Our Statement on Carbon Labelling and Environmental Claims

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OVERVIEW

As the world population approaches 9.3B by 2050, the time to adopt a sustainable food system is now. Evidence shows that adopting plant-based diets is essential if we are to continue to feed a growing population in a more nutritious and sustainable way. We also know that food accounts for 26% of global greenhouse gas emissions, with meat, animal products and dairy accounting for over half of that\(^1\). Rapid global action is needed to improve both planetary and human health and evidence suggests that adopting plant-based diets has transformative potential for both.

Society faces significant environmental challenges; the climate crisis, overuse of land, water scarcity and biodiversity loss. As a plant-based food company we have an opportunity to help combat some of these environmental challenges and drive transformation by offering people a range of delicious plant-based foods that are both better for them and the planet. Around the world people are already embracing plant-based foods, whether for health, ethical or environmental reasons.

At Upfield we think it is important to find ways to help people understand both the environmental impacts and comparative benefits of different foods. Through peer-reviewed and published research, we already know that our margarines and spreads have a 70% lower climate impact, occupy 2/3rds less land and use less than half the water when compared to the same amount of dairy butter\(^2\). We consider this to be a compelling reason for including more plant-based products in our diets.

This Statement sets our position on carbon labelling and environmental claims.

OUR POSITION

We believe that Upfield has an opportunity to inspire people to make food choices that are better for the planet. One of the ways we can do this is to enable our brands to share environmental information about our products on our packaging, through digital content and engaging marketing and communications. By doing this we can help to inform and encourage thousands of people every day to think about the food choices they make.

We have set out the following position to ensure we approach carbon labelling and environmental claims in a responsible way, so that our claims and labels are clear, accurate and fair, as well supportive of our overarching Purpose; to be better for the planet.

- Our target is to share the climate impact or carbon footprint of our plant-based products on 100 million packs including margarines, spreads and creams by the end of 2021.

- Where we make environmental claims, they will be based on life cycle assessments (LCAs) completed by external experts according to recognised industry standards.

- We will provide consumers with clear, robust, verifiable information about the most relevant and understandable environmental impacts - focusing on climate impact, land occupation and water consumption.


• By sharing the impact of our products as well as comparisons to the dairy equivalent we aim to inform consumer choice and inspire a switch to products with lower environmental impacts.

• We will always share clear explanations to support any claims we make so people can understand the basis upon which the statement or claim is being made.

• Where we make comparative environmental claims, the analysis will have been subject to a critical review, meeting recognised standards for LCAs and the public disclosure of results.

• We will consider relevant advertising and marketing standards and guidance, in order to build confidence and trust in our environmental claims.

• We will advocate at the national, regional and global level for product environmental labels that help consumers understand and compare the impacts of food products.

• In partnership with leading experts we will explore how labelling can effectively influence consumer behaviours and encourage the choice of more sustainable products.

• Through the sharing of data and best practices we will support the improvement and accuracy of public source information enabling greater collaboration and faster progress to be made.

• We will use LCAs to inform product innovation, recipe development and our own actions to reduce our own environmental footprint.

• We will use the power of our brands to inspire people to eat a more sustainable diet - eating more plants and incorporating a more diverse range of plants.

IMPLEMENTATION PLAN

We will track progress against our carbon labelling commitment and periodically publish progress against our target of 100 million pack target. Furthermore, we will share our learning to encourage others to adopt successful practices that enable more sustainable food choices.