

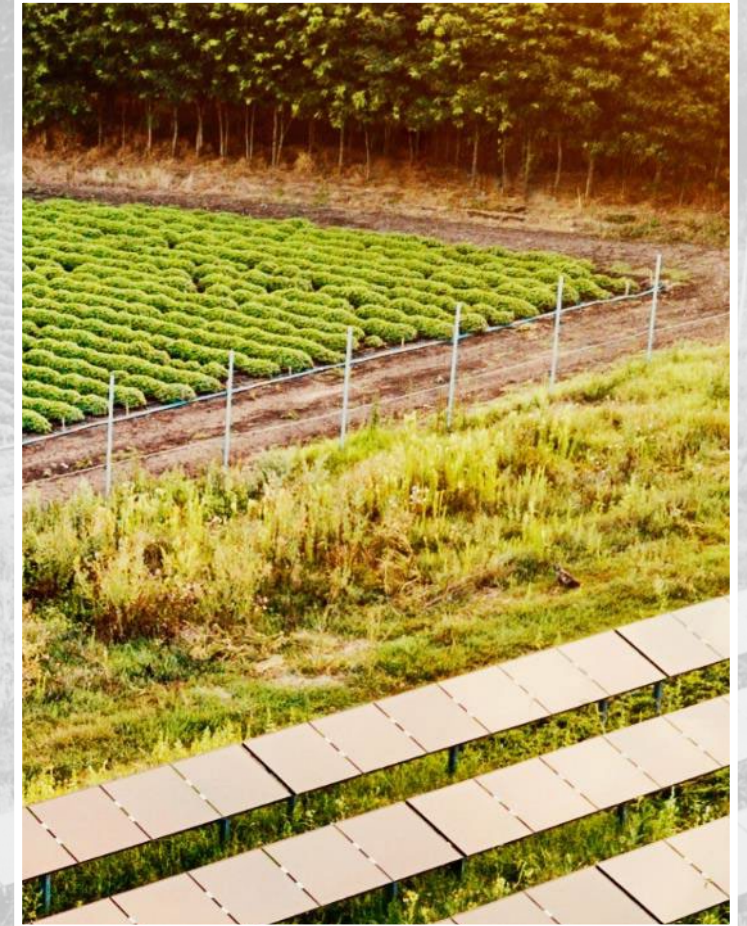


EU Code of Conduct on Responsible Food Business and Marketing Practices

Mapping Diagram of Commitments

Data to 31 July 2023

(data only includes commitments submitted before then)



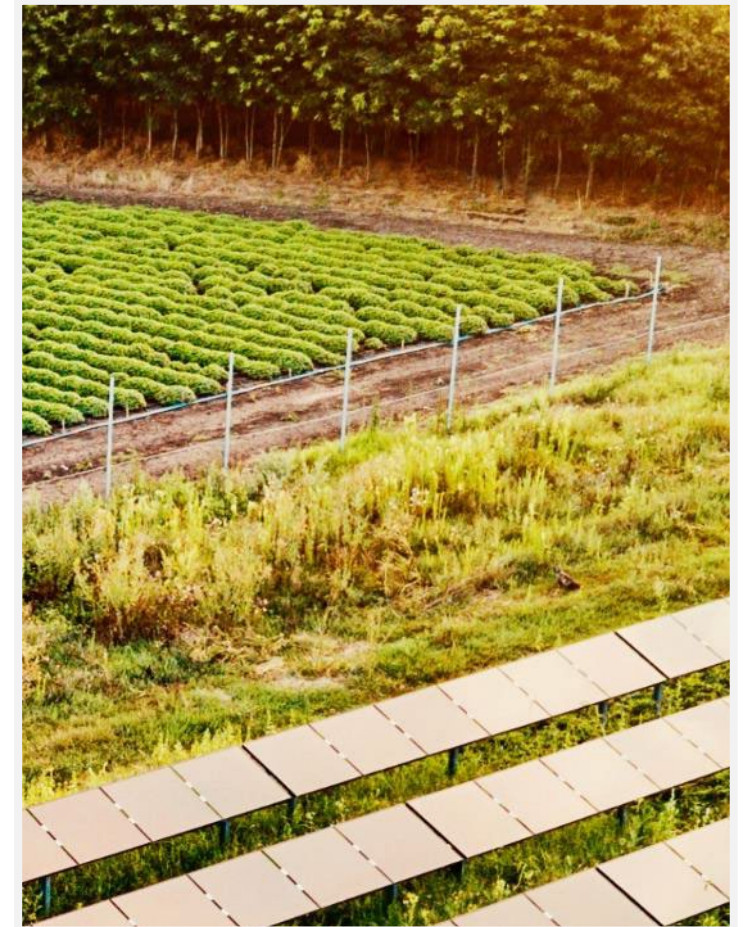
Mapping Diagram

The [EU Code of Conduct on Responsible Food Business and Marketing Practices](#) is one of the first deliverables of the EU's Farm to Fork Strategy and an integral part of its action plan. Launched in July 2021, it sets out the actions that the actors 'between the farm and the fork' can voluntarily commit to undertake to tangibly improve and communicate their sustainability performance.

Both companies and associations can become signatories of the Code. Individual companies are required to put forward at least one "ambitious, tangible and measurable" commitment in line with one or more of the Code's aspirational objectives and in line with a set of "guiding principles" laid down in the Code.

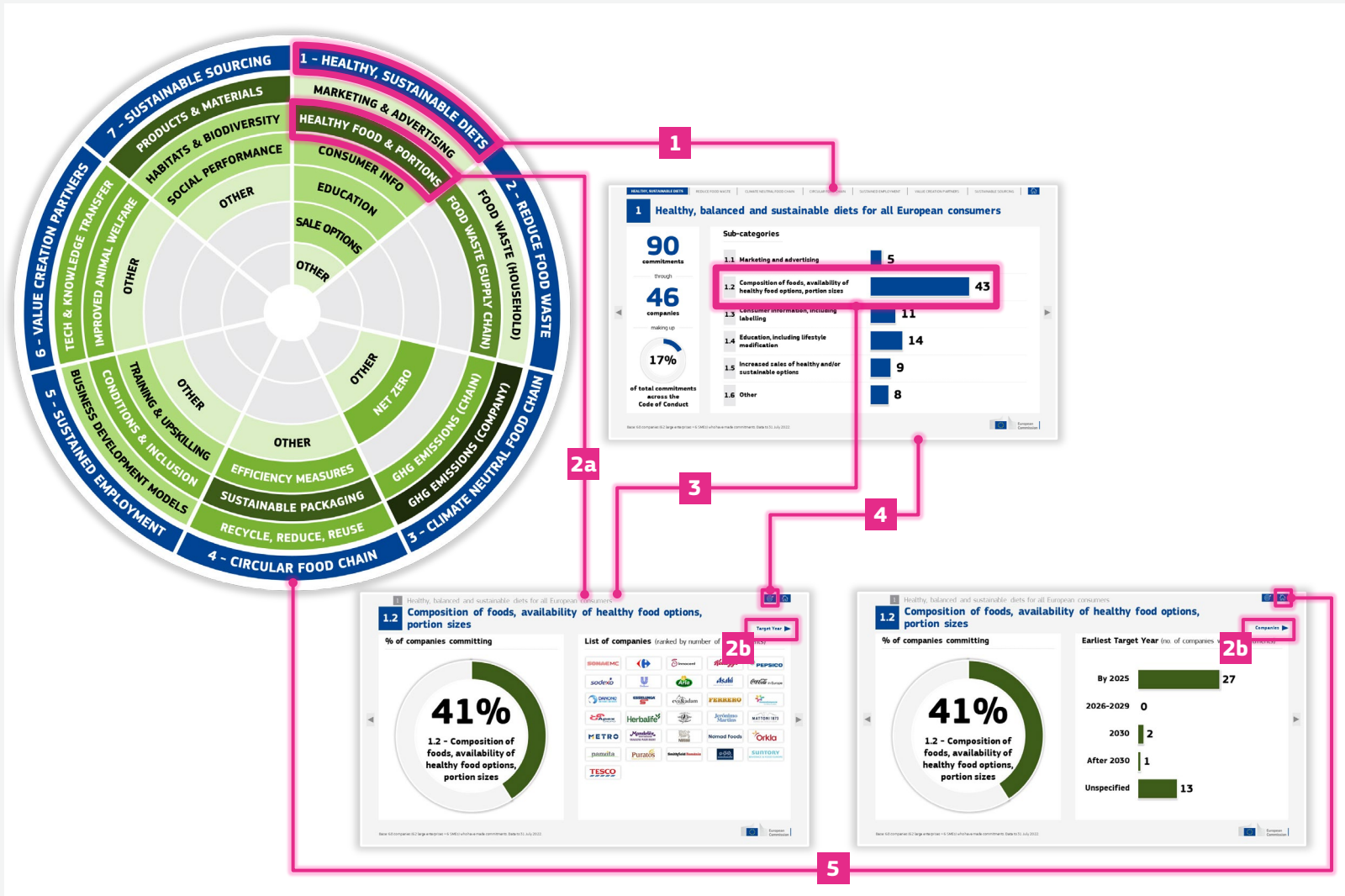
Industry associations are primarily expected to endorse the Code's objectives, promote it to their members, encourage them to adhere to the Code, and provide support in the form of coordination, sharing of best practice and the possible development of tools and resources in support of the code's implementation.

