



OmniAction

Why We Need A North Star Framework in Food Systems



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My perspective from environmental impact calculations for food companies



Why We Need A North Star Framework



1. Food affects so much of our world and society – nothing new there.
2. There is currently a **proliferation of approaches** for accounting for the impacts of food products – companies can say nearly whatever they want.
3. In the absence of robust legislation, there is a **race to the bottom** when it comes to environmental impact accounting. **It is easier to do it badly, therefore what can we expect?**
4. The wrong people currently have the decision making power when it comes to impacts on food – **companies and consultants are not incentivised to provide transparent, honest information.**



Real Life Comparative Examples

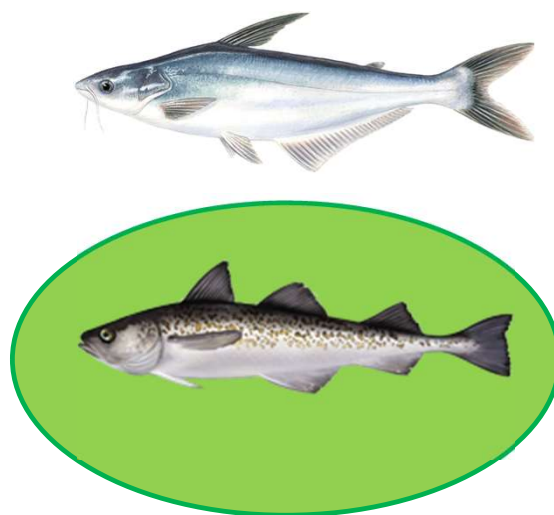
I want to give two examples here in my own personal work where having a North Star Framework would make a real difference.

1. Basa and Alaskan Pollock.

COMPANY CHOOSES POLLOCK

Without a North Star Framework for food impacts, it is hard to make the case for holistic assessments.

Companies will continue to choose the metrics that make their decisions look good.



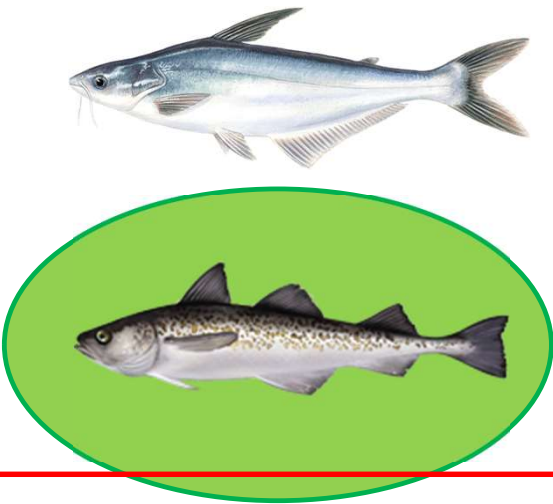
Carbon Footprint (kg CO ₂ e per kg)	Land Use (m ² per kg)	Water Use (litres per kg)
10.34	5.83	2,949
2.25	0.78	7



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1. Basa and Alaskan Pollock .



Carbon Footprint (kg CO2e per kg)	Land Use (m ² per kg)	Water Use (litres per kg)	Stock Level
10.34	5.83	2,949	Farmed
2.25	0.78	7	CRITICAL



Real Life Comparative Examples

ITEM ONE

Carbon Footprint (kg CO2e per kg)	3.2
Land Use (m ² per kg)	2.04
Sugar Content Per 100g	100g
Reports of Illegal Land Occupation	Yes
Reports of Child Labour in Production/Supply Chains	Yes

ITEM TWO

Carbon Footprint (kg CO2e per kg)	1.5
Land Use (m ² per kg)	2.41
Sugar Content Per 100g	4.5g
Reports of Illegal Land Occupation	N/A
Reports of Child Labour in Production/Supply Chains	N/A



Real Life Comparative Examples

ITEM ONE

Carbon Footprint (kg CO2e per kg)	3.2
Land Use (m ² per kg)	2.04
Sugar Content Per 100g	100g
Reports of Illegal Land Occupation	Yes
Reports of Child Labour in Production/Supply Chains	Yes

SUGAR



ITEM TWO

Carbon Footprint (kg CO2e per kg)	1.5
Land Use (m ² per kg)	2.41
Sugar Content Per 100g	4.5g
Reports of Illegal Land Occupation	N/A
Reports of Child Labour in Production/Supply Chains	N/A

STRAWBERRY



The State of Data and What Better Data Looks Like

Current Data Approaches = Race to the Bottom

- It makes no sense to allow self-selection of metrics when it comes to food impacts.

Harness the Moment!

- There is a huge amount of improvement that has been made around data and data collection – WRAP, WWF, Oxford etc.
- In this world of improving data and interest around environment, social and governance factors in sustainability – let's harness the momentum to create a north star framework that guides into all the work getting started around the world on measurement and reporting.

