

Dear friends and allies,

You have all done so much to drive the agenda for environmental labelling of food and drink. For that, I want to say thank you.

You will have seen today the joint letters sent to the European Commission and UK Government setting out the key principles for a future, optimum and harmonised environmental labelling scheme.

They are signed by Europe's leading food and environmental experts, representatives of major NGOs, politicians from several countries, political parties and relevant parliamentary committees - and supported by leading figures in the international food and drink industry.

Foundation Earth agrees with this coalition of expert figures on the key principles they set out - and we are pleased to sign the letter.

An optimum environmental labelling scheme for food and drink should:

- be governed by an independent organisation,
- be harmonised across the continent of Europe,
- build upon the European Union's Product Environmental Footprint,
- be based upon the foundations of life cycle assessment,
- use as much primary data as possible,
- allow products to be compared based upon credible and robust product-specific data.

Today's intervention demonstrates a growing consensus of opinion behind these principles - and is just the latest significant sign of support behind a mission which you have helped drive in the last couple of years.

Your work has been exemplary - and together we stand close to delivering real and substantial change for the better that will build a more sustainable food and drink industry and help tackle the climate crisis.

But, while there continues to be challenges in reaching this final destination, only one major risk lies in our path. It is the very real threat of continued proliferation.

The deployment of multiple schemes, several different label designs and various contrasting methods risks undoing all of your good work. If we fail to come together, we run the real risk of grabbing defeat from the jaws of victory. We will confuse consumers, add costs to producers and retailers and fail to seize the potential of multiplying our efforts and combining our expertise.



Most of all, we risk losing the trust and goodwill of the citizens for whose engagement and understanding our mission depends.

I am therefore delighted to invite you all to an environmental labelling summit, to be independently chaired by the Chief Executive of EIT Food, Andy Zynga, in September 2022. The summit will be hosted over a day in Brussels at a date to be confirmed.

This is our opportunity to put commercial pressure and national politics to one side and instead explore whether it is possible to collaborate and come together to deliver the change we all want to see.

It is within our grasp to do something extraordinary.

Future generations will not forgive us if we squander this chance.

Yours sincerely

Cliona Howie

Chief Executive, Foundation Earth

*Note: Given the significant interest in this matter, we will be making this letter public.*