In mid-2022, the European Commission entrusted an external contractor (Ipsos) with a study to review and map the commitments made under the Code. The ensuing diagram has been produced as part of this study and provides an overview of the commitments made by signatory companies until July 2023, and how they align with the seven aspirational objectives of the Code.



The Mapping Diagram is interactive

Please click through the instructions for use



Clicking an **outer blue segment** navigates to an **overview page** for that objective [1].

Clicking a **segment** within the Heat Map navigates to a **deeper data** dive for that **sub-category** [2a]. For each sub-category there are **two pages**. **Navigate** between these using the **arrows** [2b].

Sub-category pages can be reached from the **objective overview** pages by clicking the **chart elements** [3].

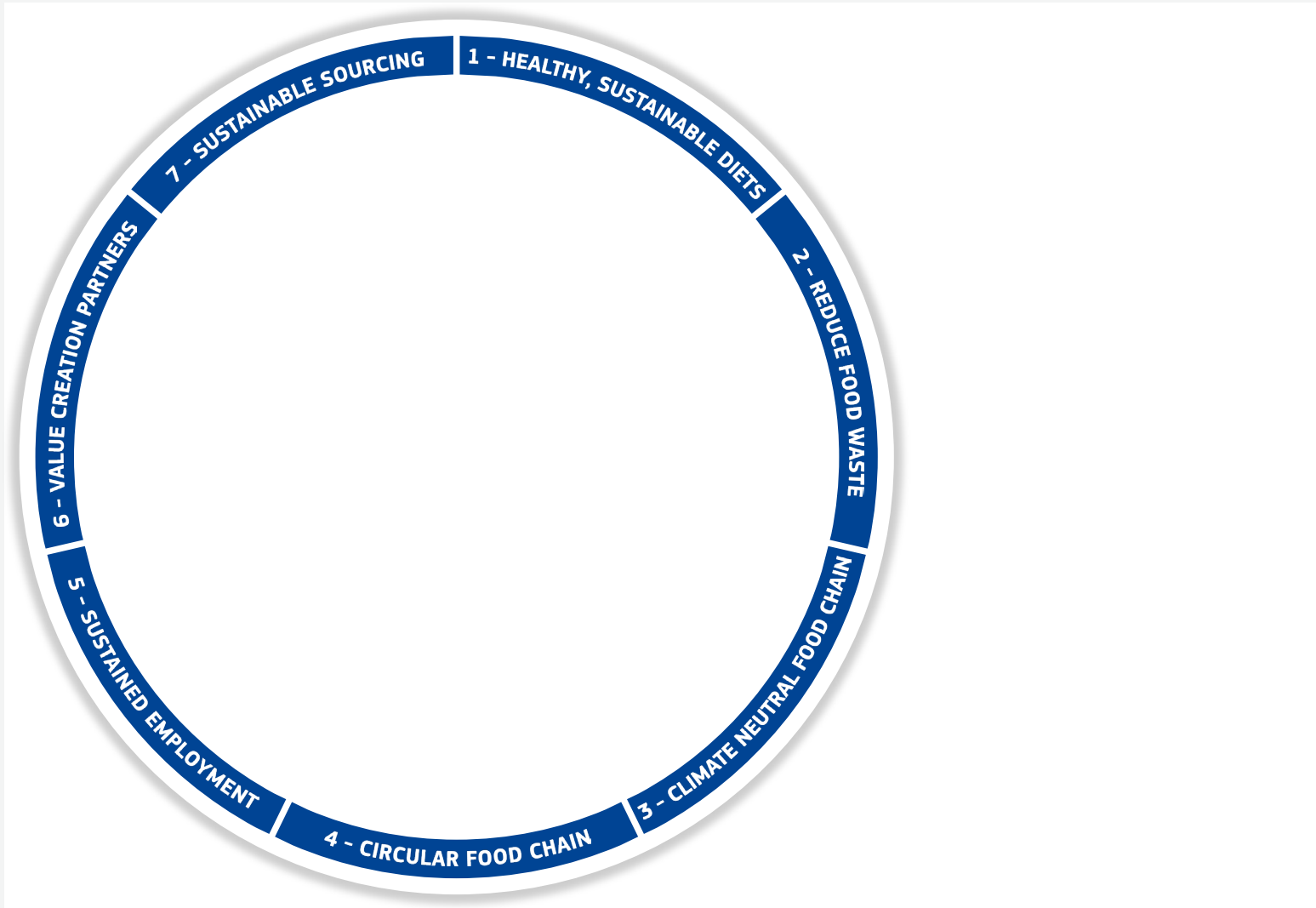
All pages have two icons in the top right hand corner.

The **objective icon**  navigates to the **relevant objective overview** page for the current sub-category [4].

The **home icon**  navigates back to the **Heat Map** [5].

