

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



Key areas measured

The PEF method uses 16 indicators to measure a product's overall environmental impact.



Steps to implementation



Want to learn more? Visit: <https://freshproducecentre.com/pefcr>

