

To be or not to be sustainable

All you need to know about labels while shopping

Ever wondered whether **labels** can make a big difference in saving the planet? From "Fair Trade" to "Organic," they help us **shop smarter and support businesses** that care about the environment.



5 tips for sustainable label reading

1 Look for **eco-labels** as they often indicate **sustainable production** and a dedication to **transparency** and **ethics**. However, watch out for **greenwashing**, as some companies use these labels mainly for **marketing** purposes.

2 Labels offer crucial information for **safely using, processing, or storing products**, preventing contamination with pathogens or chemicals.



3 Buy locally grown food to support **local farmers** and ensure **fresher, tastier** products, and choose **seasonal** items. These actions also help reduce the carbon footprint associated with **refrigeration** and **transportation**.

4 **Compare product labels** to choose those from companies prioritizing environmental and social responsibility.

5 Short on time to compare? Use apps to **scan labels** for bio-based or biodegradable products, including those certified by the EU.

Logos you need to know



EU Organic Logo

An **European standard** for consumers and farmers verifies that products are made of at least **95% organic ingredients**. This means production excludes synthetic pesticides or fertilizers, GMOs, or irradiation.



Food Alliance Certified:

Certifies sustainable and ethical **agricultural practices**, including environmental **stewardship**, animal **welfare**, and fair **labour**.



Blue Angel

This label **verifies** that a product has been produced using **sustainable materials** and **processes**, effectively reducing its impact on the environment.



Marine Stewardship Council:

Certifies sustainable **fishing practices**, ensuring **seafood** comes from well-managed fisheries.



Forest Stewardship Council (FSC)

FSC labels guarantee **sustainable forest management, fair labor, and wildlife protection**.



Rainforest Alliance Certified:

Verifies that products have been **sourced** sustainably, promoting environmental **conservation**, social **responsibility**, and economic **viability**.



Fairtrade Mark

Ensures fair **prices**, decent **working conditions**, and sustainable **livelihoods** for farmers and workers in **developing** countries.



Nordic 'Swan' Ecolabel:

It promotes **resource** efficiency, reduces **climate impact**, a non-toxic **circular economy**, and encourages **biodiversity** conservation.