

**Voluntary Report** – Voluntary - Public Distribution

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**Report Name:** Belgian Retailer Introduces a Sustainability Label for Food Products

**Country:** Belgium

**Post:** Brussels USEU

**Report Category:** Agriculture in the News

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**Report Highlights:**

On March 10, 2021, the Belgian retail group Colruyt announced that it would launch the Eco-Score for products of its private label brand. The Eco-Score gives food products a score from A to E based on their environmental impact.

## General Information:

On March 10, 2021, the Colruyt Group announced that it would launch the Eco-Score for products of its private label brand (Boni Selection) through the group's SmartWithFood app.

The Eco-Score was developed in France by French non-governmental organizations, including Yuka and Open Food Facts. It aims to raise consumers' awareness of the environmental impact of food products. It is based on data from Agribalyse, produced by the French Environmental and Energy Management Agency (ADEME). It gives food products a score out of a 100 which is then weighted with "additional qualitative criteria" via a bonus-malus system, taking account of the recyclability of packaging, labels, country of origin or seasonality. The label is color-coded (from green to red) with letters (from A to E), following the model of the Nutri-Score<sup>1</sup> More information on the methodology used to calculate the eco-score can be found [here](#) (in French only).



Source: The Eco-Score

Colruyt is the first major retailer in Belgium to announce that it will use the Eco-Score on its private-label products. Stefan Goethaert, responsible for the Eco-Score project at Colruyt Group [explained](#) that consumer demand in Belgium is behind the group's decision: "People want simple, relevant information. They want to go beyond how healthy a product is and what its nutritional value is. Market research has shown that customers are also asking questions about the environmental impact of their products. It is up to us as retailers to help them, starting with our private label products."

The Colruyt Group is the leading food retailer in Belgium and represents 31 percent of the market share for the Belgian market. It owns the Colruyt supermarkets but also the organic stores Bio-Planet and neighborhood stores Okay.

## A future European Sustainability Label for Food Products?

As part of the EU's Farm to Fork Strategy, the European Commission announced that it would propose a sustainable food labeling framework that covers the nutritional, climate, environmental and social aspects of food products. This proposal is expected to be published in 2024. For more information, please see GAIN Report: [Food Labeling Initiatives in the EU Farm to Fork Strategy](#).

## Attachments:

No Attachments.

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<sup>1</sup> For more information about the Nutri-Score in Belgium, please see GAIN Report: [Belgium Adopts Nutri-Score for Front of Pack Nutritional Labeling](#)