Please click to begin

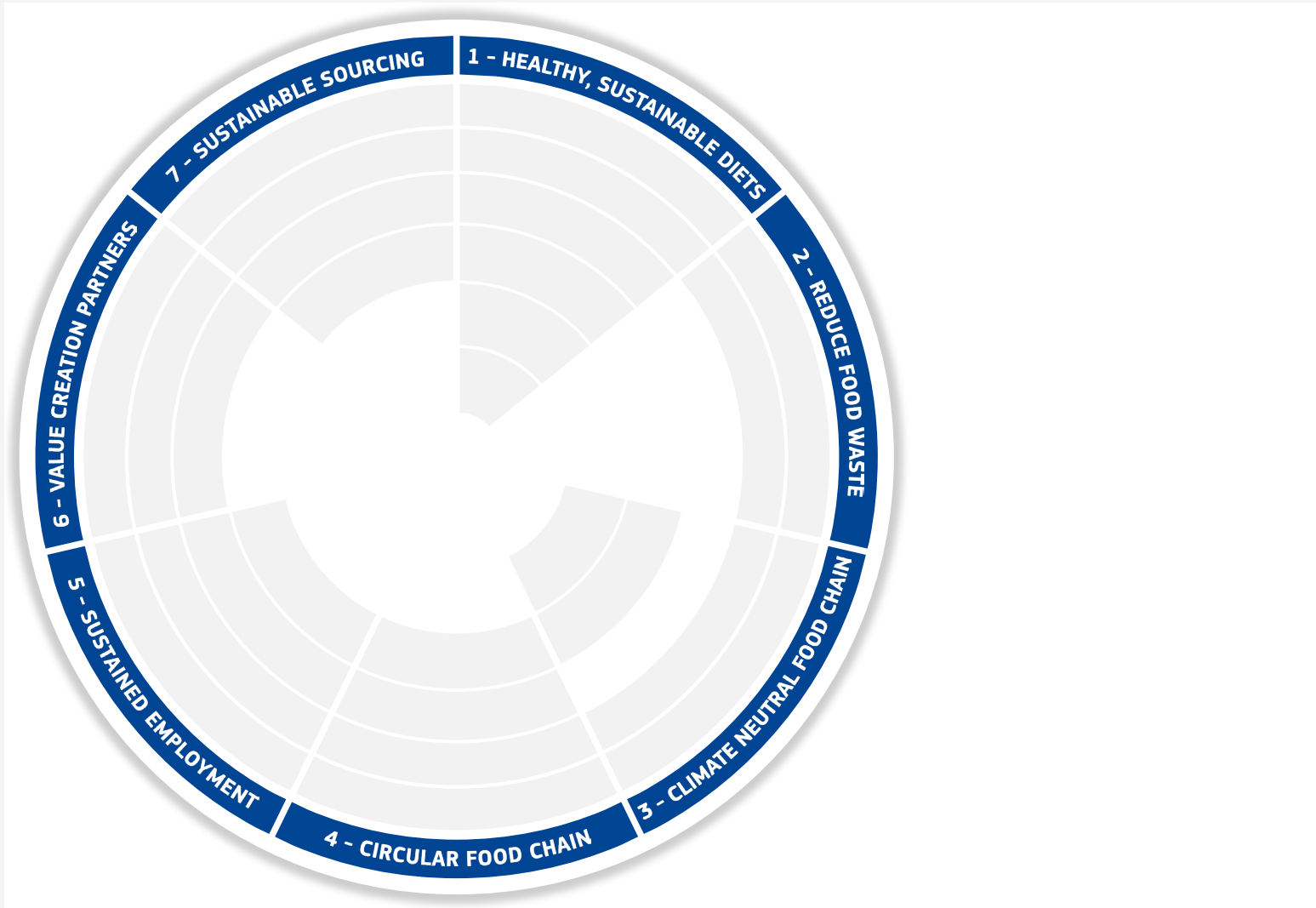
Code of Conduct | Heat Map



7

**aspirational
objectives**

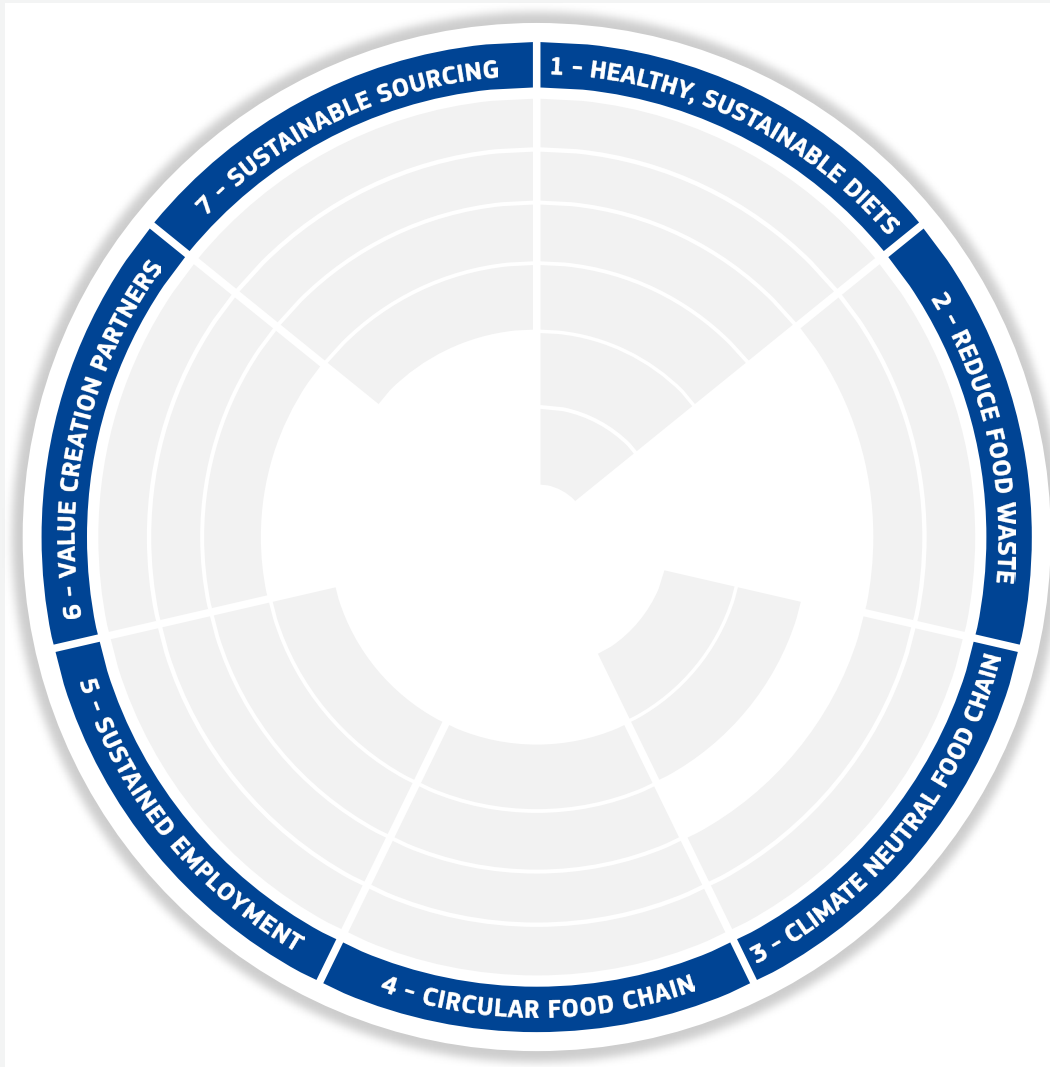
Code of Conduct | Heat Map



7
aspirational
objectives

27
sub-categories

Code of Conduct | Heat Map



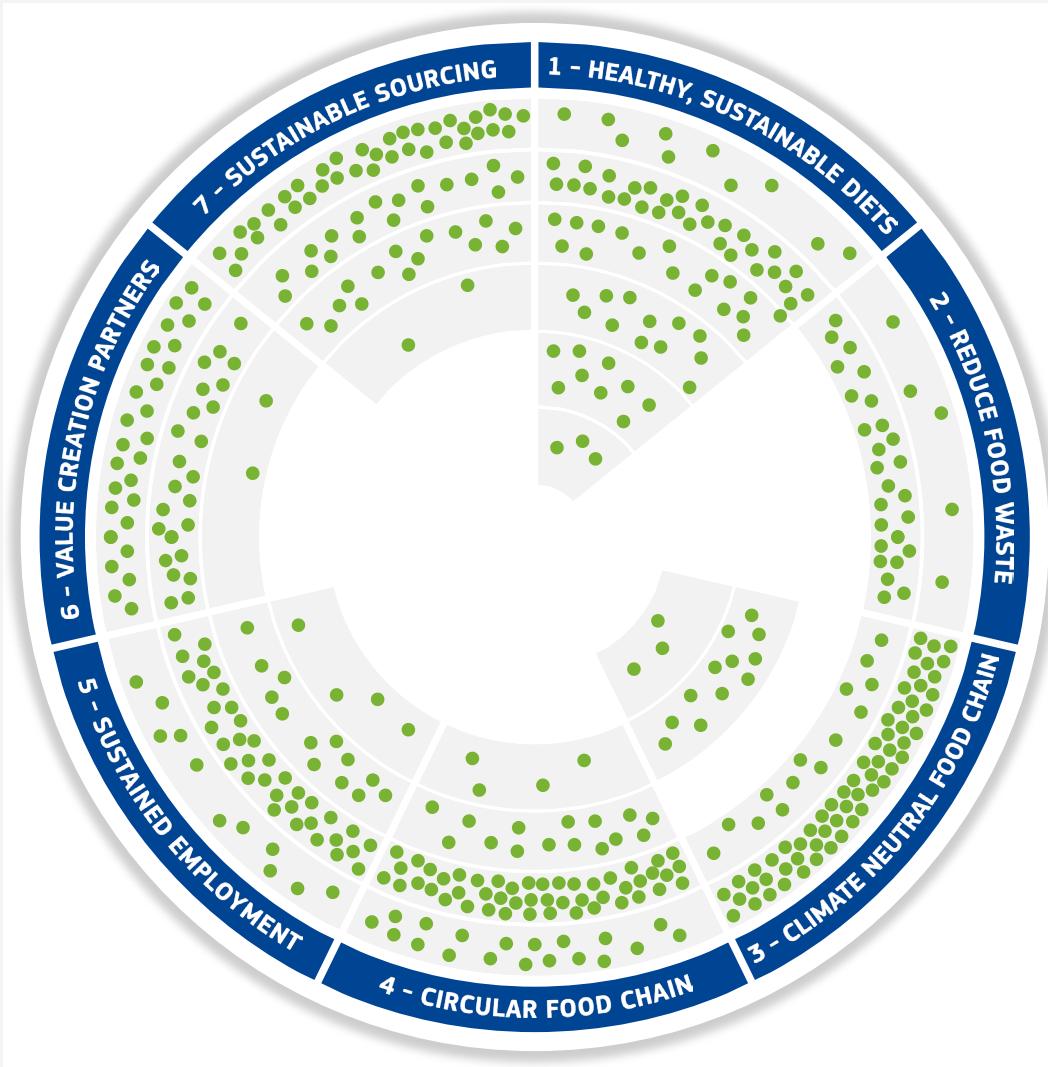
7 aspirational objectives

27 sub-categories

with

75 companies

Code of Conduct | Heat Map



7 aspirational objectives

27 sub-categories

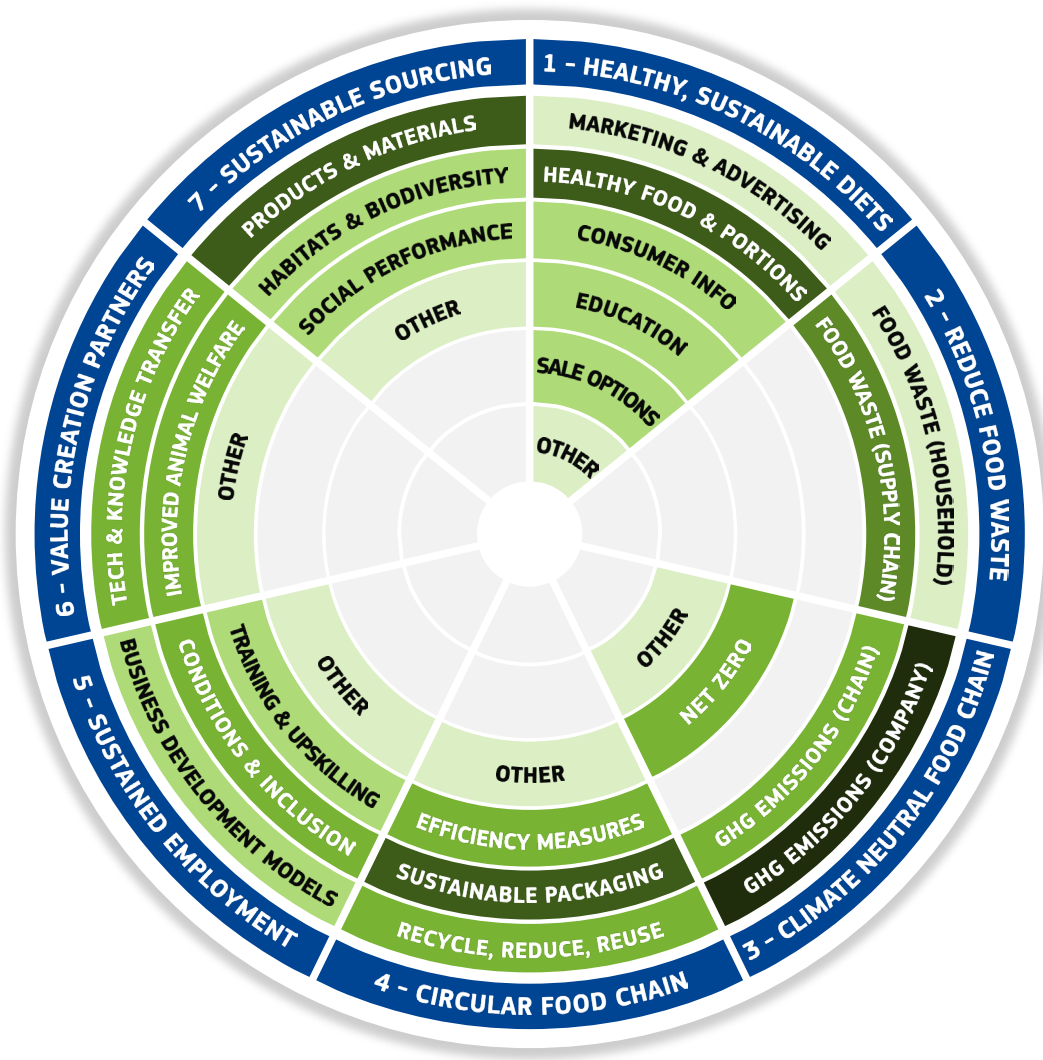
with

75 companies

making

524 commitments

Code of Conduct | Heat Map



% of companies making at least one commitment
(by sub-category)

