



PRESS RELEASE

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EU pilot study

An official EU methodology to calculate the environmental footprint of products endorsed for cat and dog food

Brussels, XX May 2018 – The European Commission formally endorsed new Product Environmental Footprint Category Rules for the pet food industry in April this year. This is a significant milestone for FEDIAF and its members enabling the industry to accurately measure the environmental impact of its products.

What does this mean?

The Environmental Footprint is part of a European Commission initiative “Building the Single Market for Green Products” which aims at harmonizing the communication of environmental performances of products and organisations for producers and consumers alike. In 2014, the European Commission launched a three year pilot for the food sector to develop product specific rules: Product Environmental Footprint Category Rules (PEFCRs). The Pet Food pilot was one of the eleven approved pilots in the second wave dedicated to food.

Reacting to the Commission’s endorsement of the rules, Pascale Bensman, Chair of FEDIAF’s Environment and Sustainability Working Group, commented: *“We are proud of our contribution to environment in the agri-food sector. The now officially adopted methodology for calculating the product environmental footprint of prepared pet food for cats and dogs will help our industry to provide transparent environmental information on the basis of a harmonised European approach.”*

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Why did FEDIAF participate?

The European Pet Food Industry is aware of its manifold areas of corporate social responsibility including the preservation of the environment. FEDIAF volunteered to participate in this important EU project to ensure that its responsible use of raw materials is well reflected in the EU methodology. Indeed, pet food capitalises on resources (that are not used or little-used for human consumption) and adds value to them, therefore it does not negatively influence the offer of commodities on the food market. The use of by-products has an interest for the economy and the sustainable management of resources, and the EU methodology now embeds this key fact.

FEDIAF will continue collaborating with the EU institutions and Member States involved in this project to determine how this methodology should be used under future policy options, such as communication on environmental footprints of consumer goods or financial incentives for good performances.

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FEDIAF represents the European pet food industry with around 200 production sites. It is an umbrella organization of national pet food industry associations. FEDIAF's mission is to be the credible and responsible voice of the European pet food industry collaborating with authorities, regulators and academics for achieving favourable conditions for the supply of safe, nutritious and palatable products to pets and their owners. Based in Brussels, FEDIAF is fully committed to promoting responsible pet ownership, the wellbeing of pet animals, their important role in society and to respecting sustainable development. www.fediaf.org

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