

# Biodiversity in Standards and Labels for the Food Industry



Biodiversity in Standards and  
Labels for the Food Sector  
LIFE15GIE/DE/000737



Funded by



# Partner Consortium



European Initiative –  
Focus Countries: Germany, Spain, Portugal, France



# Supporters and Partners



## 1. Companies/Standards/Labels



## 2. Partners from Pilot Projects



## 3. Public Funders



## 4. Recognised as Core Initiative of



# Project Objectives



- ...to **improve the biodiversity performance of standards and labels** of the food industry
- ...by motivating standard organizations to **include effective biodiversity criteria** into their schemes
- ...and motivating food processing companies & retailers to **include biodiversity criteria into their sourcing guidelines**
- ...by **improving understanding and knowledge** of advisors, certifiers and product /quality manager regarding biodiversity
- ... by providing a **Biodiversity Performance Tool** and a **monitoring system** to support the implementation of Biodiversity Action Plans of good quality and evaluate the results and impacts in a structured and regular way

# Actions of the LIFE project



- I. Improving Standard Policies and Criteria + Sourcing Rules
- II. Biodiversity Performance Tool - Pilot Farms
- III. Training for advisors and auditors (standards) and managers (companies)
- IV. Biodiversity Monitoring System
- V. European initiative “Biodiversity Performance in the Food Sector”
- VI. Communication und Networking



# Improve standard policies and criteria + companies sourcing rules and guidelines



## 1. Baseline Report

- Screening of 54 standards and labels with relevance for the European market
  - **Key Target Group:**  
Responsible person for the revision of standard schemes and for the elaboration or revision of „Sourcing Guidelines“ of food companies
- Guidance and recommendations: UTZ, Fairtrade, Global G.A.P, Nestlé, Kaufland etc.



[www.business-biodiversity.eu/en/baseline-report](http://www.business-biodiversity.eu/en/baseline-report)



# Improve standard policies and criteria + companies sourcing rules and guidelines

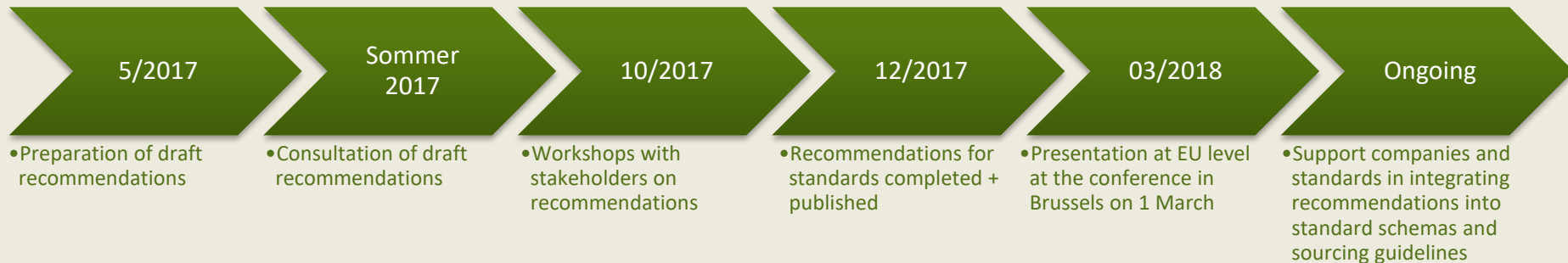


## 2. Biodiversity recommendations for standards

- Cross-sectoral recommendations for effective biodiversity criteria for standards and labels in English, German, French, Spanish and Portuguese.
- Individual support for at least 10 standards and companies that want to improve their biodiversity performance.
  - Current exchange with 43 standard providers and companies
  - Recommendations for CAP reform



[www.business-biodiversity.eu/en/recommendations-biodiversity-in-standards](http://www.business-biodiversity.eu/en/recommendations-biodiversity-in-standards)



