



DANISH CROWN





PEF of Milk and Meat

Nordic Workshop 22-23/8-2016

PEF work on Red Meat - Pork

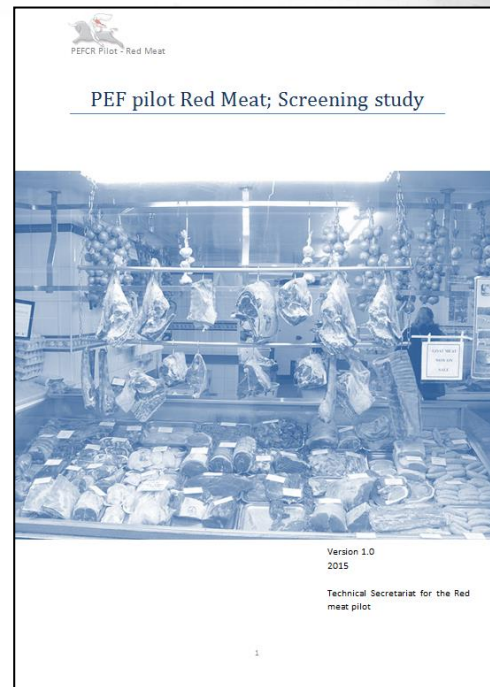
SENIOR SUSTAINABILITY MGR. CHARLOTTE THY

DANISH CROWN



PEF Red Meat

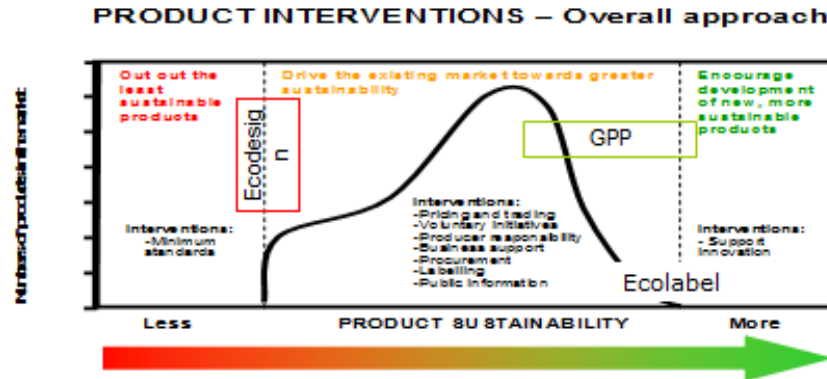
- The Red Meat PEFCR started up 09/2014
- Participants: DK, IR, UK, NL, F, NZ, AU
 - + Danish Crown (pork), Dawn Meat (beef), Dunbia (lamb) and Van Drie (veal)
- Basis
 - no tradition for corporation between meat companies on environment
 - no PCR or other guidelines relevant to the PEF project
 - in all respects we started on "blank paper"



The inner market and the PEF pilots

- A) Soft regulation, market driven – voluntary environmental labelling of consumer products
- B) Hard regulation, the Commission is going to set minimum requirements for environmental performance of products using the logic of the eco-design directive

Product policies TODAY



ENVIRONMENTAL IMPACT

Compared to similar products, this product is:

BETTER **AVERAGE** WORSE

This rating has been verified by independent experts and is based on this product's contribution to:

- Global warming
- Air pollution
- Water pollution

www.eco-impact.eu

What are our interests?

Danish Crown is of the opinion the PEFCR must

- be fair and transparent
- be in line with (practical) reality
- reflect the way the meat sector think is the right way to assess the env. impact of our category
- drive sustainability in the value chain – improvements must be achievable as well as measurable
- compare similar products (chops with chops, milk with milk etc)



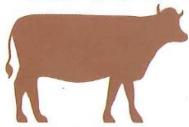
Facts instead of feelings!



arpège

ÉMISSIONS DE GAZ À EFFET DE SERRE POUR 1KG D'ALIMENT (en g équivalent CO₂/kg*)

26 798



BŒUF

3 827



POISSON

2 797



VOLAILLE

1 220



LAIT

680



PÂTES

450



FRUITS

LE SAVIEZ-VOUS ?

Tous les aliments qui composent nos repas au quotidien n'ont pas le même impact sur l'environnement. Leur production est plus ou moins émettrice de gaz à effet de serre.

*Cela correspond au volume de gaz à effet de serre émis pour la production d'un kg de produit. Pour chaque produit, le Tableur Bilan Carbone[®] définit un facteur d'émissions.

