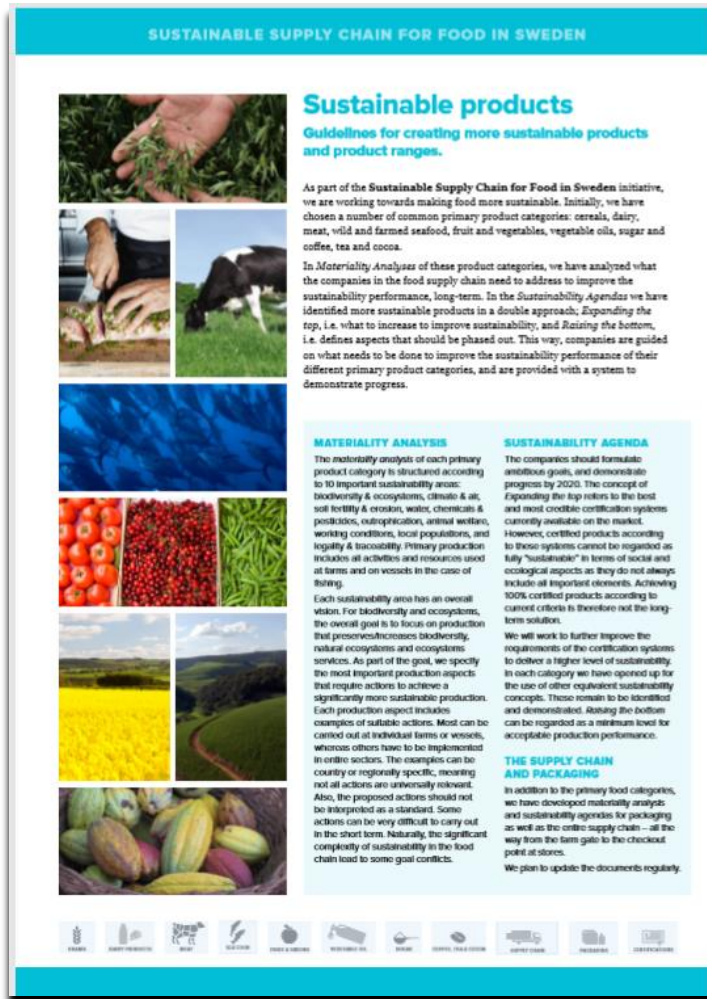
Ämne och prioritet	Sammanfattning	Åtgärder, mål och indikatorer
Biodiversitet & ekosystem	Undvik att använda bekämpningsmedel, växtskyddsmedel och växtskyddsmedel som skadar ekosystemet.	1. Undvik att använda bekämpningsmedel som skadar ekosystemet. 2. Undvik att använda bekämpningsmedel som skadar ekosystemet. 3. Undvik att använda bekämpningsmedel som skadar ekosystemet. 4. Undvik att använda bekämpningsmedel som skadar ekosystemet.
Mark & L&F	Undvik att använda bekämpningsmedel som skadar marken.	1. Undvik att använda bekämpningsmedel som skadar marken. 2. Undvik att använda bekämpningsmedel som skadar marken. 3. Undvik att använda bekämpningsmedel som skadar marken. 4. Undvik att använda bekämpningsmedel som skadar marken.
Vatten	Undvik att använda bekämpningsmedel som skadar vatten.	1. Undvik att använda bekämpningsmedel som skadar vatten. 2. Undvik att använda bekämpningsmedel som skadar vatten. 3. Undvik att använda bekämpningsmedel som skadar vatten. 4. Undvik att använda bekämpningsmedel som skadar vatten.
Utsläpp	Undvik att använda bekämpningsmedel som skadar utsläpp.	1. Undvik att använda bekämpningsmedel som skadar utsläpp. 2. Undvik att använda bekämpningsmedel som skadar utsläpp. 3. Undvik att använda bekämpningsmedel som skadar utsläpp. 4. Undvik att använda bekämpningsmedel som skadar utsläpp.
Arbetsförhållanden	Undvik att använda bekämpningsmedel som skadar arbetsförhållanden.	1. Undvik att använda bekämpningsmedel som skadar arbetsförhållanden. 2. Undvik att använda bekämpningsmedel som skadar arbetsförhållanden. 3. Undvik att använda bekämpningsmedel som skadar arbetsförhållanden. 4. Undvik att använda bekämpningsmedel som skadar arbetsförhållanden.
Legitimitet & spårbarhet	Undvik att använda bekämpningsmedel som skadar legitimitet och spårbarhet.	1. Undvik att använda bekämpningsmedel som skadar legitimitet och spårbarhet. 2. Undvik att använda bekämpningsmedel som skadar legitimitet och spårbarhet. 3. Undvik att använda bekämpningsmedel som skadar legitimitet och spårbarhet. 4. Undvik att använda bekämpningsmedel som skadar legitimitet och spårbarhet.