# Improve standard policies and criteria + companies sourcing rules and guidelines



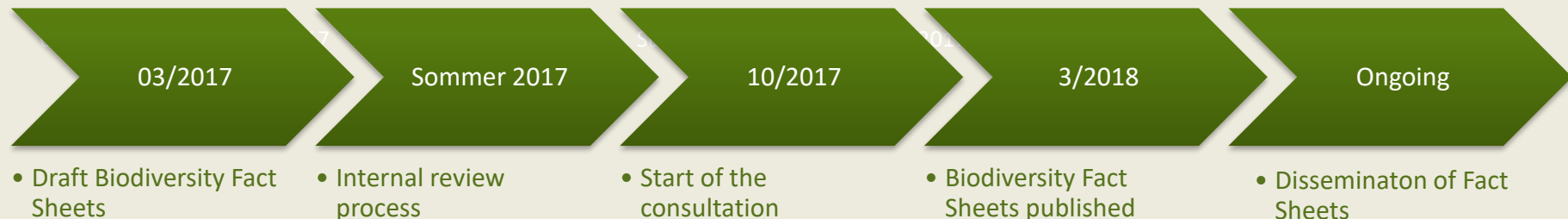
## 3. Biodiversity Fact Sheets

- ... give an comprehensive overview of how different agricultural practices affect biodiversity and derive measures for companies/standards.

1	Cultivation of Wheat
2	Cultivation of Vegetables (Tomatoes)
3	Cultivation of Sugar Beet
4	Cultivation of Cacao
5	Cultivation of permanent crops (Apples)
6	Animal Husbandry (Dairy Production)
7	Animal Husbandry (Meat Production)



[www.business-biodiversity.eu/en/publications/biodiversity-fact-sheets](http://www.business-biodiversity.eu/en/publications/biodiversity-fact-sheets)



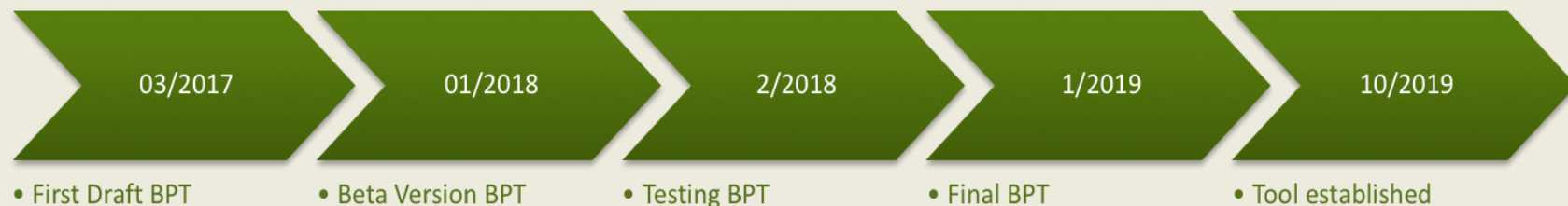


# Biodiversity Performance Tool



## Biodiversity Performance Tool (BPT)

- Based on the Dialecte tool developed by Solagro in 1994, which is used in approx. 4,000 companies, a practical tool and methodology **for assessing biodiversity at farm level**.
- The aim of the instrument is to be able to assess a farm over time and not to compare different types of crops and farms:
  - Capturing the initial situation => Possibilities for improvement
  - Drawing up a biodiversity action plan
  - Monitoring of the measures
- Assessment of 20 existing tools: Weak in taking into account functional biodiversity, no self check, no continuous improvement, not free of charge

