



FOR IMMEDIATE RELEASE

12 March 2024

Have your say in the development of the Product Environmental Footprint Category Rules for Fresh Produce!

The Technical Secretariat (TS) of the **FreshProducePEFCR**, which is developing technical rules for calculating the environmental footprint of fruits and vegetables as part of **Freshfel's Environmental Footprint Initiative**, is organizing an open webinar to mark the launch of the project's 1st Public Consultation.

The developers of the PEFCR will open the 1st Open Public Consultation by 2 April 2024. During this Public Consultation, the sector's feedback is very valuable. To encourage the submission of responses to the consultation, we are organizing an open webinar on **Tuesday, 26 March 2024**.

Webinar: 26 March 2024 | 15:30-16:30 (CET) | FreshProducePEFCR: calculating the environmental footprint of fresh fruits and vegetables

Please register for this webinar at <https://form.jotform.com/240651767279366>. A link to the **Zoom** meeting will be sent ahead of the event.

Agenda

1. Why develop PEFCR for fresh fruits and vegetables? (Gil Kaufman, Freshfel Europe)
2. How are we developing PEFCR? (Nikki Hulzebos, Dutch Fresh Produce Centre)
3. Public consultation: what to expect and what is expected? (Jeroen Weststrate, Wageningen Research)
4. Representative products and FreshProducePEF – category rules (Jeroen Weststrate, Wageningen Research)
5. Q&A session with TS representatives.

The language of the webinar is **English**. We are looking forward to welcoming you to our webinar.

Freshfel Europe members participating in the Freshfel Environmental Footprint Initiative include Ailimpo, ANPP, Apeel Sciences, Assomela, Bama Gruppen, Bayer AG, BVEO, COLEAD, Dole plc, Greenyard, Fresh Produce Centre, IG International, Interfel and VBT. Freshfel Europe itself is acting as the sector representative within the Initiative, with support and cooperation from the European Sprouted Seeds Association (ESSA) and Growing Media Europe.

More information about the activities of the Freshfel Environmental Footprint Initiative is available [here](#).

For any questions regarding Freshfel's Environmental Footprint Initiative, please contact Gil Kaufman at g.kaufman@freshfel.org.

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Freshfel Europe members participating in the Freshfel Environmental Footprint Initiative:



ENDS

Note to the Editors:

Freshfel Europe is the European Fresh Produce Association, representing the interests of the fresh fruit and vegetables supply chain in Europe and beyond. Freshfel Europe currently has over 200 members, including both companies and associations. For more information, please contact info@freshfel.org.