- 0% - 10%
- 11% - 20%
- 21% - 30%
- 31% - 40%
- 41% - 50%
- 51% - 60%

7 aspirational objectives

27 sub-categories

with

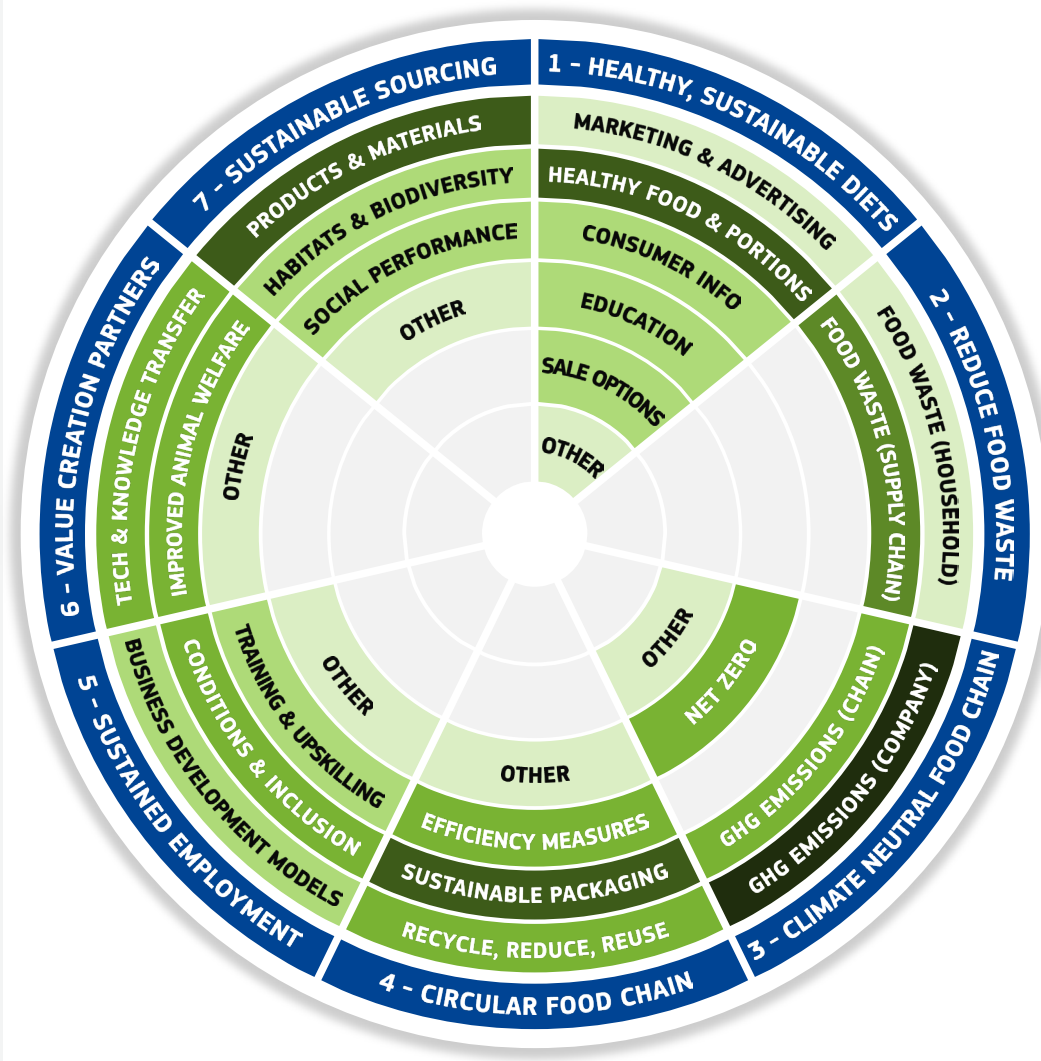
75 companies

making

524 commitments

Code of Conduct | Heat Map

The Heat Map is interactive
Click on a segment to see data



% of companies making at least one commitment

(by sub-category)

- 0% - 10%
- 11% - 20%
- 21% - 30%
- 31% - 40%
- 41% - 50%
- 51% - 60%

7 aspirational objectives

27 sub-categories

with

75

companies

making

524

commitments



1 Healthy, balanced and sustainable diets for all European consumers

90

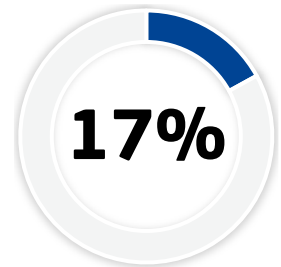
commitments

through

46

companies

making up



of total commitments
across the
Code of Conduct

Sub-categories

1.1 Marketing and advertising



1.2 Composition of foods, availability of
healthy food options, portion sizes



1.3 Consumer information, including
labelling



1.4 Education, including lifestyle
modification



1.5 Increased sales of healthy and/or
sustainable options



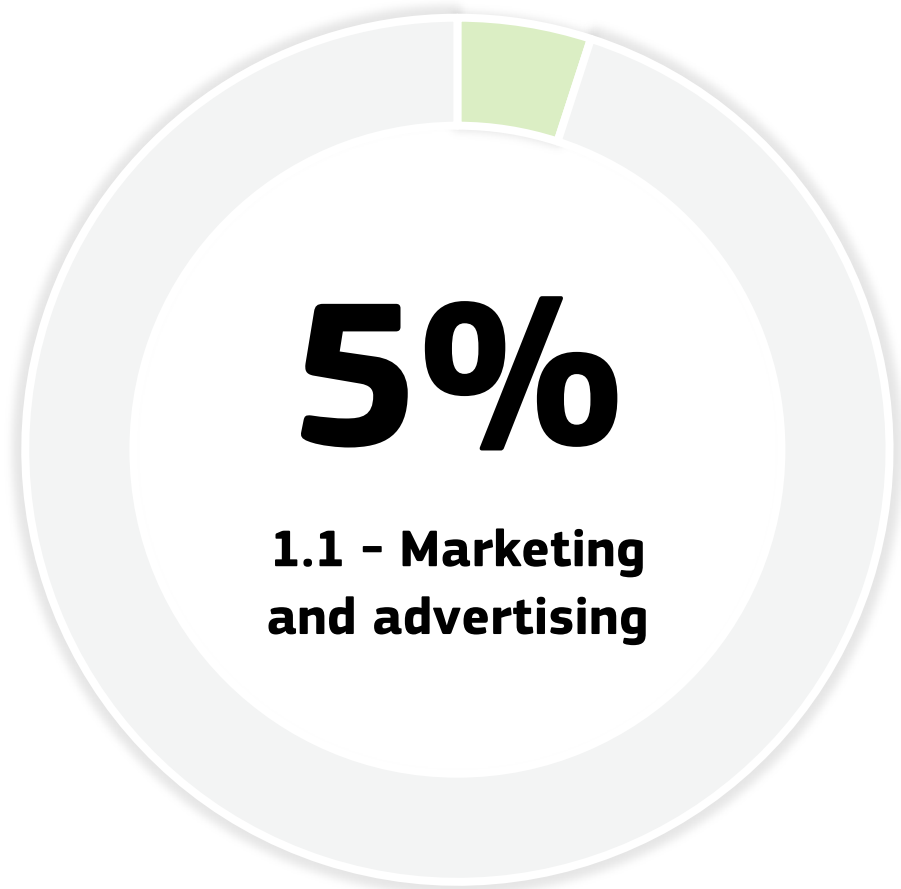
1.6 Other



1.1 Marketing and advertising

Target Year 

% of companies committing



List of companies (ranked by number of commitments)



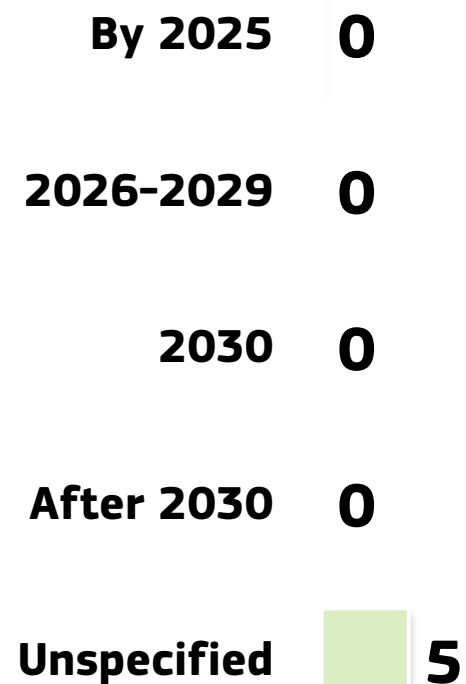
1.1 Marketing and advertising

[Companies](#) ▶

% of companies committing



Earliest Target Year (no. of companies with commitments)