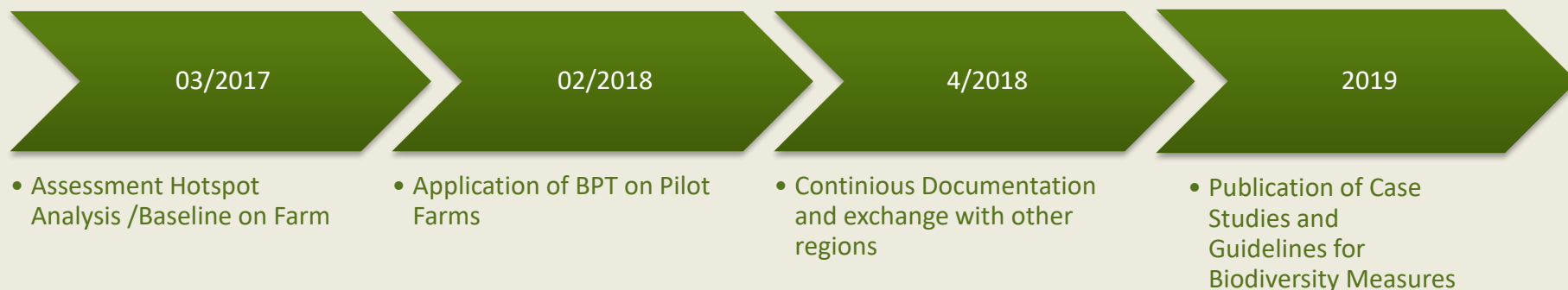


# Biodiversity Performance Tool - Pilot Farms



## Test of BPT in 5 Pilot Projects

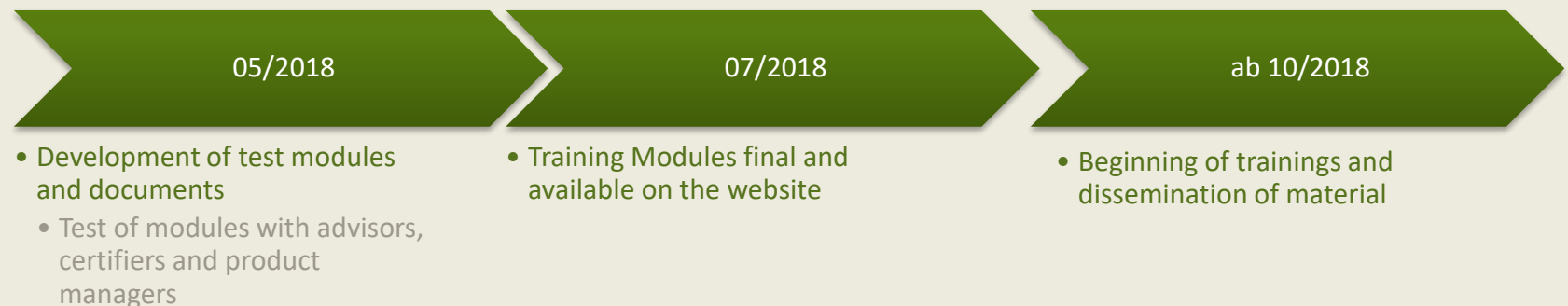
- Each pilot / min. 10 farmers - Assessment of additional resources /costs, auditing requirement
  - 14 Farms cereal cultivation + 2 fruit + 1 potatoes (Germany)
  - 15 Tomato production + 5 Melons + 20 olive oil production (Spain)
  - Grassland for 5 farms for meat and 5 dairy production (Portugal)
  - Grassland for 3 dairy products and 7 vegetables production (France)
- Total around 2200 ha of certified farm land



# Training for advisors and auditors (standards) and managers (companies)



- Advisors for farmers and certifiers /auditors trained in online and physical meetings to assess the quality and effectiveness of ecological structures and measures to increase biodiversity on a farm. This includes the quality of a biodiversity action plan.
- Training tool for managers responsible for products/quality/supply chain management in companies to improve their knowledge regarding requirements for good biodiversity performance in the food production.
- Training material: Guidelines, Biodiversity Fact Sheets for various production types, description of measures and knowledge pool with background information. One focus of the training courses is on the application of the Biodiversity Performance Tool.



