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Voluntary - Public

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Product Carbon Footprint

Report Categories:

Climate Change

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Report Highlights:

A leading German meat processing company presented a CO2 footprint report for their production chain of pork. CO2 footprint reports for beef and veal are intended for the near future. The CO2 report for pork will be part of a comprehensive sustainability report prepared according to the rules of the Global Resources Initiative (GRI B+).

General Information:**Product Carbon Footprint**

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The Product Carbon Footprint (PCF) topic is gaining momentum in the German food industry. Regionality and sustainable production processes are topics which are increasingly communicated by German food processors and traders. Climate change had been a leading topic at the recent consumer trade show Gruene Woche in Berlin in mid-January. The issue was addressed in many presentations by political and industry leaders during the show.

On Feb 1, as the first company in Germany, Westfleisch, one of the leading German meat processing companies, presented a CO2 footprint calculation for pork produced by Westfleisch. The company sees an opportunity to distinguish from other competitors by presenting a green image. Westfleisch intends to prepare a similar report also for beef and veal in the near future. CO2 emission calculations for sausages and other processed meat products of subsidiary companies of Westfleisch are said to be ready for publication -

<http://www.westfleisch.de/presse/pressemitteilungen/01022010-erster-co2-fussabdruck-fuer-schweinefleischproduktion.html>.

The report has been prepared in cooperation with the regional Chamber of Agriculture and one of the leading German farm cooperatives Agravis. It reflects the complete production chain. To be on the safe side the report has been approved by the certification organization SGS, <http://www.de.sgs.com/de/activities/certification.htm>.

The report reveals that Westfleisch emits 1.83 million tons of CO2 equivalents at its pork production line which is broken down to 3.2 kg CO2 equivalent per kilogram of pork. Westfleisch intends to communicate to its customers that they are working hard to identify deficits in their production processes. They also claim that they are prepared to label a Product Carbon Footprint level on the consumer packages. However, it is not the company's immediate intention to label a PCF value. The company demonstrates that they are prepared to react to consumer questions about the sustainability of the pork production process.

