



Euromonitor
International

Sustainable Labels and The Environmental Footprint of Food

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INTRODUCTION

Scope

Key findings

THE ENVIRONMENTAL FOOTPRINT OF FOOD

Non-CO₂ greenhouse gases dominate agriculture's climate impact

Agricultural land use has stopped increasing, yields are growing

MITIGATION STRATEGIES

Feeding macroalgae to cows may eliminate methane emissions

Revolutionary rice cultivation strategy to limit rice methane emissions

Carbon-neutral nitrogen fertiliser production

Fertiliser oxidation in agricultural fields contributes to climate change

Lithuanian AUGA launches first long-range biogas powered tractor

Food security, farming and climate action in tension

Agricultural climate action opportunities without consumption change

ENVIRONMENTALLY FRIENDLY ETHICAL LABELLING

Europe leads use of environmentally friendly claims globally

Organic faces competition as leading environmental sustainability label

Western Europe: Advertising regulators are strict on net-zero claims

Third parties offers climate certification beyond net-zero claims

Carbon neutral/carbon reduced eggs early step in net-zero supply chain

FOOD INDUSTRY AIMS TO REACH CARBON NEUTRALITY

Carbon net zero plans from the world's three largest food companies

Regenerative agriculture a preferred method for carbon sequestration

OUTLOOK

Impactful technologies in need of implementation

The future role of ethical labels in the green food production transition

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sustainable-labels-and-the-environmental-footprint-of-food/report.