Spannmålsprodukter

Hållbarhetsagenda

Ämne och prioritet	Sammanfattning	Åtgärder, mål och indikatorer
Biodiversitet & ekosystem	Undvik att använda bekämpningsmedel som skadar ekosystemet.	1. Undvik att använda bekämpningsmedel som skadar ekosystemet. 2. Undvik att använda bekämpningsmedel som skadar ekosystemet. 3. Undvik att använda bekämpningsmedel som skadar ekosystemet. 4. Undvik att använda bekämpningsmedel som skadar ekosystemet.
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Arbetsförhållanden	Undvik att använda bekämpningsmedel som skadar arbetsförhållanden.	1. Undvik att använda bekämpningsmedel som skadar arbetsförhållanden. 2. Undvik att använda bekämpningsmedel som skadar arbetsförhållanden. 3. Undvik att använda bekämpningsmedel som skadar arbetsförhållanden. 4. Undvik att använda bekämpningsmedel som skadar arbetsförhållanden.
Legitimitet & spårbarhet	Undvik att använda bekämpningsmedel som skadar legitimitet och spårbarhet.	1. Undvik att använda bekämpningsmedel som skadar legitimitet och spårbarhet. 2. Undvik att använda bekämpningsmedel som skadar legitimitet och spårbarhet. 3. Undvik att använda bekämpningsmedel som skadar legitimitet och spårbarhet. 4. Undvik att använda bekämpningsmedel som skadar legitimitet och spårbarhet.

Sustainable Products v 2.0 – January 2020



Objective:

- Enable understanding of sustainability from a holistic perspective.
- Enable understanding of how a company can act to be more sustainable and offer more sustainable products.
- Create a joint reference to sustainability for producers and customers.

Sustainable Products v 2.0 – January 2020



- **9 categories of commodities - primary production**
 - field grown crops (cereals, rice etc)
 - dairy products
 - meat and eggs
 - fruit & vegetable – outdoor & greenhouse
 - seafood - wild caught & farmed
 - sugar
 - vegetable oils
 - coffee, tea and cacao
 - nuts
- **Supply chain – from farm gate to checkout point**
- **Packaging**



Biodiversity & ecosystems



Climate & air



Soil fertility & erosion



Water



Chemicals & pesticides



Eutrophication



Animal welfare



Working conditions



Local populations



Legality & traceability

Addressing sustainability long-term and short-term

1. Materiality analysis

Shows what needs to be addressed in the primary production in order to achieve long term sustainability with examples of actions/best practices.

2. Sustainability agenda

Shows what companies should do today to:

- a) increase the share of more sustainable products
- b) ensure that impactful aspects of production is avoided.