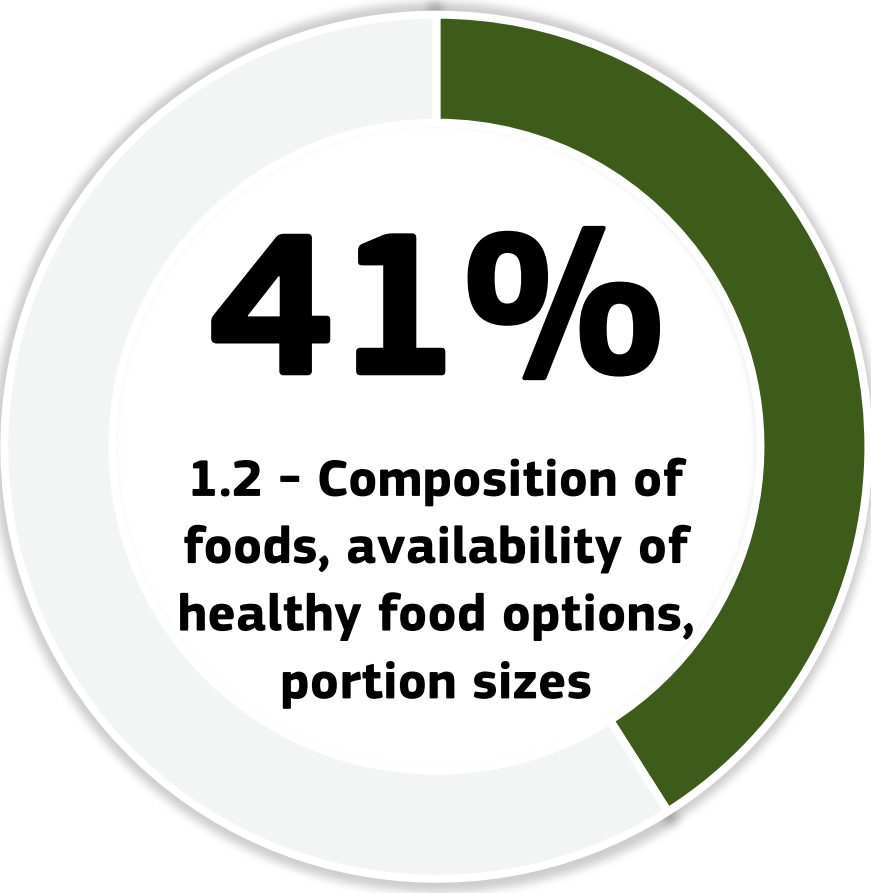


1.2

Composition of foods, availability of healthy food options, portion sizes

Target Year 

% of companies committing



41%

1.2 - Composition of foods, availability of healthy food options, portion sizes

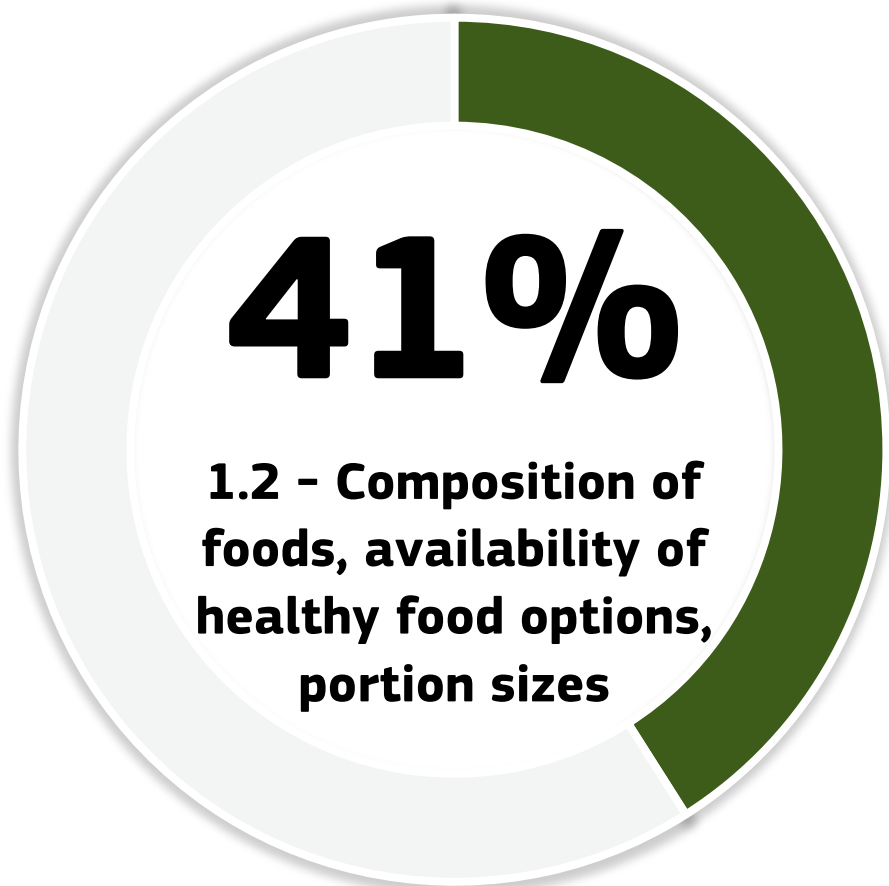
List of companies (ranked by number of commitments)



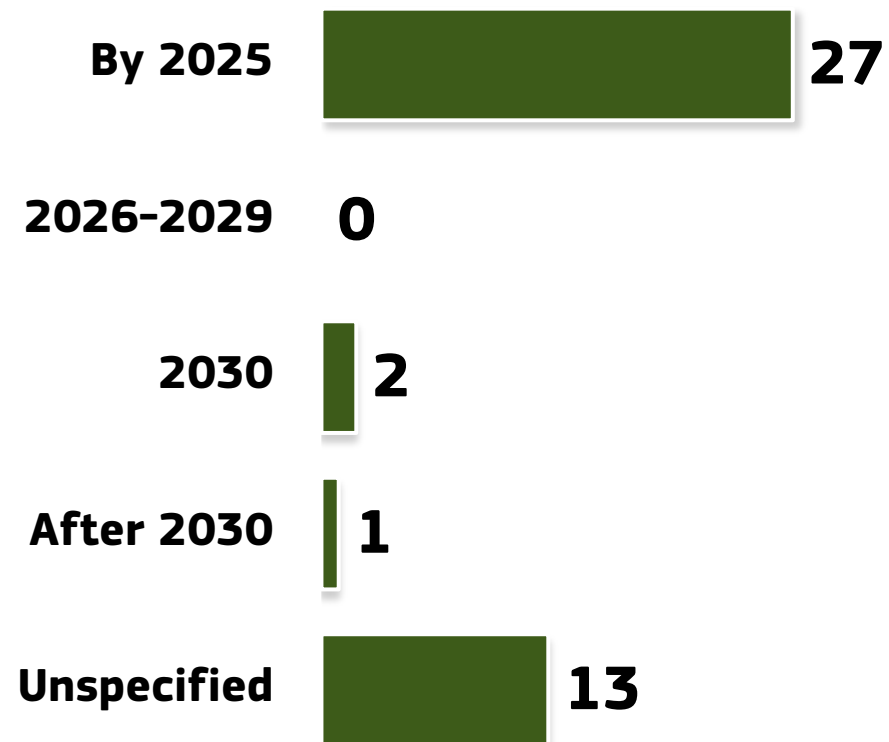
Composition of foods, availability of healthy food options, portion sizes

Companies 

% of companies committing



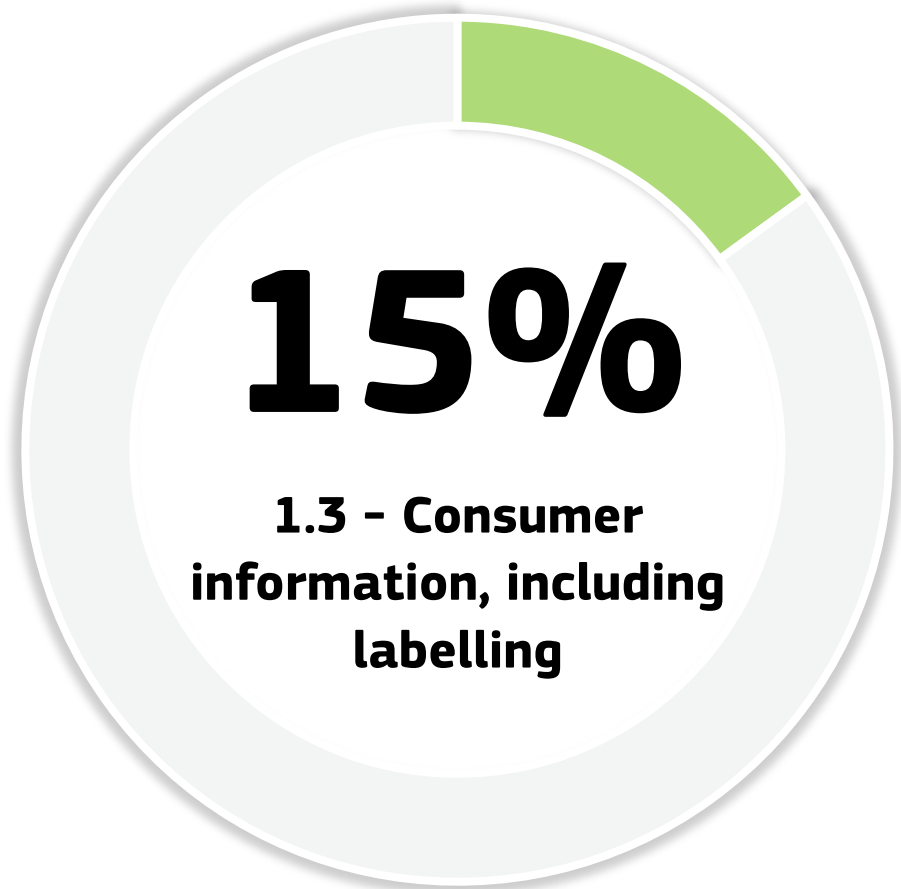
Earliest Target Year (no. of companies with commitments)



