



**Farmers' efforts to reduce environmental burden are evaluated and communicated to distributors, retailers and consumers through the labelling.**



## Climate : GHG emissions reduction

- Chemical pesticides & fertilizers reduction
- Compost or biochar application
- Extension of mid-season drainage (for rice)

- reflects “**avoided emission rates**” compared to average cultivation **in the region**.
- is intended for rice, vegetables, fruits and tea (24 crops). Livestock products are to be added.

★ ★ ★ : avoided emission rate  $\geq 20\%$

★★: avoided emission rate  $\geq 10\%$

★: avoided emission rate  $\geq 5\%$

## Biodiversity conservation

Farming practice (ex.)	Score (pts)
Chemical pesticides & fertilizers reduction	1 ~ 2
Winter flooding in paddy fields	1
Field margin vegetation management (herbicide-free)	1

- reflects **the total score of farming practices.**
- is intended for rice.

★ ★ ★ : 3 points or more

★ ★ : 2 points

★ : 1 point

**This labelling can be found in retail stores, flyers, etc.**



**This labelling scheme promotes consumers' understanding, behavioral changes and farmers' actions for environmental burden reduction.**

MAFF

Ministry of Agriculture, Forestry and Fisheries