Grow the top
=Maximize



Raise the bar
= minimize



Dairy Products – Materiality Analysis

ASPECTS TO ADDRESS		EXAMPLES OF MEASURES
 Biodiversity & ecosystems	<i>Production that preserves/increases biodiversity, natural ecosystems and ecosystem services.</i> I. Grazing II. Feed production III. Animal genetic diversity	I. Biodiversity management plan. Animals grazing on natural pastures. II. Management plan for biodiversity. Mixed leys, flowering clover strips. Responsibly produced soy and oil palm products. Cereals and corn produced using varied crop rotation. III. Conservation of a wide genetic base, including native breeds.
 Climate & air	<i>Production that minimizes greenhouse gases and/or other emissions into the atmosphere.</i> I. Feed production – manure II. Animal methane emissions III. Manure storage and distribution IV. Mechanical equipment V. Agricultural facilities	I. Use of locally sourced organic manure preferred. Mineral fertilizer produced using renewable energy and nitrous oxide reduction techniques. Manure application rate takes nitrous oxide emission into account. II. Feed diet that reduces GHG emissions. Breeding for low methane emissions per kg milk. III. Biogas plants, covered slurry tanks. IV. Mechanical equipment runs on sustainable renewable fuels. V. Renewable energy. Refrigerants with low climate impact.
 Soil fertility & erosion	<i>Production that promotes/maintains soil fertility and robust soil structure.</i> I. Feed production – soil fertility and soil compaction II. Grazing	I. Grass-based feeding programmes. Controlled Traffic Farming (CTF), light agricultural machinery. Quality assured recycling of nutrients from local communities. Crop rotation. II. Customized livestock driveways and feeding sites. Balanced grazing intensity.
 Water	<i>Production that uses water resources sustainably and secures good water quality in the surrounding environment.</i> I. Feed production – Water availability II. Water use III. Contamination	I. Not sourced from areas at high risk of water scarcity lacking Water Stewardship compliance. Renewable or rechargeable water (not fossil water) II. Efficient use of cleaning water. Measures to promote water management and climate adaptation, such as dams, protection zones, landscaping. III. Purified drainage water. Protection zones, biobeds. Safe cleaning of equipment. Safe storage of chemicals.
 Chemicals & pesticides	<i>Production that does not adversely impact the surrounding environment and that secures food safety.</i> I. Feed production – selection of method, quantity and compounds. II. Cleaning on farms	I. Integrated pest management (IPM), organic farming. Compounds on Pesticide Action Networks (PAN) list Highly Hazardous Pesticides not used. Growth regulation agents not used. II. Cleaning agents selected using the precautionary principle.
 Eutrophication	<i>Production that minimizes leakage of plant nutrients to the surrounding environment.</i> I. Animal density II. Feed production – manure III. Farmyard manure	I. Number of animals balanced against feed, grazing and exercise areas. II. Resource-efficient use of manure. III. Biogas production, other further processing of livestock manure.
 Animal welfare	EXAMPLES OF MEASURES I. Biodiversity management plan. Animals grazing on natural pastures. II. Management plan for biodiversity. Mixed leys, flowering clover strips. Responsibly produced soy and oil palm products. Cereals and corn produced using varied crop rotation. III. Conservation of a wide genetic base, including native breeds.	
 Working conditions		
 Local populations		
 Legality & traceability	<i>Production that complies with applicable legislation and ensures transparency and traceability across the foods chain.</i> I. Feed production II. Corruption III. Food fraud IV. Reporting	I. Responsibly produced and traceable soy and oil palm products. II. Corruption policy, inspections. III. Complete traceability, inspections. IV. Public sustainability reporting.



Seafood – Sustainability Agenda

PRIORITIES



Grow the top
=Maximize

KRAV certified products

MSC certified products

ASC certified products

Other credible sustainability initiatives that:

- Clearly address significant sustainability aspects (relevancy)
- Third-party verification (credibility)
- Externally communicated criteria (transparency)

Must be identified!

Seafood given a green light in the WWF Seafood Guide



Raise the bar
= minimize

Seafood given a red light in the WWF Seafood Guide

Seafood from production units that use feed soy not responsibly produced and certified/verified according to EU ecological standards, ProTerra, RTRS or equivalent.

Seafood that has not been traced or verified according to EU Market Regulations and lacking documentation stating scientific names, common names, fishing methods, fishing areas/country of origin.











