

### Partnership with Pomona TerreAzur

#### Prim'land forerunner in "environmental labelling"

Research from Grenelle de l'Environnement consists of consumer information on the environmental impacts of products. Its aim is to give consumers the power to act, enabling them to integrate the environmental quality criteria in their purchasing choices while encouraging businesses to improve their products.

In this context a national trial project was launched, involving a variety of market segments: about 160 participating companies (in subgroups according to their sector). Among them, in partnership with Pomona TerreAzur, Prim'Land contributed their expertise on the product kiwi.



Environmental indicators were chosen, taking into account the life-cycle of products and their main effects and a multi-criteria approach to resource depletion, pollution of air, water or soil.

For the subgroup "food" where the kiwi can be found, three criteria were used: climate change, impact on water (water consumption) and bio-diversity. For each product, the main scenarios were modelled taking into account the origin, transport and production methods.



#### PERFORMANCE ÉCOLOGIQUE DES KIWIS :

(origine France et Italie pour 100 g de produit)



##### Changement climatique

0,082 Kg CO<sup>2</sup>,  
soit 32 sec. de conduite en ville<sup>(1)</sup>



##### Eau

5,1 L d'eau,  
soit 12 sec. sous la douche<sup>(2)</sup>



##### Biodiversité

0,112 m<sup>2</sup> de zone urbaine,  
soit la surface de 2 feuilles A4

In partnership with Pomona TerreAzur, Prim'Land can deliver the first results of its study to the kiwi:

- Climate Change: 0.082 kg of Co<sup>2</sup> (32 sec of driving in the city).
- Impacts on water: 5.1 litres (12 sec in the shower).
- Biodiversity: 0.112 m<sup>2</sup> of urban areas (two A4 sheets).

The average is between 50 and 100g Co<sup>2</sup> per 100g of products (excluding products in heated greenhouses, which is 400g Co<sup>2</sup>), 12 litres of water.

For more information, please visit: [www.primland.fr](http://www.primland.fr)

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