FreshProducePEFCR

One method to measure environmental impact

The demand for clear sustainability information on fruit and vegetables is growing. But it's led to a flood of different labels, initiatives, and regulations—causing confusion and a lot of paperwork.

That's why the fresh produce sector joined forces to develop the FreshProducePEFCR: Product Environmental Footprint Category Rules. A single, unified method to measure the environmental impact of fruit and vegetables. It creates a common understanding of environmental sustainability for everyone involved, from growers to retailers, and ultimately consumers. The method is based on the broader European PEF, which measures environmental impact across industries.



The advantages of a unified approach





Steps to implementation



Include FreshProducePEFCR in sustainability policies, regulations, and sector certifications.



Measure environmental impact

Collect data consistently on the environmental indicators via specialised tool providers.



Benchmark and recognise

Create consistency on environmental sustainability to enable benchmarking and recognition among existing labels.



From compliance to impact, we are on our way to standardising environmental sustainability, with less paperwork and more focus on what matters most.

Together, let's make FreshProducePEFCR the sector standard for fruits and vegetables.