Fish from farms that do not actively work to reduce the risk of antibiotic resistance and cannot guarantee that:

- antibiotics are not given for preventive purposes, and
- compounds listed on WHO list of critically important antimicrobial agents not used

HÅLLBAR LIVSMEDELSKEDJA



The Supply Chain – Materiality Analysis of transport, processes and management from the primary production unit to the store checkout point

ASPECTS TO ADDRESS		EXAMPLES OF MEASURES
 Sustainable business models	Business models that leverage increased sustainability across the board. I. Assortment II. Suppliers III. Partnerships IV. Innovations	I. Put a premium on sustainable product offerings. Premium exposure of sustainable goods. II. Prioritize suppliers with a sustainability focus. III. Collaborate across the supply chain to develop and test sustainable processes, logistics, transport systems and recycling. IV. Develop new technologies, approaches and business models.
 Climate & air	A supply chain that minimizes greenhouse gas emissions and/or other harmful pollution into the atmosphere. V. Types of energy VI. Energy use VII. Refrigerants	I. Renewable energy. Effective water cooling. Renewable, sustainable transportation fuels. Prioritize electrified transport. II. Evaluate energy use, energy efficiency, measure and monitor. Energy-efficient transport with a high load rate, return transport, no-driving. No transport by air. Effective water cooling. III. Refrigerants with low climate impact. Cooling facilities with low coolant leakage.
 Air and water emissions	A supply chain that minimizes harmful emissions into the air and water I. Gases, particles II. Process wastewater/effluents III. Management of waste and residual products	I. Flue gas cleaning. II. Circular systems. Adequate safe handling and storage. III. Adequate handling and storage of waste and residual products.
 Water	A supply chain that does not adversely impact the surrounding environment and that secures food safety. I. Water availability II. Water efficiency III. Contamination	I. Not from areas at high of water scarcity risk. Renewable water (non-fossil water). II. Improvement of water efficiency, measurement and monitoring. Circular systems. III. Purified water effluents
 Chemicals	A supply chain that minimizes any adverse impact on the surrounding environment and ensures food safety. I. Inputs – substances and quantities II. Refrigerants III. Management	I. Compounds found on the list II. Natural coolants, e.g., ammonia III. Safe handling and storage
 Resource-efficiency	A supply chain that minimizes use of resources. I. Food waste II. Storage and store location III. Optimal use of raw materials IV. Waste V. Choice of secondary raw materials and additives	I. Minimization of food waste for increased sustainability II. Follow the food waste hierarchy III. Only products actually required IV. Selection of raw materials with low environmental impact
 Biodiversity and ecosystems	A supply chain that preserves/increases biodiversity, natural ecosystems and ecosystem services. I. Establishment of production, stores and infrastructure	I. Valuable agricultural land and ecosystems
 Working conditions	A supply chain that ensures good and safe working conditions and provides living wages. I. Occupational conditions II. Occupational safety III. Skills development	I. Adherence to ILO Core Conventions on working conditions and living wages II. Adequate protective equipment III. Chemicals management, safety
 Local populations	A supply chain that contributes to good local living conditions. I. Under-resourced suppliers	I. Suppliers are guaranteed fair financing. Skills development, waste management, management
 Legality & traceability	A supply chain that complies with applicable legislation and ensures transparency and traceability across the raw materials chain. I. Corruption II. Food fraud III. Reporting	I. Corruption policy, inspection II. Complete traceability, inspection III. Public sustainability reporting.

- I. Put a premium on sustainable product offerings. Premium exposure of sustainable goods.
- II. Prioritize suppliers with a sustainability focus.
- III. Collaborate across the supply chain to develop and test sustainable processes, logistics, transport systems and recycling.
- IV. Develop new technologies, approaches and business models



The Supply Chain – Sustainability Agenda



Grow the top
=Maximize

- GHG reduction targets set according to Science Based Targets or comparable a system scope 1-3.
- Suppliers using sustainable transport systems. Electrified transport is rewarded. Sustainable, renewable transportation fuels are used.
- Stores certified according to "Bra miljöval" (Good Environmental Choice) standards, "Svanen" (The Nordic Swan), KRAV (Swedish organic farming label).
- The business model promotes a sustainable product range, both internally and externally, e.g., via bonuses and marketing.
- Sustainable products clearly advertised (store displays, placement, web presence).
- Sustainable products are measured as a part of regular economic assessment and sales.
- Food waste is minimized. Generated food waste is used according to highest possible step of the food waste pyramid. Goals are made public and reported on yearly.
- Collaboration in the supply chain are developed to reduce food waste.
- Waste is minimized and handled according to the waste hierarchy. Circular models are rewarded.
- Suppliers implement systematic measures and quality controlled for ecological and social sustainability.
- A risk analysis and action plan for tackling water risk issues developed and implemented vis-à-vis suppliers / subcontractors / partners in line with the Water Stewardship concept.



