

# Communication of Climate Change Impacts in the Finnish Food Sector

NorLCA Symposium

Helsinki, 16.9.2011

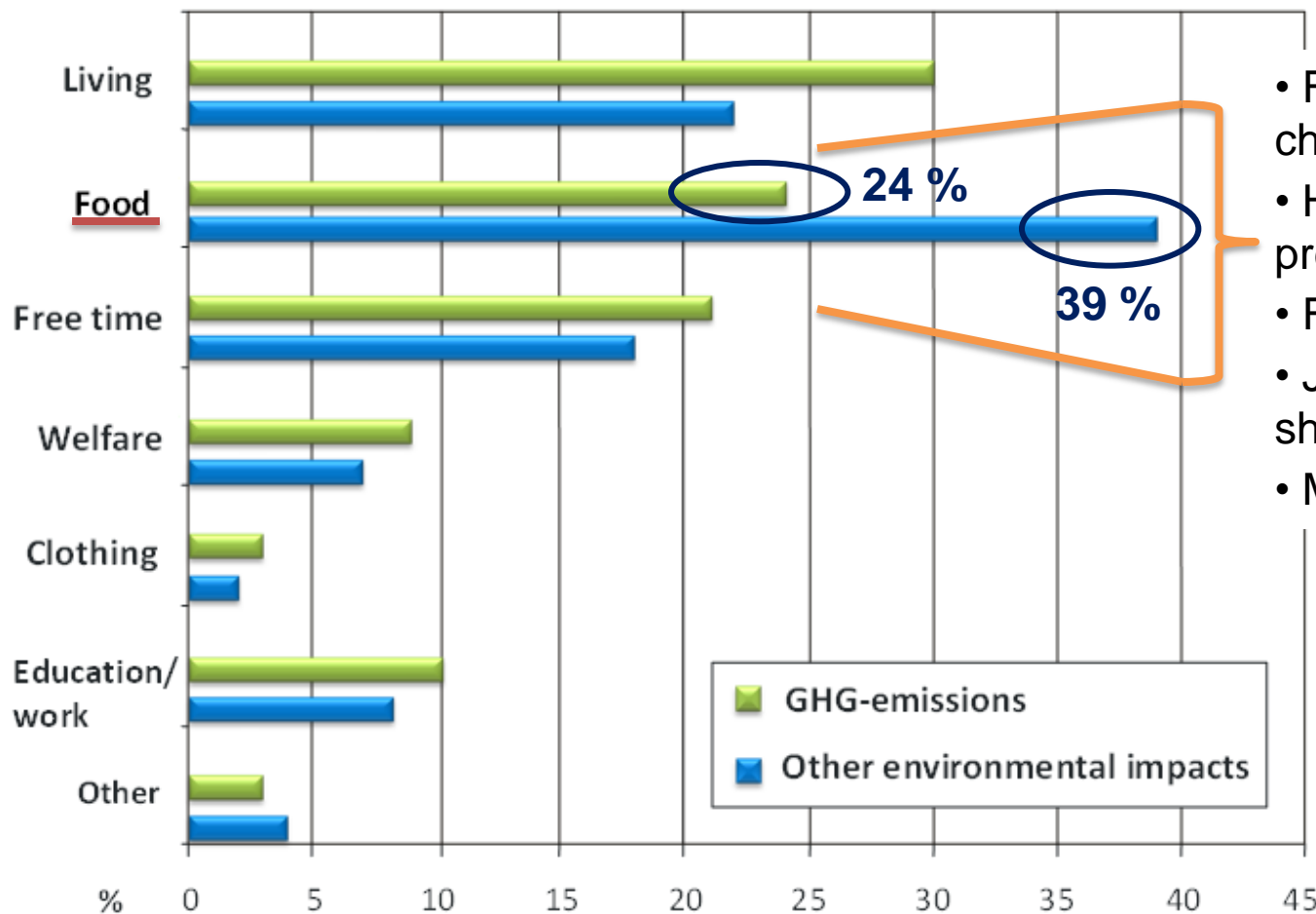


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# 1. Climate Impacts of food in Finland: private consumption



- Food production chain
- Household food preparation
- Food preservation
- Journeys to the shops
- Meal services

Seppälä et al. 2009



- According to a Finnish IO-study (Seppälä et al. 2009): in Finland around a quarter of GHG-emissions of private consumption originate from the production and consumption of food products

## 2. Climate Communication -project



- Some main goals:
  - To get an understanding of the development of the harmonization of guidelines and standards for carbon footprinting
    - in close relation to Foodprint -project
  - To get an understanding of the level of communication of climate impacts in the food sector
  - To provide a discussion platform for the key players of Finnish food sector
- Materials and methods:
  - Literature studies
  - Workshops, seminars etc.