1.3 Consumer information, including labelling

Target Year 

% of companies committing



List of companies (ranked by number of commitments)

ABInBev

Ahold Delhaize



COLRUYTGROUP

coop

DANONE
ONE PLANET. ONE HEALTH

EROSKI

McCain

Mondelēz International
SNACKING MADE RIGHT

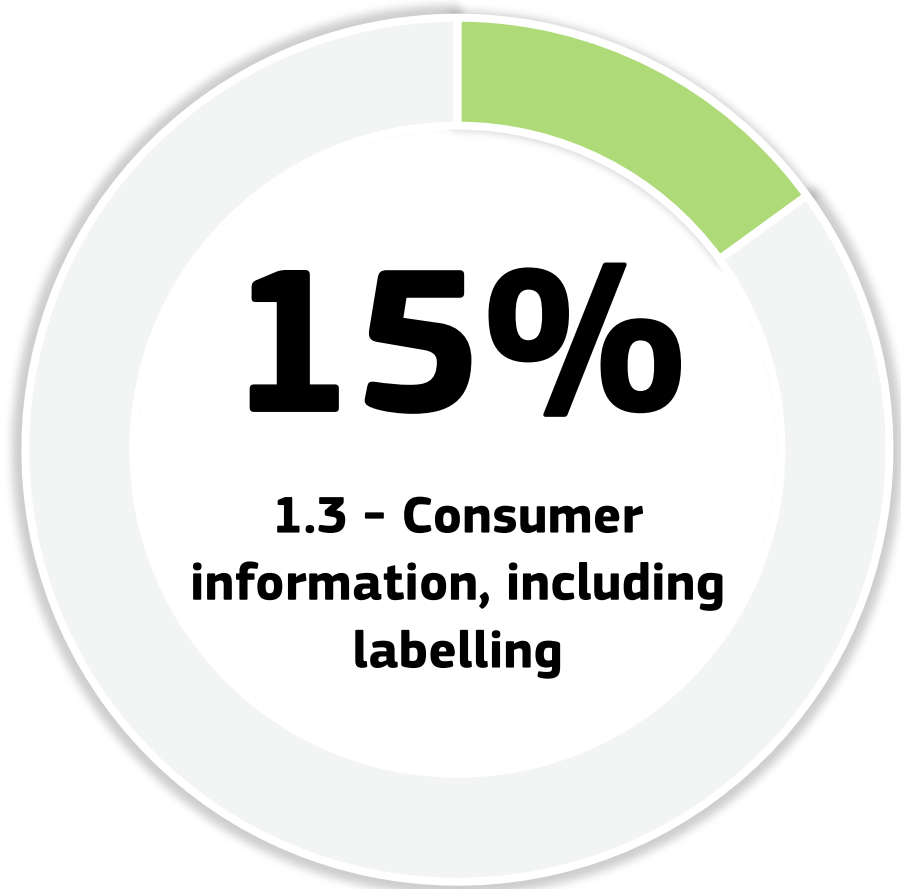
Nestlé

Nomad Foods

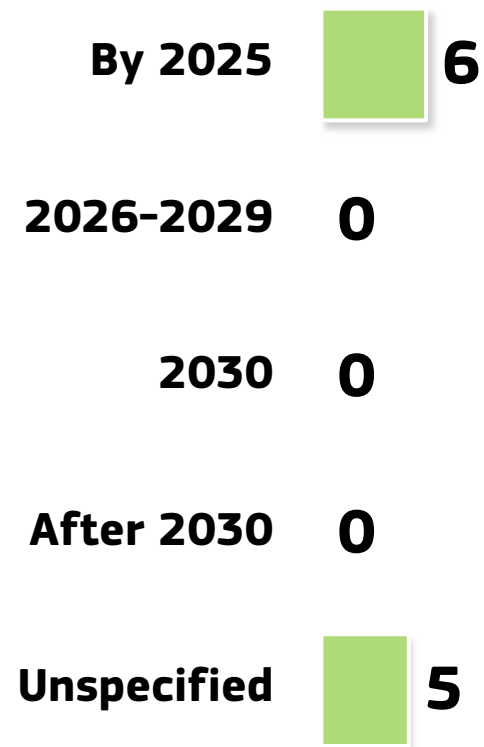
1.3 Consumer information, including labelling

[Companies](#) ▶

% of companies committing



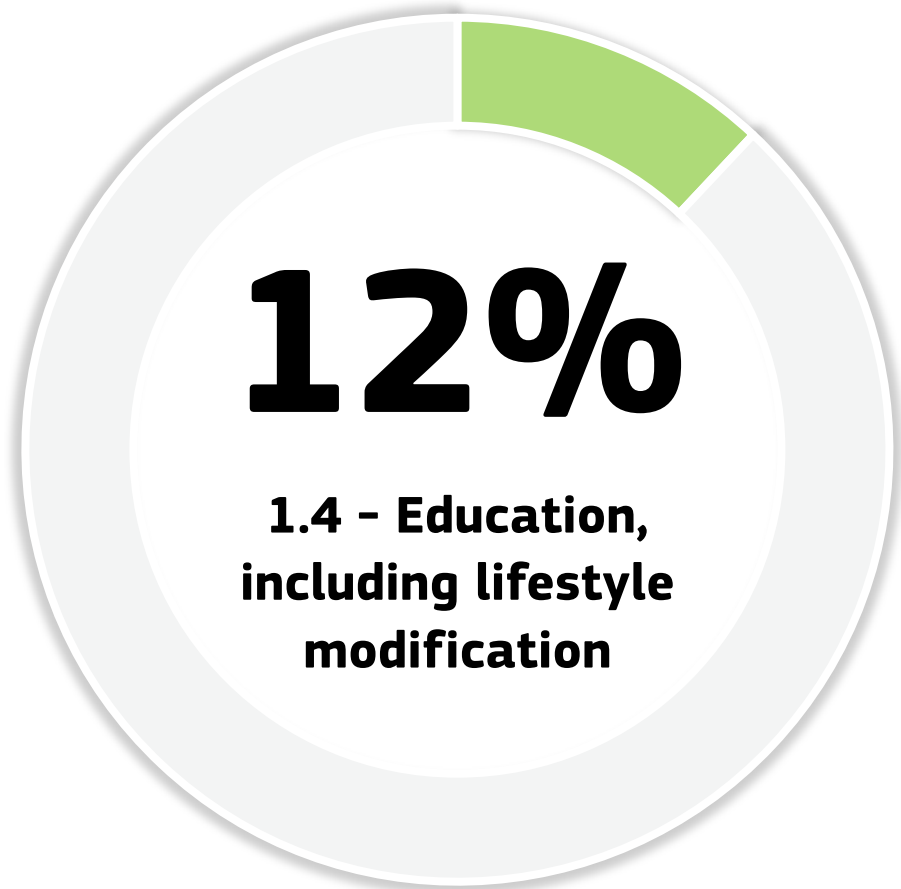
Earliest Target Year (no. of companies with commitments)



1.4 Education, including lifestyle modification

Target Year 

% of companies committing



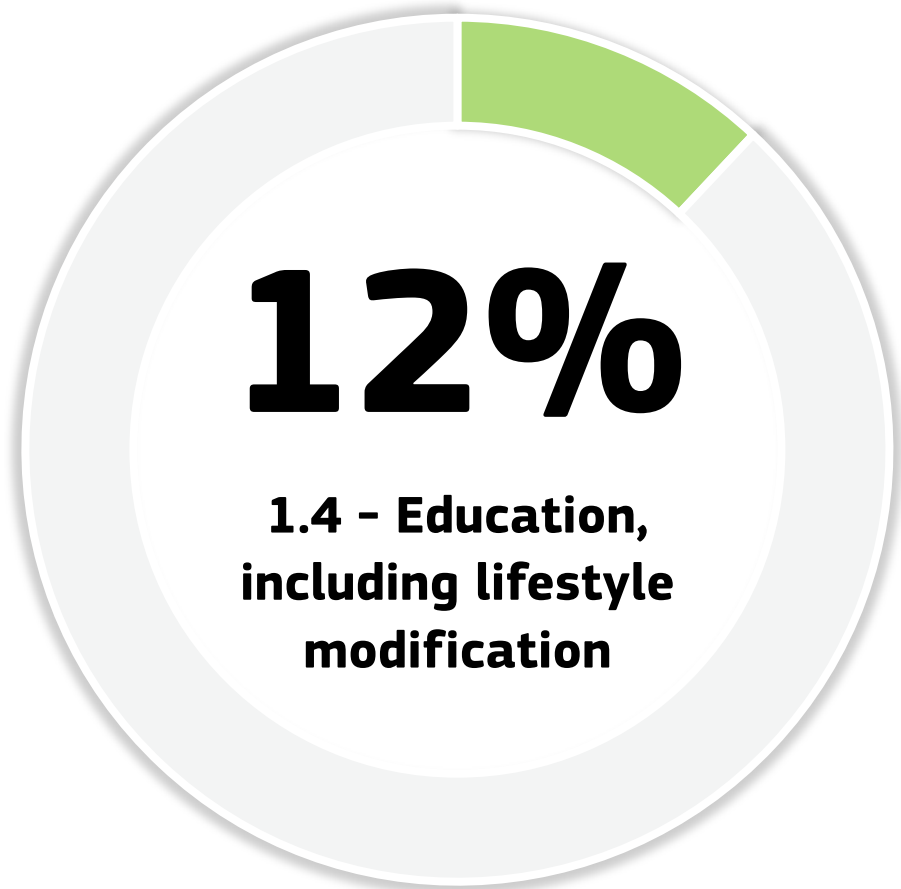
List of companies (ranked by number of commitments)