The Supply Chain – Sustainability Agenda







Raise the bar
= minimize

- Energy efficiency work implemented and results reported publically.
- Mapping of energy use in the operation (facilities, processes) as well as all transports (fuel and type of transport).
- Mapping of sustainability risks in the supply chain.
- Staff and suppliers have completed training and skills development targetting sustainability and food waste issues.
- Social Code of Conduct implemented and verified against suppliers/subcontractors/partners from a risk perspective.
- The code to be based on the UN Global Compact, ILO Core Conventions and the UN Convention on Human Rights and OECD Guidelines for Multinational Enterprises.
- Risk analysis and action plan against deforestation and land conversion developed and implemented in line with the Accountability Framework Initiative



Packaging & Wrapping – Materiality Analysis Packaging and other packaging such as pallets, film and protective materials

ASPECTS TO ADDRESS	EXAMPLES OF MEASURES
 Primary production <i>Packaging that is based on responsibly produced and renewable rawmaterial.</i> I. Packaging raw materials	I. Avoid virgin fossil-based raw materials. Recycled materials. Renewable materials (wood, cellulose fibre, bioplastics) socially and environmentally responsibly sourced, traceable and not adversely affecting local food supplies. Materials with high recycling potential.
 Climate & air <i>Packaging that minimizes GHG emissions.</i> I. Material choice II. Manufacture and refinement processes III. Transports	I. Analysis of optimal material for the foodstuff in question. Material from sustainable, renewable raw materials with low carbon footprint. No virgin fossil raw materials. II. Energy efficiency. Renewable, sustainable energy in all production and refinement processes. III. Energy efficient transport with high cube efficiency. Renewable, sustainable fuels.
 Manufacture & refinement processes (incl. packaging and printing) <i>Packaging production that is sustainable and minimizes any negative impact to the surrounding environment and ensures food safety.</i> I. Establishment of infrastructure II. Emissions to air III. Emissions to water IV. Waste management V. Input resources – chemicals VI. Food safety	I. Valuable farm land and key habitats not exploited. II. No emissions of harmful substances or particles to air. III. Circular systems, no emissions of harmful substances or nutrients to water/sea. IV. Waste handled according to waste hierarchy and recirculated whenever possible. V. Constant monitoring of and regulatory action on SIN substances in packaging, including ink (KRAV list of SIN substances in packaging). VI. No contamination conveyed from packaging material to foodstuffs.
 Resource efficiency <i>Packaging that minimizes use of resources.</i> I. Packaging optimization II. Recycling III. Design	I. Optimization analysis of food waste/food safety/preserved quality versus packaging material/weight. Packaging enables non-chilled distribution. II. Materials for which easily accessible and efficient recycling systems are readily available. III. Design that optimizes transport efficiency (space, weight). Recyclable and renewable materials.



Packaging & wrapping – Sustainability Agenda

EXAMPLES OF MEASURES



Grow the top
= maximize

Packaging from sustainability certified and renewable raw materials

- KRAV, FSC (wood, paper, cellulose plastic)
- RSB Round Table of Sustainable Biomaterial (bio-plastics)
- Bon Sucro (sugar cane plastics)

Packaging and wrapping sourced from certified recycled materials.

- FSC recycled certified paper/cardboard
- rPET certified recycled PET

Resource efficient packages with optimal relationship quantity/quality/type for long shelf-life protection of foodstuffs (chosen e.g., from the KRAV packaging guide)

Packaging with a high degree of material recycling

- Plastic packaging with established, efficient collection systems (e.g., deposits)
- Good quality plastic to leverage increased recycling potential



Raise the bar
= minimize

Packaging that does not consist of recyclable materials and/or not suitable for existing recycling systems.

