



The Vital Link in the Food Chain

Primary Food Processors welcome the outcome of the European Parliament's plenary vote on the report of the joint EP ENVI and IMCO Committees on Substantiation of Green Claims

Brussels, 12 March 2024

The Primary Food Processors of the EU (PFP) welcome the report on the Green Claims Directive which was formally adopted today by the plenary of the European Parliament.

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 further aims to halt the proliferation of public and private environmental labels, helping to realise the potential of green markets and to ease cross-border trade.

PFP members 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 to support continuous improvement. The PFP sectors agree that green claims must be substantiated with life cycle assessment (LCA) studies, but finding the right balance between the robustness of the claim and the applicability of the requirements on substantiation of such claims remains a challenge. PFP also note that the link between a green claim and the actual reduction of environmental impact needs more research.

While it is unlikely that the procedure will be concluded during the current mandate, PFP encourages the Council to finalise its position and allow the EU interinstitutional negotiations on this file to begin under the next legislature.

PFP will continue to engage constructively with EU legislators to support the EU institutions reaching 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)