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Environmental labelling in France for the food sector

Trends and vision

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Why France ? Building on existing knowledge

Since 2014



Many similar challenges vs
nutritional labelling
(and few different ones)

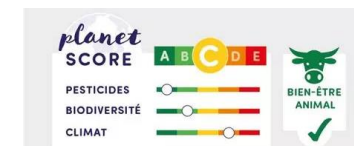
Since 2013



National food LCA database
Strong expertise on food
LCA data and methods

National experiment 2019-2021 (18 schemes tested + research work)

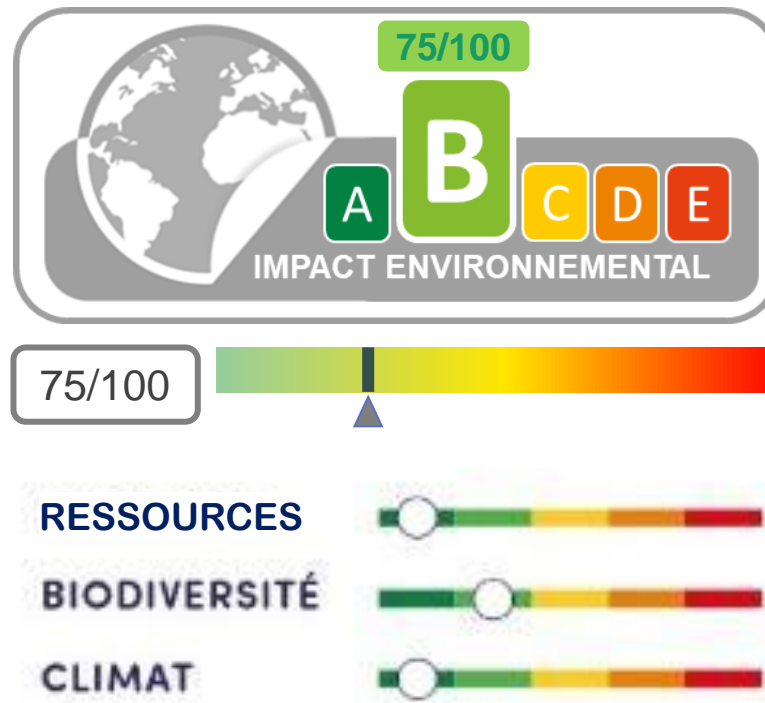
Private initiatives



Toward a large scale labeling

- Requested in the french national « Climate Law » 2020
- **Low cost** (<10€/product), **available for all** (including SMEs)
- Usefull for consumers and producers
- Public, intuitive and harmonised

Logo example (Non finalised)



= > Ongoing roadmap and Techinal work 2022 =>
Fully operational scheme in 2023
=> Aim for full harmonisation with PEF in mid term

- Science based
- ⇒ **PEF based** + limited adjustments (biodiversity, pesticides, soil carbon, fish stocks)
- ⇒ Short term PEF adjustments : **needed to better distinguish between agricultural systems** (organic, conventionnal, intensive vs extensive livestock...)
- ⇒ Based on semi-specific and specific data (balance cost vs accuracy)
- ⇒ Transparent methodology

Conclusion

- France has now built a strong experience on environmental labelling
- For large scale eco-labelling, PEF is needed but « not enough ».
- A public, **affordable, reliable and science based scheme is technically feasible at short term** and will be tested
- France wishes to prove operability at national level and contribute to European discussions and European projects.
- **Interested in discussing European cooperation ? Please contact us:**

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