



## The Vital Link in the Food Chain

### **PFP welcomes the outcome of the joint vote of the EP ENVI and IMCO Committees on their draft report on Substantiation of Green Claims**

Brussels, 14 February 2024

The Primary Food Processors of the EU welcome the report on the Green Claims Directive which was approved today by the European Parliament's Committees on the Environment, Public Health and Food Safety (ENVI) and on the Internal Market and Consumer Protection (IMCO).

PFP welcomed the European Commission's proposal as a framework for harmonising, substantiating green claims, and avoiding false claims. According to the European Commission, this proposal aims at halting the proliferation of public and private environmental labels, helping to realise the potential of green markets and to ease cross-border trade.

PFP sectors have been engaging in discussions on sustainability and the development of Product Environmental Footprint Category Rules (PEFCR) to help identify environmental 'hot spots' in the life cycles of their respective products so as to support continuous improvement. PFP agrees that green claims must be substantiated with life cycle assessment (LCA) studies but finding the right balance between the robustness of the claim and applicability of the requirements on substantiation of such claims clearly remains a challenge. PFP also notes that the link between a green claim and the actual reduction of environmental impact needs more research.

PFP will continue engaging constructively with the EU legislators to support the co-decision legislative process. PFP encourages the European Parliament and Council to finalise their respective positions and reach a final compromise agreement.

**Primary Food Processors of the EU (PFP)** is composed of:

**European Association of Sugar Manufacturers (CEFS)**

**European Cocoa Association (ECA)**

**European Flour Milling Association (European Flour Millers)**

**European Vegetable Protein Association (EUVEPRO)**

**European Vegetable Oil and Proteinmeal Industry (FEDIOL)**

**European Starch Industry Association (Starch Europe)**