COMPARATIF AVEC LA CONSOMMATION EN CARBURANT D'UNE VOITURE

27 000



100 KM DE VOITURE



DANISH CROWN

The meat pilot

- > Difficulties – EU commission wanted us to solve the "cow problem" before we had started
- > Consequence was we had to start up the PEFCR on the basis of "wrong" decisions
- > NACE codes and functional unit does not go together
- > FU: 100 g meat presented in consumer packaging
- > (does not take into account all the edible co-products)



Challenge 1: Allocation "key"

- CMWG ⇒ economic allocation in the slaughterhouse
 - biophysical allocation
- Tested in the supporting studies
- Prices for meat are determined by more factors
 - Home market vs. world market
 - Brand vs. bulk
 - Quality + food safety + shelf life
 - Ability to deliver to time and in adequate amounts
- Prices fluctuate
 - not possible to create average prices
 - will differ from company to company depending on its market situation



The same parts can be used for different purposes

Kilde: Landbrug & Fødevarer

KEND DIN GRIS

DANISH CROWN

HOVED

2015 HÅVT HØVED / HALF HEAD

2015 Kæbeklump / Cheek muscle

SVINEMØRBRAD

1905 Svinemørbrad m/ bilmørbrad / Tenderloin/ Fillet

1906 Mørbrad u/ bilmørbrad / Tenderloin/ Fillet

FORENDE

NAKKE

1427 Nakkekam / Rind on Collar

1937 Nakkefilet / Collar

1938 Nakkekotelet / Collar chop

BOV

1939 Bov / Shoulder

1939 Rullesteg / Rolled belly joint

1939 Bovstæk / Shoulder steak

1939 Bovblad / Shoulder blade

SVINEKAM

1602 Karm m/ svær, m/ ben / Bone in, rind on pork loin

1729 Karm m/ svær u/ ben / Rind on loin

1725 Karm u/ svær, u/ ben / Pork loin

MIDTERSTYKKE

1919 Skåret af 1919 Stegestykke / Belly roast

1919 Skåret af 1919 Helt revelsben / Belly roast

1919 Kotelet / Pork chop/steak

1919 Medalljon / Pork chop/steak

1919 Sauté skive / Pork chop/steak

1919 Revelsben / Spare ribs

1919 Stegestykke i skiver / Sliced belly

1919 Bacon / Bacon

SVINEBRYST STEGESTYKKE

1919 Skåret af 1919 Kogestykke / Belly roast

1919 Skåret af 1919 Ribbensteg / Belly roast

1919 Slag / Belly flanks

1919 Rullepølse/rullesteg / Rolled belly joint

SVINEBRYST SLAG

1919 Ribstæk / Sliced belly

1919 Kogestykke i skiver / Sliced belly

1919 Bacon / Bacon

SKINKE

INDERLÅR

1019 Inderlår / Topside

1019 Skinkenitzel / Pork schnitzel

YDERLÅR

1019 Skinkesteg / Leg joint

1019 Skinkedlette / Silverside

KLUMP

1201 Klump / Thick flank

1201 Røget skinke / Smoked ham

1201 Skinkemignon / Salmon muscle

HAKKET KØD MINCED MEAT

1201 3-6% Fedt

1301 16-18% Fedt

1301 8-12% Fedt

Hakket kød kommer typisk fra bov og skinkekulump (1261).

BEN OG SKÅNK

2201 Nøgleben / Aitchbone

2204 Ben / Foreend bones

2015 Skank / Bone in shank

1501 Ribben / Loin ribs

INDMAD

241 Hjerne / Heart

240 Lever / Liver

241 Tunge / Tongue

241 Nyre / Kidney

Lever i skiver

241 Julepølse / Svinerret / Net fat

TERN OG STRIMLER

241 Tern / Diced pork

Strimler / Strips

Tern og strimler skæres af skinke, bov og nakke. Voksstrimler skæres af indelår.



Solution: mass allocation based on matrix with raw materials vs. sold for which purpose

Output of animal parts	Mass proportion of carcass	Human Consumption	Hides and Skins	Animal Feed	Pharma	Rendering	Biogas	Waste
1.Muscle meat	50 %	50%						
2.Bones	15 %	10%				5%		
3.Lard, Fat, Rind, Hides and Skins	7%	1%	2%	1%		3%		
4.Blood	4%				2%			2%
5.Co-products	20%	10%		10%				
6.Casings	2%	1%						1%
7.Waste	2%						2%	
Total output	100%	72%	2%	11%	2%	8%	2%	3%
Mass losses due to evaporation or use as energy source at the plant	3%							



Challenge 2: Primary data

All meat in the EU will have same EF if generic data is used!!