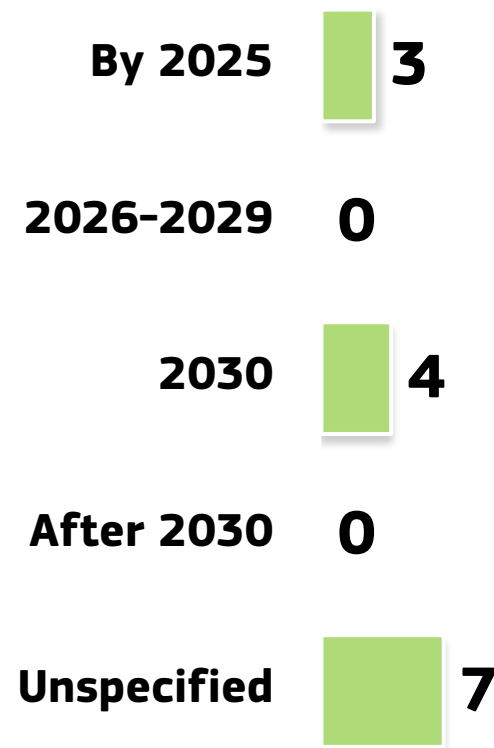
1.4 Education, including lifestyle modification

[Companies](#) ▶

% of companies committing



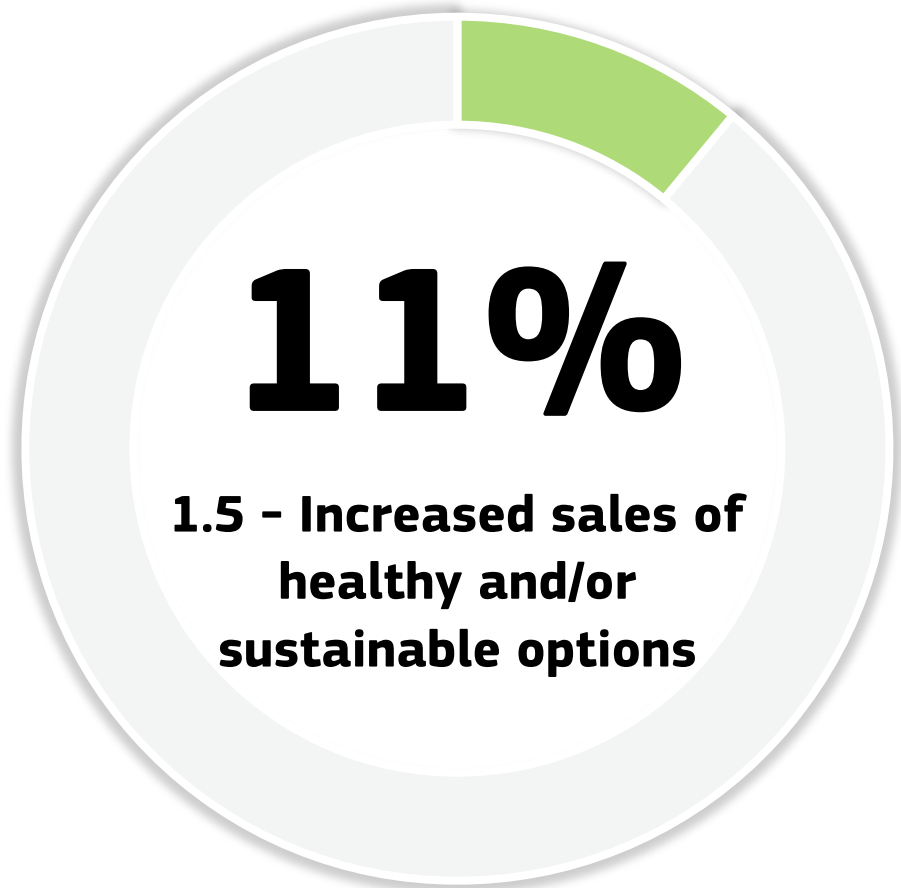
Earliest Target Year (no. of companies with commitments)



1.5 Increased sales of healthy and/or sustainable options

Target Year 

% of companies committing



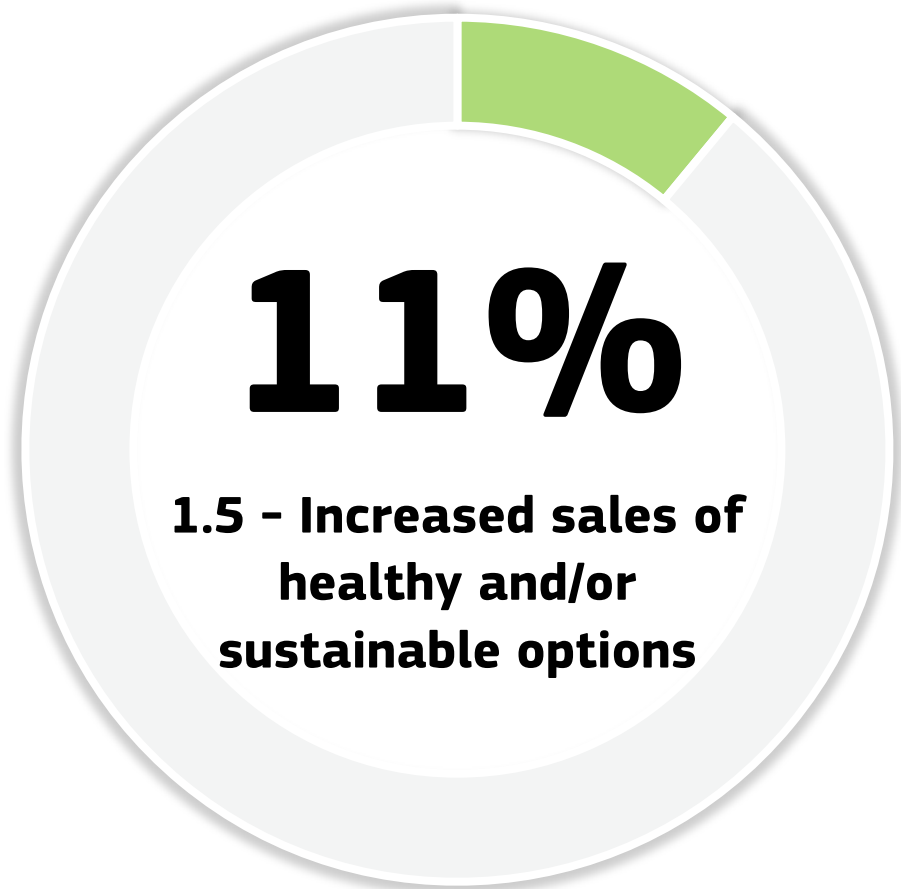
List of companies (ranked by number of commitments)



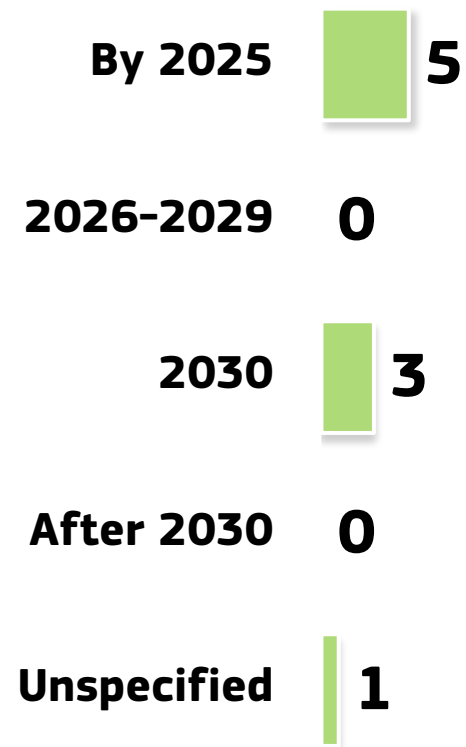
1.5 Increased sales of healthy and/or sustainable options

