

PRODUCT CARBON FOOTPRINTING STANDARDS IN THE AGRI-FOOD SECTOR



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Product Carbon Footprinting Standards in the Agri-food Sector

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Guide dealing with the process of measuring the carbon footprint of products along the value chain, known as Product Carbon Footprints (PCFs), in the agri-food sector - provides an introduction to (PCF); outlines various types of PCF schemes and initiatives; describes steps involved in calculating PCFs, illustrating each step through case study examples; presents methodological issues and problems in calculating PCFs with a focus on data, uncertainty and issues particularly relevant to developing countries; gives an overview of potential mitigation measures; appendices include links to relevant websites, a glossary of related terms, and a list of frequently asked questions

Descriptors: **Environmental Management, Agroindustry, Standards, Case Studies.**

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English, French, Spanish (separate editions)

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Foreword

Climate change – the defining development challenge of this century – poses a huge adaptation challenge for farmers in developing countries. In addition to meeting the challenge of adaptation, food exporters are increasingly being asked by retailers to measure the greenhouse gas emissions of their products.

As a result, many new market requirements, mainly in the form of standards on 'product carbon footprinting' (PCFs) have emerged in the last three years. These create new potential barriers, as well as new opportunities for exporters.

This trend is driven largely by retailers and several governments in developing and emerging economies. Their motivations are twofold. Firstly, there is a strong business case to identify emission "hot spots" in the supply chain and make cost savings. Secondly, these standards strengthen the corporate social responsibility profile of corporations and differentiate their products with new green selling points.

For exporters, PCF standards offer opportunities to reduce production and processing costs. However, it can also mean more work (and costs) for their businesses to comply: for example, they may need to buy data or employ carbon footprinting consultants.

For micro, small and medium-sized enterprises in particular, PCF standards pose technical and financial challenges. In response, ITC has prepared this guide for exporters to help them understand how to use PCF standards. The guide explains the background to their development, the different forms they take and six practical steps to measuring a product's carbon footprint.

Our intention for this guide to help suppliers in developing countries to reduce greenhouse gas emissions, identify cost saving opportunities and ultimately result in strengthened competitiveness in the global marketplace for agri-food products.



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Dedication

The Guide is dedicated to the memory of Gareth Edwards-Jones, Professor of Agriculture and Land-Use at Bangor University, who died in August 2011.

Professor Edwards-Jones was a leading researcher and communicator in the field of agricultural development and climate change. During 2009, he provided ITC with expert advice on providing technical support to Kenyan companies in carbon footprinting standards. This assignment and subsequent discussions with Gareth led to the idea to produce this Guide.

Sustainability Market Guides Series

This is part of a series of Sustainability Market Guides produced under ITC's Trade, Climate Change and Environment Programme (TCCEP), financed by the Government of Denmark.

The series aims to guide exporters, civil society and policymakers on trends and practical guidance about the growing market for sustainably produced goods and services.

For further information about this series and the TCCEP, please contact Alexander Kasterine at kasterine@intracen.org.

2010-2011

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6. The North American Market for Natural Products
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