



Carrefour is the first retailer to display the Eco-score for its customers on Carrefour.fr

After the Nutri-Score and the Innit personalized score, Carrefour.fr is testing the environmental labelling by displaying the Eco-score on all food products sold under national and private labels. The environmental rating will be visible from mid-June on Carrefour.fr.

The Eco-score, a score created by an independent group

The [Eco-score](#) methodology has been designed by a group of independent players in the field of consumer product information (e.g. Yuka, Open Food Facts, Eco2 initiative, etc). It is freely available to the public and has been used by Carrefour without modification.

The score measures the environmental impact of food products by analyzing their life cycle. The methodology is based on the list of 15 indicators in the Agribalyse database established by the [ADEME](#). This list is then completed by a bonus/malus system taking into account other complementary criteria (e.g., organic or not, geographical origin, transport, packaging, etc.). The score rates all food products from A to E for the Carrefour brand and national brands.

A benchmark for customers' purchases

This indicator becomes a help for our customers in choosing the categories of products they consume on a daily basis. This awareness-raising approach allows everyone to choose products that have a lesser impact on the environment: products from France, in bulk or with recyclable packaging, labelled products (organic, Label Rouge), products that limit overfishing, deforestation, etc.

For example, a Carrefour wholemeal bread, made from French wheat flour with a single partially recyclable packaging, obtains a score of 88/100 and is classified A. On the other hand, the ham, made from European pork, with 2 packages, gets an E grade.

The image shows two examples of products with their respective Eco-scores and environmental indicators. On the left, a loaf of Carrefour 'Classé' Extra Moelleux wholemeal bread is shown. It has an 'A' Eco-score. The indicators are: 'Farine de Blé complète' (checked), '1 emballage' (checked), and 'Partiellement recyclable' (crossed). On the right, a package of Carrefour Chiffonnade de Jambon Sec is shown. It has an 'E' Eco-score. The indicators are: 'Porc UE' (crossed), '2 emballages' (crossed), and 'Partiellement recyclable' (crossed).

An experiment whose conclusions will be made public in the fall

This experiment will allow Carrefour to analyze customer feedback and their expectations to highlight potential improvements in the calculation methodology. Carrefour hopes that other brands will join this movement by also displaying the Eco-score on their products. In October, we will propose to make public the results of this experiment.

Press contact:

presse_france@carrefour.com / +33 (0)1 58 47 88 80

About Carrefour France

Carrefour has over 5200 stores in France operating in four formats (hypermarket, supermarket, convenience and cash & carry). For over sixty years, Carrefour has been a partner in the daily lives of millions of customers, offering them a wide range of products and services at the lowest prices. So as to keep pace with new consumer modes and make shopping easier for its customers, Carrefour has developed a number of omni-channel solutions (e-commerce, Drive, Click and Collect, express delivery and mobile applications). Carrefour employs 105,000 people and welcomes more than 3 million customers every day throughout the country.

For more information, visit: www.carrefour.com (press page), www.carrefour.fr or to follow us on Twitter: @CarrefourFrance, @GroupeCarrefour