



Euromonitor
International

Sustainable Labels and The Environmental Footprint of Food

December 2021

Table of Contents

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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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.