

*PEFCR for Red Meat
- development of benchmarks and
product specific communication testing*

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The purpose of the PEFCR and pilots is to ensure a unified and standardized way of performing the LCA calculations. This makes it possible to compare products within the same product category and within the same species.

The purpose is to give the consumer a choice based on a transparent and credible foundation and the same time avoid the risk of greenwashing.

And being a driver towards a greener and more sustainable industry.

Poor performing companies should not be able to hide behind the rock called secondary data.

Secondary data can hide the fact that you are not performing well. You can be very little green and still look good. You can in fact be greenwashing by using legal data, They just don't tell anything about you.

Therefore, a high level of primary data will benefit those that are willing to build a more sustainable society.

Benchmarking requires good primary data

Every industry uses benchmarks. Where are you compared to the best in your business?

Environmental benchmarks will be a driver for a sustainable future

And they will give the best in the business a competitive advantage

Primary data and audit as tools against greenwashing

All PEFCR's should provide guidance related to how a proper auditing of the data can be made.

Trust is good but audit is always needed

A driver for a better environmental footprint

By having a high standard of data quality the PEFCR for Red Meat will serve as a driver for a better environmental footprint for the industry and a way forward to a better use of finite resources.