Plastics containing toxic substances, e.g., PVC plastics and other chlorine-based plastics and those containing bisphenols and phthalates

Packages containing SIN substances on the KRAV list



Certifications

Credible third-party certifications means that production is regularly inspected by independent auditors. Transparency means that the results are publicly available. If the standard allows the labeling of products, there should also be a chain of custody standard in place. Many certification systems have different levels of traceability. The rules for labeling or claims should be clear and verified to avoid misunderstandings and minimize fraud. Certifications based on active and balanced involvement from producers, buyers and civil society help create dialogue and transparency. Membership in the ISEAL Alliance contributes to a high level of credibility. ISEAL is a global member organization for sustainability standards.

The certifications below are referred to throughout the sustainability agendas.



KRAV (www.krav.se):

Swedish certification and labeling system for organic production based on EU minimum rules with rigorous requirements for animal care, health, social responsibility and climate impact. KRAV works to minimize alien substances and to strengthen the long-term production capacity of the soil, protect biological and genetic diversity. KRAV also certifies shops and restaurants.



EU organic farming (https://ec.europa.eu/agriculture/organic/index_en):

European certification and product labeling system for organic production, where at least 95 % of the ingredients should be produced in accordance with relevant EU legislation for organic production. The system has no social requirements.



Fairtrade (www.fairtrade.se):

A certification and labeling system that contributes to improved working and living conditions for farmers/employees in developing countries. Fairtrade has economic, social and environment criteria, including minimum price and a premium for local development. ISEAL member.



Rainforest Alliance (www.rainforest-alliance.org):

Rainforest Alliance certifies agriculture according to a sustainability standard that addresses important environmental and social requirements. The system focuses on the conservation of nature and biodiversity. The Rainforest Alliance seal is used for product labeling. ISEAL member. Rainforest Alliance merged with UTZ in January 2018 and the organisations will have a common standard during 2020.



UTZ Certified (www.utz.org):

Certification and labeling for coffee, tea, cocoa and nuts according to a sustainability standard that addresses important social and environmental requirements. ISEAL member. UTZ merged with Rainforest Alliance in January 2018 and the organisations will have a common standard during 2020.



Svenskt sigill Climate Certification (www.sigill.se):

An supplementary certification module to Svenskt Sigill, which indicates that the company's operations have taken measures to reduce climate impacts. The most important requirements of climate certification relate to the choice of feed, nitrogen fertilizers, animal welfare and energy efficiency. Products from certified crop/animal farming can be labeled.



Svenskt sigill Natural Pasture Meat (www.sigill.se):

A supplementary certificate module to Svenskt Sigill, which indicates that the animals have grazed on Swedish natural pastures, which benefits biodiversity. Meat from certified farms can be labeled.



MSC – Marine Stewardship Council (www.msc.org):

A certification and labeling system for wild caught fish and seafood. MSC's sustainability standard is used in independent assessments to assess if a commercial fishery is conducted in a sustainable way. Fish stocks must be sustainable, the marine environment protected and the commercial fishery well-managed. ISEAL member.



ASC – Aquaculture Stewardship Council (www.asc-aqua.org):

A certification and labeling system for aquaculture that promotes responsible farming methods. The standard contains requirements that protect habitats, biodiversity, water resources and social requirements for safe working conditions and respect for local communities. ISEAL member.



RSPO – Roundtable on Sustainable Palm Oil (www.rspo.org):

A certification and labeling system for oil palm products. The standard includes important environmental and social criteria, such as a ban on transforming natural habitats and forests, requirements for safe working conditions, reduced use of pesticides and respect for local communities. ISEAL member.

Cooperation WWF, HLK and NIELSEN



- a system to track and evaluate sales of certified products on bar code level
- WWF gets the full report for free
- Companies buy the data from Nielsen
- 3 years comparison - 2017, 2018, 2019
- The certification schemes get the "their" data for free

Measured schemes



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European certification and product labeling system for organic production, where at least 95 % of the ingredients should be produced in accordance with relevant EU legislation for organic production. The system has no social requirements.



