Global Metrics for Sustainable Feed

January 27, 2022

Subject: GFLI Branded data pilot application

Dear Madam, Sir,

The GFLI Secretariat is reaching out to inform you about the GFLI branded data pilot. We would like to provide you some details about the GFLI branded data pilot, which is about to start soon. No branded data sets are part of the GFLI database yet. Branded data is part of the current GFLI methodology although the details and the criteria have been drawn up as a draft by GFLI's technical experts over the past months for the purpose of running the pilot project. Now it's time to bring this into practice! As branded data is not currently widely available or accepted into existing life cycle datasets, a pilot phase will be initiated by GFLI. Data of different types of feed ingredients will undergo a detailed check on the criteria. After the pilot phase there is a possibility the draft criteria will be altered or GFLI decides not to proceed with publishing branded data in the GFLI database. While we are hopeful GFLI can create a robust process and standardized approach for branded data, please realize that branded data must be of a very high quality in order to avoid unfair marketing claims that could develop between datasets.

Definition of branded data
Branded data is defined as LCI/A data for a feed ingredient marketed under a certain brand and owned by a company or other entity. The basic principle for branded data is using **as much primary data as possible**, which is needed for deriving meaningful results. Primary data is that data which is directly associated with the cultivation, processing and/or production of a given ingredient. With branded data a data user can compare the impact of an average product with the impact of a specific brand.

Process:
The branded data pilot process is displayed on the attached flow chart.
To provide insight in the amount of primary data or secondary (improved) data used, there should be some exchange of information between the data in provider and the GFLI technical management coordinator. An example of this information is the process flow, i.e. what processing steps are included. The GFLI technical management coordinator must have complete transparency on the collected data. Possible discussion points will be discussed in the GFLI Technical Management Committee (TMC). However, the TMC will only see redacted datasets so that confidential values are not disclosed beyond the Secretariat, according to terms established in the GFLI Branded Data Agreement (shared with you once you've applied). If you are not submitting data you will still be able to give feedback on the draft branded data methodology. Please contact the GFLI secretariat if you are interested in providing GFLI feedback on the branded data methodology.

Disclaimers:
- No guarantee the data sets will be added to the GFLI database
- No guarantee branded data will be part of the GFLI scope; this is a pilot phase with the goal to investigate if branded data could be added to the GFLI scope successfully. If GFLI determines it cannot accept branded data or certain categories of branded data at this time, the situation could change in the future.
- There is a possibility the draft branded data methodology will change after the pilot phase has finalized.
- The costs of data collection, external review and GFLI database implementation are at the expense of the data-in provider. If the GFLI branded data criteria will change after the pilot phase and the data-in provider decides to proceed with the transition phase (see attached flow chart) it is possible the data-in provider makes additional costs for collecting additional data.

Timeframes:
- o Application: GFLI will not accept any more applications after March 6, 2022
- o Submitting data: All data must be submitted to the GFLI Secretariat by August 31, 2022.

Application:
If you are interested in submitting GFLI branded data and would like to apply for the pilot phase, please let us know by sending an email to GFLI@agribusiness-service.nl.
After receiving your application, we will contact you to further discuss the process. The GFLI branded data pilot methodology will be shared with you after receiving your application.

Kind regards,

GFLI Secretariat

Attachment:
- **20220127 GFLI branded data pilot process (flow chart)**

Branded data pilot process

Data submitted	Start of pilot phase	End of pilot phase	Transition period

Data submitted → GFLI pilot phase

Fully meets **current** criteria → External review & publish data on GFLI website

Meets the **current** criteria partially

Data in provider updates data to meet **current** criteria (quick fix) → External review & publish data on GFLI website

Data in provider awaits **Final** criteria

Criteria have changed, data does meet the **final** criteria → External review & publish data on GFLI website

Criteria have **not** changed, data does still not meet criteria → Improve data to meet **final** criteria?

Criteria have changed, data does still **not** meet criteria → Improve data to meet **final** criteria?

Improve data to meet **final** criteria?
- YES → External review & publish data on GFLI website
- NO → Not published in GFLI database