

FEDIAF FACTSHEET - PEFCRs explained

Ensuring robust substantiation & guaranteeing credible comparability of Green claims for consumers.



What is the PEF method?

The PEF (Product Environmental Footprint) method is a LCA (Life Cycle Assessment) methodology developed by experts and validated by the European Commission to quantify the environmental impacts of products. This assessment covers 16 impact categories of a product including: ecosystems, climate, natural resources, water and human health. Visit the EC website for more information. As a result, it helps identify the biggest impact areas in a product's life cycle and adapt recipes to track and improve environmental performance of products.




How does this approach benefit consumers?


This harmonised and endorsed approach will enable consumers to make proper comparisons between products, simplifying their lives and resulting in a shift towards more sustainable buying patterns. An official and recognized methodology used across industry and Europe will also enhance trust among consumers.

How did the Petfood Industry pioneer this approach?

Our sector was proud to partner with the European Commission in a pilot project to support the development of Category Rules for PEF (PEFCRs), which were endorsed in 2018. Since then, we have been committed to supporting, developing and updating this methodology in order to support the European Commission's sustainability strategy and the development of an EU harmonised legislative framework.

Why are Petfood PEFCRs so important for our Industry?

 This endorsed methodology takes into account the unique aspects of the pet food industry, such as the use of animal by-products. These ingredients are not used for human consumption but they are a great source of nutrients for the petfood industry. Independent experts and the European Commission agree that the most relevant approach for calculating the environmental impact of these ingredients is the economic allocation.

 The petfood industry has different formats and petfood PEFCR considers the calculations for the main sub categories. This supports product development in the petfood industry by helping to identify impactful areas in a product's life cycle, to adapt recipes and to track and improve the environmental performance of products.

The Petfood industry is advocating for the Green Claims directive to acknowledge the Petfood PEFCRs as the standard calculation methodology for substantiating environmental impact claims related to petfood.