Fairtrade (www.fairtrade.se):

A certification and labeling system that contributes to improved working and living conditions for farmers/employees in developing countries. Fairtrade has economic, social and environment criteria, including minimum price and a premium for local development. ISEAL member.



Rainforest Alliance (www.rainforest-alliance.org):

Rainforest Alliance certifies agriculture according to a sustainability standard that addresses important environmental and social requirements. The system focuses on the conservation of nature and biodiversity. The Rainforest Alliance seal is used for product labeling. ISEAL member.

Rainforest Alliance merged with UTZ in January 2018 and the organisations will have a common standard during 2020.



UTZ Certified (www.utz.org):

Certification and labeling for coffee, tea, cocoa and nuts according to a sustainability standard that addresses important social and environmental requirements. ISEAL member. UTZ merged with Rainforest Alliance in January 2018 and the organisations will have a common standard during 2020.



Svenskt sigill Climate Certification (www.sigill.se):

An supplementary certification module to Svenskt Sigill, which indicates that the company's operations have taken measures to reduce climate impacts. The most important requirements of climate certification relate to the choice of feed, nitrogen fertilizers, animal welfare and energy efficiency. Products from certified crop/animal farming can be labeled.



Svenskt sigill Natural Pasture Meat (www.sigill.se):

A supplementary certificate module to Svenskt Sigill, which indicates that the animals have grazed on Swedish natural pastures, which benefits biodiversity. Meat from certified farms can be labeled.



MSC – Marine Stewardship Council (www.msc.org):

A certification and labeling system for wild caught fish and seafood. MSC's sustainability standard is used in independent assessments to assess if a commercial fishery is conducted in a sustainable way. Fish stocks must be sustainable, the marine environment protected and the commercial fishery well-managed. ISEAL member.



ASC – Aquaculture Stewardship Council (www.asc-aqua.org):

A certification and labeling system for aquaculture that promotes responsible farming methods. The standard contains requirements that protect habitats, biodiversity, water resources and social requirements for safe working conditions and respect for local communities. ISEAL member.

Measuring method

- Covers the Swedish retail market, but not food service
- The report is divided by certified sales (covering the 9 certifications) and non-certified sales which is all other products.
- The methodology is barcode based so no unpacked fruit&vegetables included
- The report is also splitted in ten categories defined by HLK

- | | |
|------------------------|----------------------|
| 1. Coffe,tea and cacao | 6. Vegetable oils |
| 2. Fruit & vegetables | 7. Dairy products |
| 3. Field grown crops | 8. Nuts |
| 4. Seafood | 9. Composed products |
| 5. Meat products | 10. Sugar |

Overview of performance of certified products vs noncertified products the last three full years



SHARE OF TOTAL SALES



VALUE SALES AND GROWTH FOR CERTIFIED PRODUCTS MSEK



Source: RMS ScanTrack

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Detailed report for all certifications

Go to
Analysis
Mode

nielsen



OVERVIEW

2019, Period Ending: 4 W 2019 52

Category: FMCG

Total certified products						Total noncertified products					
DVH TOTALT											
	Value Sales'000	+/- Value Sales'000 YA	Value % Chg YA	Value % Share		Value Sales'000	+/- Value Sales'000 YA	Value % Chg YA	Value % Share		
Total Certified	15 841 571	↑ 236 904	↑ 1,5	11,3	Total Non Certified	124 040 190	↑ 4 353 882	↑ 3,6	88,7		
Total Organic	8 516 116	↓ -176 116	↓ -2,0	6,1	Total Non Organic	131 365 644	↑ 4 766 902	↑ 3,8	93,9		
Total KRAV	4 997 024	↓ -290 822	↓ -5,5	3,6	Total Non KRAV	134 884 736	↑ 4 881 608	↑ 3,8	96,4		
Total EU-eco	3 519 092	↑ 114 706	↑ 3,4	2,5	Total Non EU-eco	136 362 669	↑ 4 476 080	↑ 3,4	97,5		
Total Fair trade	1 034 188	↑ 20 412	↑ 2,0	0,7	Total Non Fair trade	138 847 572	↑ 4 570 374	↑ 3,4	99,3		
Total MSC	3 920 577	↑ 175 486	↑ 4,7	2,8	Total Non MSC	135 961 183	↑ 4 415 300	↑ 3,4	97,2		
Total ASC	351 239	↑ 97 717	↑ 38,5	0,3	Total Non ASC	139 530 521	↑ 4 493 069	↑ 3,3	99,7		
Total UTZ	621 575	↑ 9 717	↑ 1,6	0,4	Total Non UTZ	139 260 185	↑ 4 581 069	↑ 3,4	99,6		
Total Rainforest	1 280 457	↑ 123 128	↑ 10,6	0,9	Total Non Rainforest	138 601 304	↑ 4 467 659	↑ 3,3	99,1		
Total Svensk Sigill Climate	113 411	↓ -13 791	↓ -10,8	0,1	Total Non Svensk Sigill Climate	139 768 349	↑ 4 604 577	↑ 3,4	99,9		
Total Svensk Sigill Range Beef	4 006	↑ 352	↑ 9,6		Total Non Svensk Sigill Range Beef	139 877 754	↑ 4 590 434	↑ 3,4	100,0		

