

The Farm to Fork Strategy

**For a fair, healthy and
environmentally-friendly
food system**

European Green Deal - *von der Leyen Commission*

*Policy Dialogues
EU – Mercosur and Chile
on sustainable agriculture and food systems*

16 and 17 May 2022

European Union



Establish a sustainable food system that:



- **has neutral or positive environmental impact** of food production:
 - preserving and restoring the land and sea-based resources;
 - mitigate climate change and adapt to its impact;
 - reversing the loss of biodiversity;



- **ensures food security and public health:**
 - Access for everyone to sufficient, nutritious, sustainable food;
 - high standards of safety and quality, plant health, animal health and welfare



- **preserves the affordability of food**, while (a.o.):
 - generating fairer economic returns & fostering the competitiveness sector
 - promoting fair trade
 - safeguarding occupational health and safety
 - ensuring integrity of the single market



Food security and food safety are cornerstones of our food system, and will never be compromised



Why sustainable Food Systems?

- Because Food Systems are globally responsible for around **21-37% of total greenhouse gas (GHG) emissions**.
- Because, we are confronted to overwhelming paradoxes in the food systems:
*While, in the EU, 33 million people cannot afford a quality meal every second day,
20% of the food produced is wasted,
half of the adult population is overweight and obesity is rising.*
- Because the COVID-19 pandemic has stressed the importance of robust and resilient food systems.
- Because we are committed to achieve the United Nations' Sustainable Development Goals.



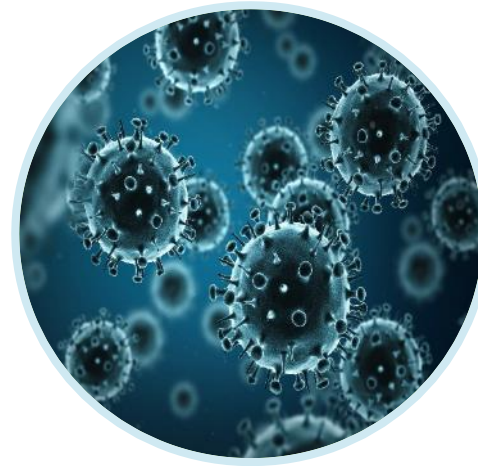
2030 Targets for sustainable food production



Reduce by 50% the overall use and risk of **chemical pesticides** and reduce use by 50% of more hazardous **pesticides**



Reduce **nutrient losses** by at least 50% while ensuring no deterioration in soil fertility; this will reduce use of **fertilisers** by at least 20 %



Reduce sales of **antimicrobials** for farmed animals and in aquaculture by 50%



Achieve at least 25% of the EU's agricultural land under **organic farming** and a significant increase in **organic aquaculture**



Actions to ensure sustainable food production

Proposal for a revision of the existing **animal welfare** legislation, including on transport and slaughter (2023)

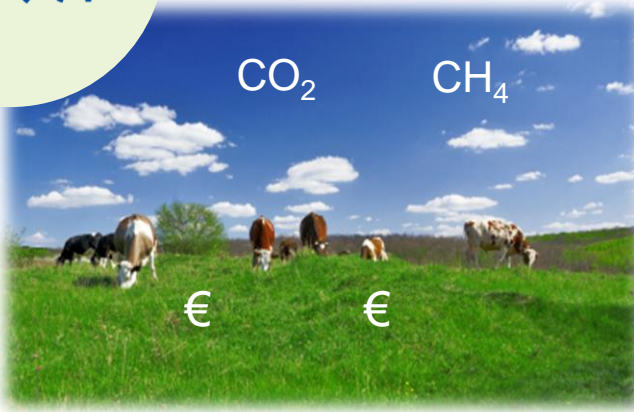


Proposal for a revision of the **feed additives** Regulation to reduce the environmental impact of livestock farming (2021)



Legislative initiatives to enhance **cooperation of primary producers** (support position in food chain) (2021-22)

Clarification of the scope of **competition rules** with regard to sustainability in collective actions (2022)



Proposal for a **Farm Sustainability Data Network** (data and advice on sustainable farming practices) (2022)



Actions for sustainable fisheries and aquaculture

Reinforce efforts to bring fish stocks to sustainable levels via the **Common Fisheries Policy**; strengthen fisheries management in Mediterranean



Intensify **fight against fraud** through an enhanced traceability system

Next **Maritime and Fisheries Fund** will spend more than EUR 1 billion to support **sustainable seafood farming**



Adopt **EU Strategy on Algae**

Adopt **EU Guidelines on Aquaculture**: pathways for Member States' national aquaculture development plans



Actions to stimulate sustainable practices by food industry and retail, hospitality and food service

Initiative to improve the **corporate governance framework** (integrate sustainability into corporate strategies) (2021)

Develop an EU code and monitoring framework for **responsible business and marketing conduct** in the food supply chain (2021)

Stimulate **reformulation** of processed food, including setting of **maximum levels for certain nutrients** (2021)



Set **nutrient profiles** to restrict promotion of food high in salt, sugar or fat (2022)

Proposal revision EU legislation on **Food Contact Materials** (food safety, environmental footprint) (2022)

Revision **EU marketing standards** for agricultural, fishery and aquaculture products (ensure uptake and supply of sustainable products) (2021-22)

Enhance coordination to tackle **Food Fraud** (2021-2022)



Actions to promote shift towards healthy, sustainable diets

Determine the best modalities for setting **minimum mandatory criteria for sustainable food procurement** (2021)

Review of the **EU school scheme** legal framework: refocus on healthy and sustainable food (2023)

Review of the **EU promotion programme** for agricultural and food products (aimed at sustainable production and consumption) (2020)

Proposal VAT rates (currently being discussed in Council): could allow to make more targeted use of rates (e.g. to support organic fruit and vegetables).



