Subject: Your letter on the PEF methodology for agri-food products, green claims of 21 November 2022

Dear [Name],

Thank you for your letter from 21 November 2022 sharing your views on the upcoming initiative to substantiate green claims, addressed to Executive Vice-President Timmermans and to Commissioners Virginijus Sinkevičius and Thierry Breton. The Commission appreciates your support to the objectives of fighting greenwashing in the food sector and avoiding misleading claims on environmental aspects of agri-food products.

Since agri-food products are covered by the Unfair Commercial Practices Directive, including its most recent amendment by the initiative on Empowering Consumers in the Green Transition adopted in March 2020, it is important to provide clarity and legal certainty to operators that choose to make environmental claims on such products.

The green claims initiative intends to do so by setting clear minimum requirements on their substantiation. Therefore, any exemptions from the scope of the products covered by the initiative, such as excluding agri-food products, should be approached with the greatest caution, in particular in the absence of appropriate justification.

At the same time, it should be noted that the rules on substantiating green claims would be without prejudice to other EU rules on environmental sustainability, such as the existing Ecolabel and Organic Label, or the forthcoming EU sustainable food system framework.

We thank you for your continuous contribution to finding the most optimal solutions in this important area.

Yours faithfully,