Biodiversity in focus 2020

Biologisk mångfald är basen i vår ekonomi

Över hälften av världens BNP är beroende av naturens ekosystemtjänster

Störst sannolikhet och påverkan:

- Extremväder, misslyckad hantering av klimatkrisen – förluster av biologisk mångfald

WEF 5 GLOBAL RISKS LANDSCAPE 2020

Källa: WEF, Ecogains modifiering av WEF-rapporten, EU-kommissionen, WWF 'Nature of Risk'

AGFO

ÅTGÄRDER FÖR BIOLOGISK MÅNGFALD

Den här listan är framtagen av WWF men bygger till stor del på de åtgärder som finns med i **Svenskt Sigills certifieringar** för svensk växtodling och mjölk- och köttproduktion samt för naturbeteskött. Åtgärder som skyddar och gynnar biodiversitet finns också upptagna i Hållbar Livsmedelskedjas dokument **Hållbara Produkter**.

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Åtgärder som gynnar den vilda floran och ger sommarföda åt pollinatörer och andra nyttoinsekter		
VAD	HUR	GYNNAR
Fodervall med gräs och klövern växter som lämnas oslagna 6 veckor	Vall med gräs, klöver och andra bladväxter lämnas oskörda under sex veckors tid, med början någon gång under perioden 1 juni-15 juli. Vallarna hinner gå i blom och gynnar nyttoinsekter.	
Flerårig fodervall med stort inslag av blommande örter	Vall med stort inslag av rödklöver och andra bladväxter. Vallarna får sköras tidigast 1 juli för att skydda häckande fåglar och falvilt. Den får sköras vid ytterligare ett tillfälle i oktober, men den måste tillåtas blomma ostört under två sammanhängande perioder.	
Långliggande fodervall som sköts som ängsmark	Ängsvallar sköts som ängsmarker, det vill säga genom skörd av hö (ej ensilage). Vallarna får inte gödslas, eftersom det skadar den vilda floran. Det är viktigt med slåtter med skärande redskap och fröa av hö. Ängsvallarna får gärna efterbetas.	
Odling av blommande örter i remsor utmed fältkanter och vattendrag eller på träda (åker som inte används för produktion av mat eller foder)	Fröblandningen ska bestå av ettåriga eller fleråriga blommande örter, sommarhalvåret. Och den ska innehålla sorter som tillsammans ger lång blomning under	
Sådd av blommande örter runt dräneringsbrunnar	Fröblandningen ska bestå av minst två sorter som tillsammans ger lång blomning under sommarhalvåret. Åtgärden gynnar pollinatörer och minskar spridningen av bekämpningsmedel till vattenmiljön.	
Sådd av blommande örter mellan raderna i frukt, bär och	Fröblandningen ska bestå av minst två sorter som tillsammans ger lång blomning under sommarhalvåret. Blomrensorna ska skötas så att något hela tiden blommar. Under skörden kan samtliga blomrader klippas.	

Watch the presentations in Swedish at www.hallbarlivsmedelskedja.se

Thank you!