Proposal for a harmonised **mandatory front-of-pack nutrition labelling** to enable consumers to make health conscious food choices (2022)

Proposal to require **origin indication** for certain products. (2022)

Proposal for a **sustainable food labelling framework** to empower consumers to make sustainable food choices (2024)

Nutrition - health		Environment	Social
Nutrition Declaration	Per 100 g		
Energy	kJ/kcal		
Fat	g		
of which saturates	g		
Carbohydrate	g		
of which sugars	g		
Protein	g		
Salt	g		

GLOBAL ACTION

The 2021 UN Food Systems Summit: recognises the need for global action to transform food systems into sustainable food systems, so as to reach the Sustainable Development Goals.

The F2F Strategy is a European Strategy but it is also the EU contribution to the global action.

The EU acting alone is not enough.



THE COST OF INACTION IS HUGE

- **World lost an estimated EUR 3.5-18.5 trillion per year** in ecosystem services from 1997 to 2011 owing to land-cover change, and an estimated **EUR 5.5-10.5 trillion per year from land degradation.**
- Today, **one in every four persons worldwide is hungry or does not have regular access to nutritious and sufficient food** (FAO). There will be no food security without sustainability of food systems.
- Approximately 80% of global deforestation is caused by the expansion of land used for agriculture (FAO)
- Food & farming is the sector worst hit by the increasing occurrence of severe weather disasters & extreme weather, (FAO, March 2021)



SUSTAINABILITY: AN OPPORTUNITY, NOT A THREAT

- Food systems in line with the SDGs:
 - would deliver nutritious and affordable food for a growing world population,
 - help restore vital ecosystems and
 - create new economic value of over EUR 1.8 trillion by 2030.
- The transition to sustainability is not a threat for the farming or retail sectors, but an economic opportunity. There is a growing demand from consumers, which might benefit front runners;



EU Code of Conduct on responsible food business and marketing practices

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Why an EU Code of Conduct on responsible food business and marketing practices?

- A shift to sustainable food systems can bring further environmental, health and social benefits, offer economic gains and ensure that the recovery from the COVID-19 crisis puts citizens and operators onto a sustainable path.
- This shift cannot take place without all major actors in the food system, including – but not limited to – the middle part of the European food supply chain, assuming a key responsibility and engaging in meaningful action in this process.
- Regulatory action is underway but takes time and the need for action is now.
- This is why food businesses, European associations and other actors in the food system have embarked on developing this Code of Conduct.



What is the EU Code of Conduct on responsible food business and marketing practices? ⁽¹⁾

- The EU Code of Conduct is a **voluntary industry initiative**, launched by the European Commission under the EU Farm to Fork Strategy
- Is one of the first **deliverables of the Farm to Fork Strategy** and an **integral part of its action plan**
- It sets out the **actions that the actors ‘between the farm and the fork’**, such as food processors, food service operators and retailers, can voluntarily commit to undertake to tangibly improve and communicate their sustainability performance.
- These actions can be directly relevant and implementable within their own operations or may encourage collaboration with industry peers and other food system stakeholders (such as farmers and consumers) to make similar changes.



What is the EU Code of Conduct on responsible food business and marketing practices? ⁽²⁾

- The Code applies to its Signatories, which may be European associations, food business operators and other actors in – or related to – food systems which can meaningfully support and/or contribute to the aspirational objectives set out in the Code.
- The Code is applicable to all activities relating to the production, trade, processing, promotion, distribution and serving of food.
- Adherence to the Code is **voluntary** and is complementary to compliance with existing legal obligations.
- The Code came into effect on 5 July 2021 and the number of signatories to the Code of Conduct: **119** to date.



What is the EU Code of Conduct on responsible food business and marketing practices? ⁽³⁾

- This Code seeks to improve sustainability on three levels:
 - In relation to food **consumption** patterns for healthy and sustainable diets;
 - Within **internal processes**, operations and organization at the level of the actors in the middle part of the food chain;
 - Throughout the **supply chain**, in liaison with primary producers and other actors.

To this end the Code has identified 7 aspirational objectives, each with their own targets and indicative actions. Signatories subscribe to these objectives (EU associations) and can contribute with concrete, tangible and ambitious commitments (associations and individual companies).



7 aspirational objectives

- **Healthy, balanced and sustainable diets for all European consumers**
- **Prevention and reduction of food loss and waste**
- **A climate neutral food chain in Europe by 2050**
- **An optimized circular and resource-efficient food chain in Europe**
- **Sustained, inclusive and sustainable economic growth, employment and decent work for all**
- **Sustainable value creation in the European food supply chain through partnership**
- **Sustainable sourcing in food supply chains**



| Who can sign the Code?

- European Associations
- Associations willing to make :
 - Concrete contributions (e.g. sector guidelines, roadmaps, studies etc..) or
 - Ambitious commitments on behalf of their members
- Individual companies
- Other stakeholders: “collaborative supporters” that contribute with expertise, share best practices, ensure coherence with other sustainability initiatives, etc...



More information, including the text of the Code:

https://ec.europa.eu/food/system/files/2021-06/f2f_sfpd_coc_final_en.pdf

and the list of signatories, can be found on the website of the European Commission:

https://ec.europa.eu/food/horizontal-topics/farm-fork-strategy/sustainable-food-processing/code-conduct_en



For healthy people,
healthy societies
and a healthy planet.

The Farm to Fork Strategy

IT'S DOWN TO US!



Thank you



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