

Can sustainability be bought ?

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Tracking and tracing



Producer → Processor → Wholesale → Retail

Tracking and tracing

Division of products throughout the distribution system

X kg products
with certificate



X kg products
with certificate



X kg products
with certificate



X kg products
with certificate

Y kg products
without certif.



Y kg products
without certifi.



Y kg products
without certifi.

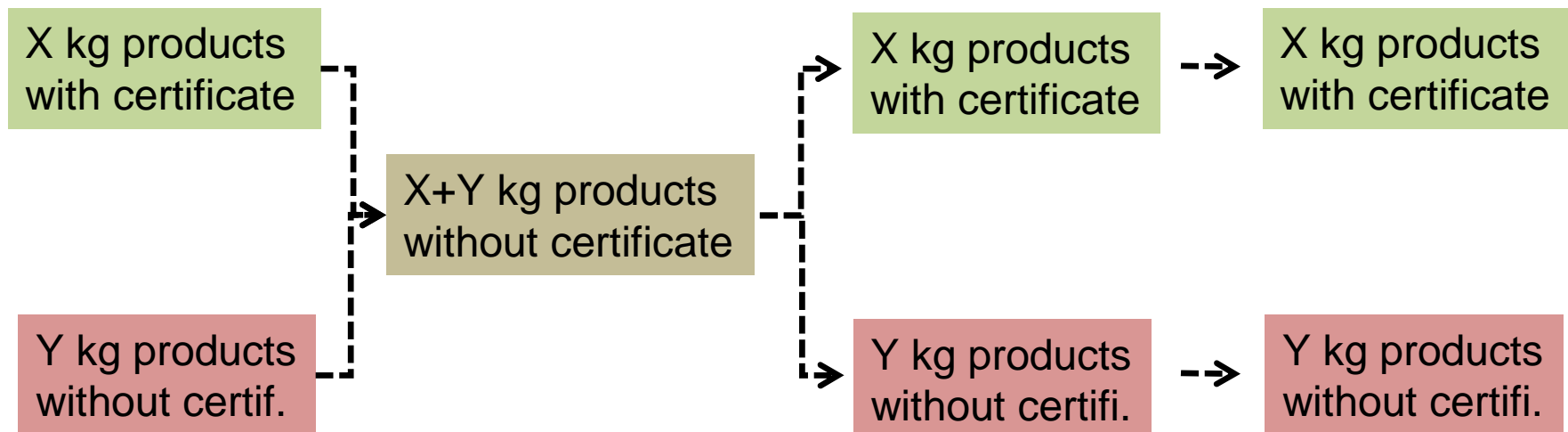


Y kg products
without certifi.

Producer → Processor → Wholesale → Retail

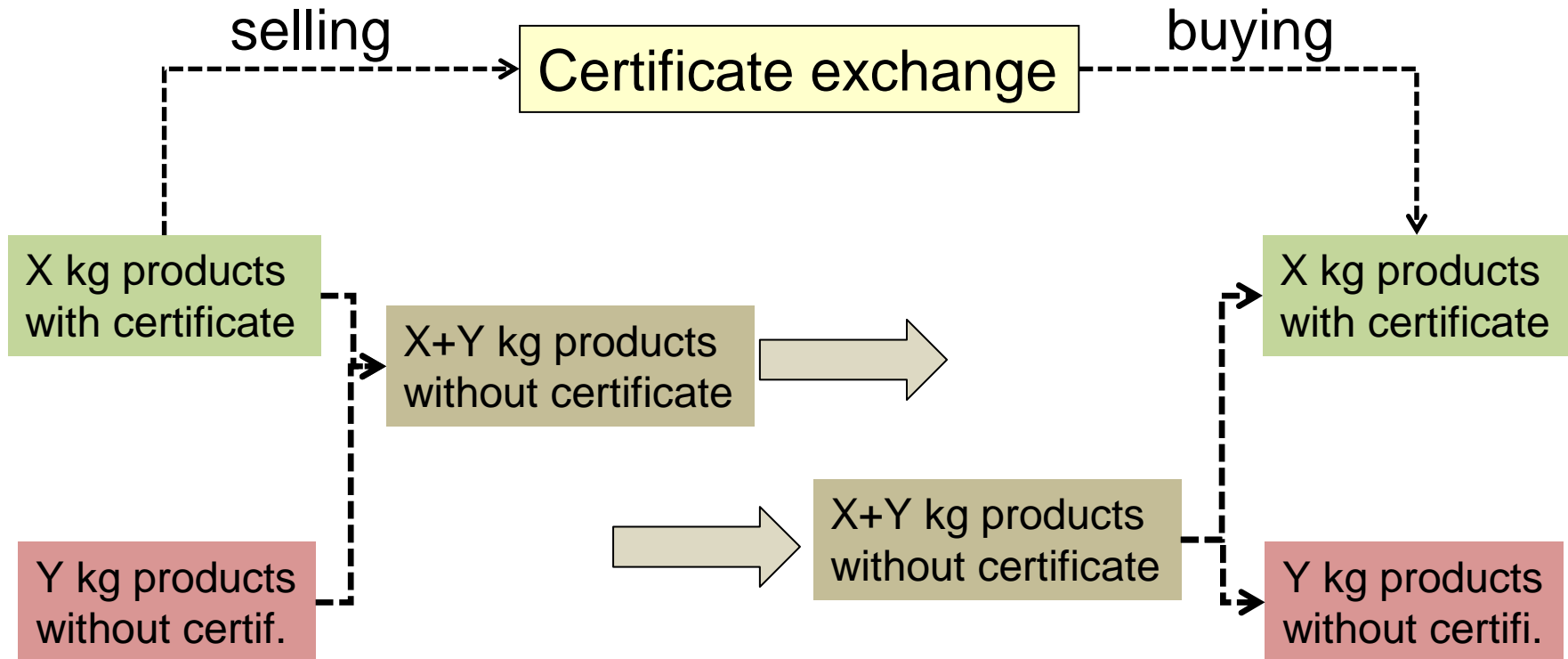
„Mass balance“

Division of products according to
Information on bill or delivery documents



Producer → Processor → Wholesale → Retail

Book and Claim



Producer → Processor → Wholesale → Retail

Tracking and tracing

- Chains where complete separation is of importance (GMOs etc.)
- Difficult to implement
- Suitable for issues with direct product (batch) linkage

Mass balance

- Products that cannot easily be separated during processing (commodities)
- Final separation directly related to initial partitions
- Very easy to implement
- Suitable for issues like protection of environments (e.g. tropical forests) with location but not specific product relevance

Book and claim

- Complete separation between production and retail
- Final product without link to products with certification
- Suitable for issues without product or location relevance (e.g. climatic change)
- Moderate easy to implement, **flexible**

Summary

Linkage of retail product to ...	Tracking/ tracing	Mass balance	Book and claim	Fexibility
Own supply product	X			Low
Own supply deliveries	X	X		Medium
Other chains' activities	X	X	X	High
X fitting; 0 suitable				