# 3. Carbon footprinting methodologies

- Comparative study of standards & guidelines: e.g. PAS2050, GHG Protocol and ISO 14040/44

Results:

- Some differences in the guidelines
  - General, no specific guidance
  - Sector and product group level guidelines are in their early stages
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- There are international initiatives to harmonize the existing standards and guidelines → BUT the harmonization will take time



# 4. Our contribution: National LCA calculation methodology for food products:



## **Foodprint -project**

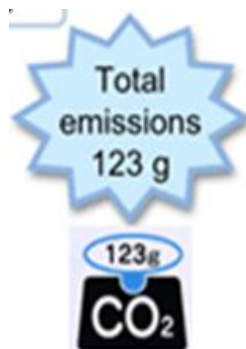
- Development of Finnish methodology in a close interaction with the food industry
- Some of the key issues
  - Supply specific data requirements
  - Allocation rules
  - System boundaries
  - Land use change
  - Development of national emission factors
- R&D projects with six case products
- Internationally active project



# 5. Communicating carbon emissions of food - in packages



Tämän tuotteen hiilijalanjälki CO<sub>2</sub>e / 100g tuotetta  
[www.fazer.fi/hiilijalanjalki](http://www.fazer.fi/hiilijalanjalki)



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# 6. Carbon labelling of food products in Finland

- The first carbon labels in food packages came in 2008



Raisio 2011b



Potwell 2011



Tämän tuotteen hiilijalanjälki CO<sub>2</sub>e / 100g tuotetta  
www.fazer.fi/hiilijalanjalki  
Fazer 2011



- In Finland now five food companies have carbon labels in their products' packages: in total over 30 food products are carbon labelled



Raisio 2011a



Saarioinen 2011



Hunajayhtymä 2011



# 7. Interactive discussions





- Two workshops, one seminar and several steering group meetings
- Participants: primary producers, food industry, trade and packaging representatives, administration, NGO's, researchers etc.
- Some results of the discussions:
  - It has been a mutual learning process
  - Active and versatile discussions: there's need to discuss!
  - Apparent need for deeper understanding and need for more knowledge
    - E.g. among primary producers
  - Participants stressed the importance of moving forward in this together
    - E.g. No need for more than one type of carbon label!



## 8. Conclusions and next steps

- Challenges in assessing and communicating food products' carbon footprints
- There is need to proceed in this together
- Climate Communication II -project:
  - Continues national discussions
  - A broad consumer survey on the ways of communicating climate impacts of food products - **in spring 2012**



# References

- Seppälä J., Mäenpää I., Koskela S., Mattila T., Nissinen A., Katajajuuri J.-M., Härmä T., Korhonen M.-R., Saarinen M., Virtanen Y. (2009) The environmental impact assessment of material flows of Finland's national economy with ENVIMAT-model (in Finnish): Suomen kansantalouden materiaalivirtojen ympäristövaikutusten arviointi ENVIMAT-mallilla, Suomen Ympäristö 20/2009, Suomen ympäristökeskus (SYKE)
- Raisio 2011b [www.mtt.fi/english/climatecommunication](http://www.mtt.fi/english/climatecommunication)
- Fazer 2011 [www.ekologia.fi/www/page/Ekologia\\_CO\\_merkki](http://www.ekologia.fi/www/page/Ekologia_CO_merkki)
- Potwell 2011 <http://www.potwell.fi/oikean-ruuan-kaveri>
- Raisio 2011a <http://www.elovena.fi/#/Tuotteemme/>
- Saarioinen 2011 <http://www.jyvabroiler.fi/tuotteet>
- Hunajayhtymä 2011 <http://www.hunaja.fi/?id=FECB274C-14864439A442-66315CD5497D>

## More information:

- Pulkkinen, H., Hartikainen, H., Katajajuuri J.-M. (2011) The Final Report of Climate Communication I Project (in Finnish): Elintarvikkeiden hiilijalanjälkien laskenta ja viestintä, Climate Communication I -hankeen loppuraportti, MTT Raportti 22, 40 p  
<http://www.mtt.fi/mtraportti/pdf/mtraportti22.pdf>
- Climate Communication I and II projects: [www.mtt.fi/english/climatecommunication](http://www.mtt.fi/english/climatecommunication)
- Foodprint -project: [www.mtt.fi/english/foodprint](http://www.mtt.fi/english/foodprint)



# Thank you!

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