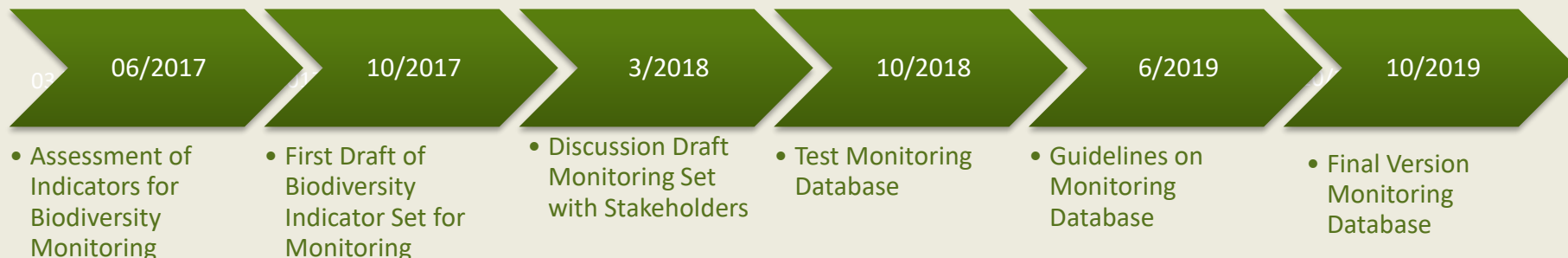
# Biodiversity Monitoring System



- Joint Monitoring Framework for Standards and Companies with Sourcing Rules in Europe
- Elaboration and test implementation of a robust systematic approach to monitor the conservation of food standards.

## Two levels of monitoring:

- **Level 1:** System wide monitoring. Data collected for every certified entity through certification applications (e.g. information self-reported by producers), audits and the Biodiversity Performance Tool.
- **Level 2:** In-depth sampled monitoring beyond the scope of the certification audit by data generated on selected farms (different geographical settings, different type of crops). Monitoring of few key indicator species. Every 3 – 5 years

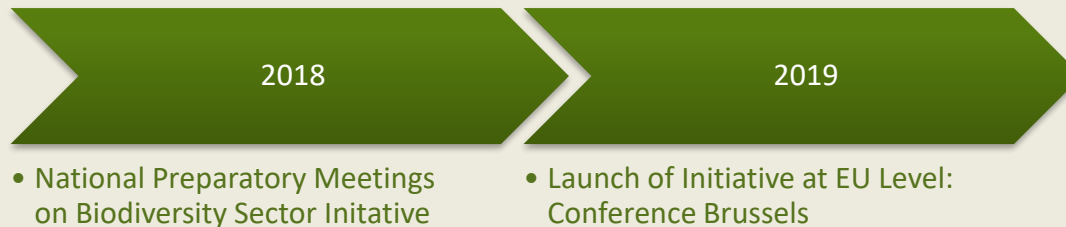


# European Initiative “Biodiversity Performance in the Food Sector”



## Objective

- To raise the biodiversity performance of the sector by **commonly accepted and implemented priority criteria for biodiversity** for the whole food sector.
- End of 2019: **Launch of a European sector initiative**, e.g. as a European round table on biodiversity in the food sector





# Opportunities for cooperation



## 1. Initial information for your company

2. Review of sourcing guidelines (free of charge)

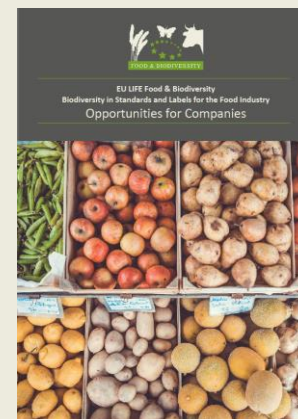
3. Training on aspects of biodiversity

4. Test des Biodiversity Performance Tool (BPT)

5. Participation in biodiversity monitoring

## 6. Industry initiative „ Biodiversity Performance in the Food Sector“

## 7. Joint public relations



<https://www.business-biodiversity.eu/en/publications>

# Communication and Networking



- Continuous information for target groups: [www.food-biodiversity.eu](http://www.food-biodiversity.eu)



01/2017

- Launch Webpage
- Newsletter
- Exhibitions
- Press releases etc.



10/2017

- Biodiversity Think Tanks for Media



04/2018

- Input CAP policies: Exchange and Networking with Authorities and stakeholder in EU

continuously

- Presentation at fairs and networking - media tours to pilot farms

# Opportunities for cooperation



## GNF

- Press releases and information graphics
- Exclusive information from Project
- Expert on biodiversity issues
- Media partners on websites, programs etc.

## Media

- Visit to a pilot farm
- Media partnership and reporting on trade fairs/events
- Support of the industry initiative

[www.food-biodiversity.eu](http://www.food-biodiversity.eu)