Companies 

% of companies committing



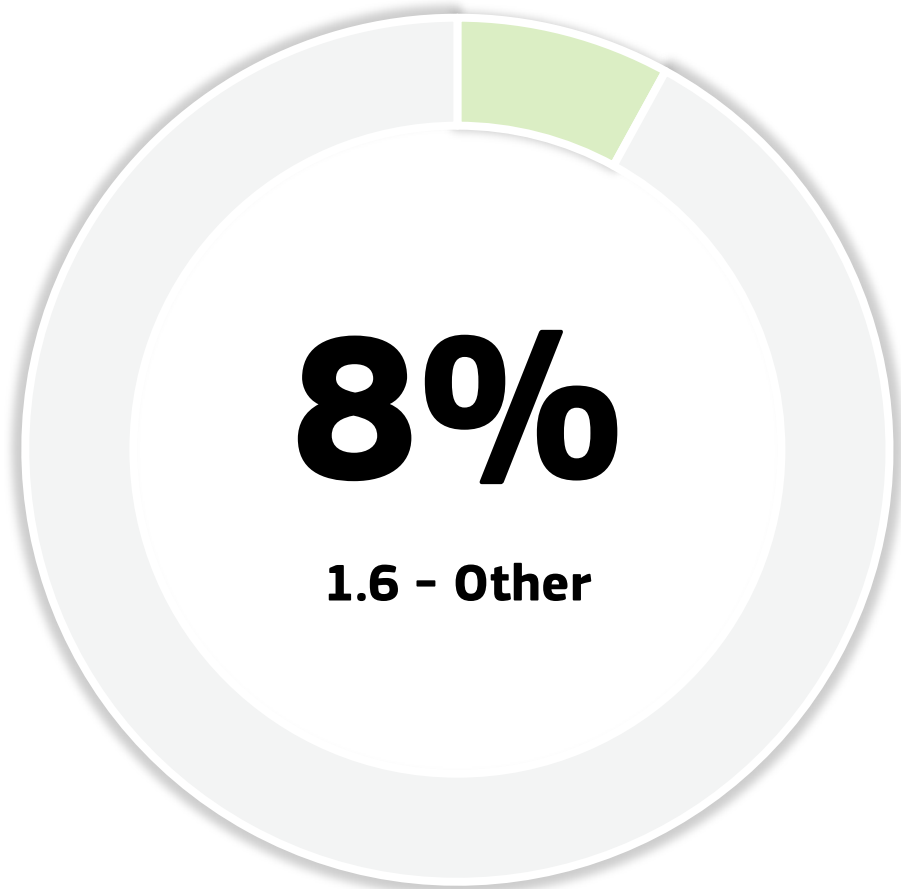
Earliest Target Year (no. of companies with commitments)



1.6 Other

Target Year 

% of companies committing



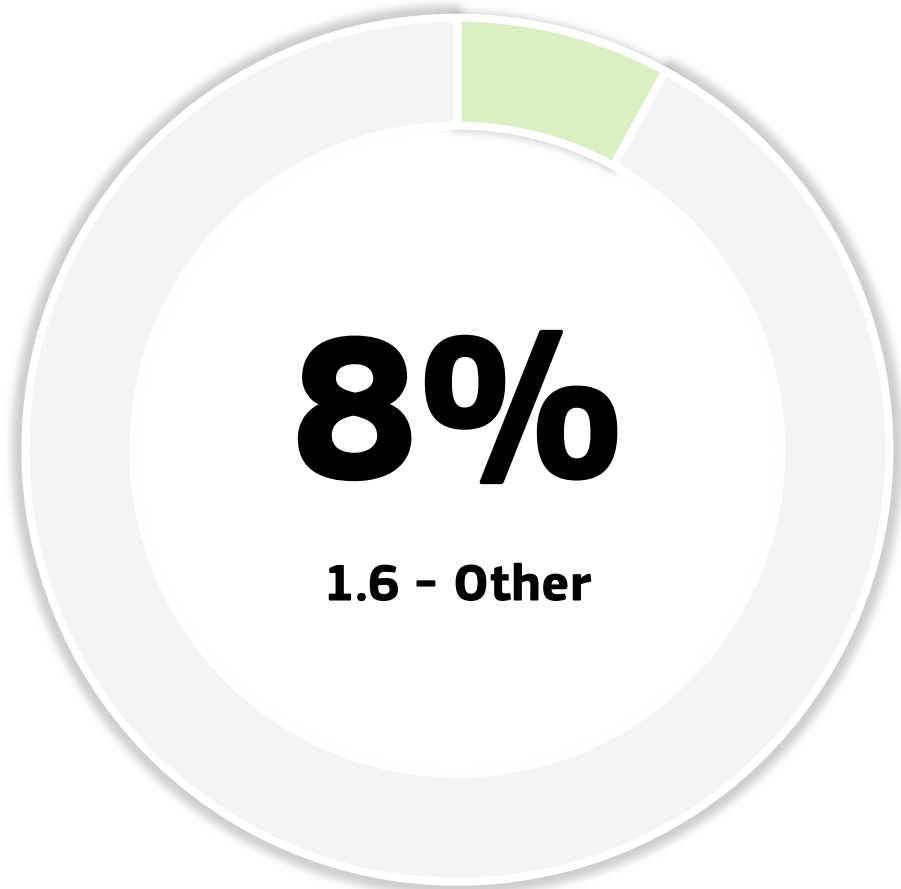
List of companies (ranked by number of commitments)



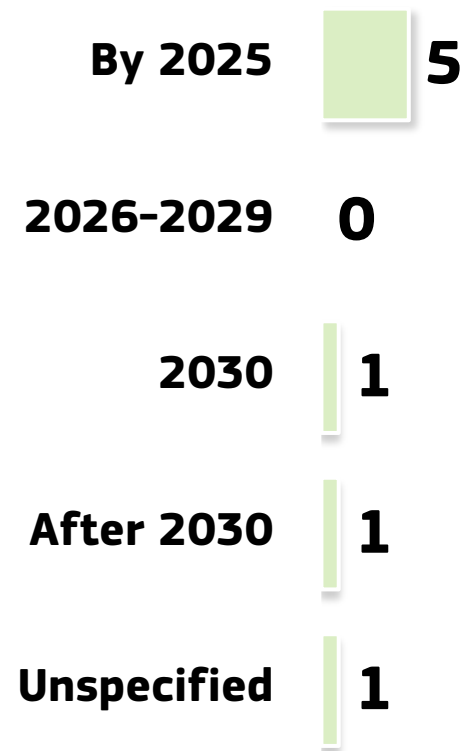
1.6 Other

[Companies](#) ▶

% of companies committing



Earliest Target Year (no. of companies with commitments)





2 Prevention and reduction of food loss and waste

32

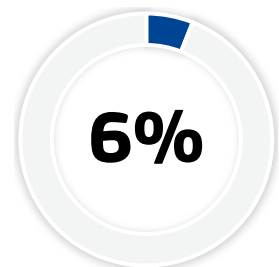
commitments

through

28

companies

making up



of total commitments
across the
Code of Conduct

Sub-categories

2.1

Promote the reduction of food waste
at household level

2

2.2

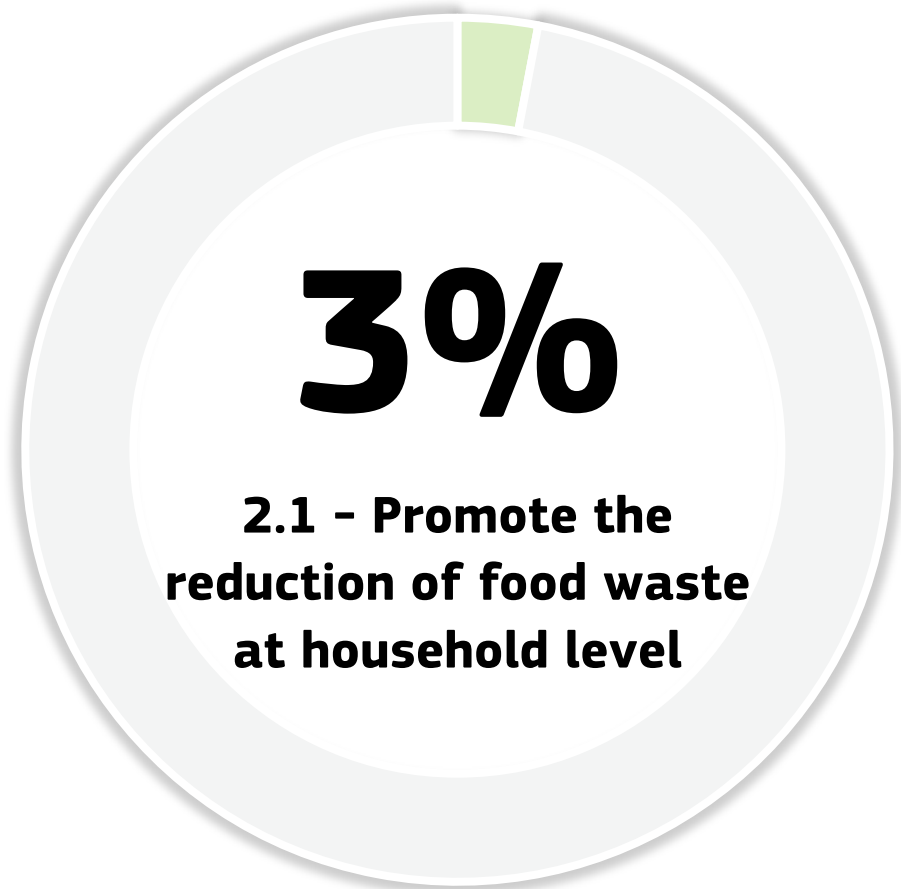
Minimising food loss and waste in
operations and across the supply chains

30

2.1 Promote the reduction of food waste at household level

Target Year 

% of companies committing



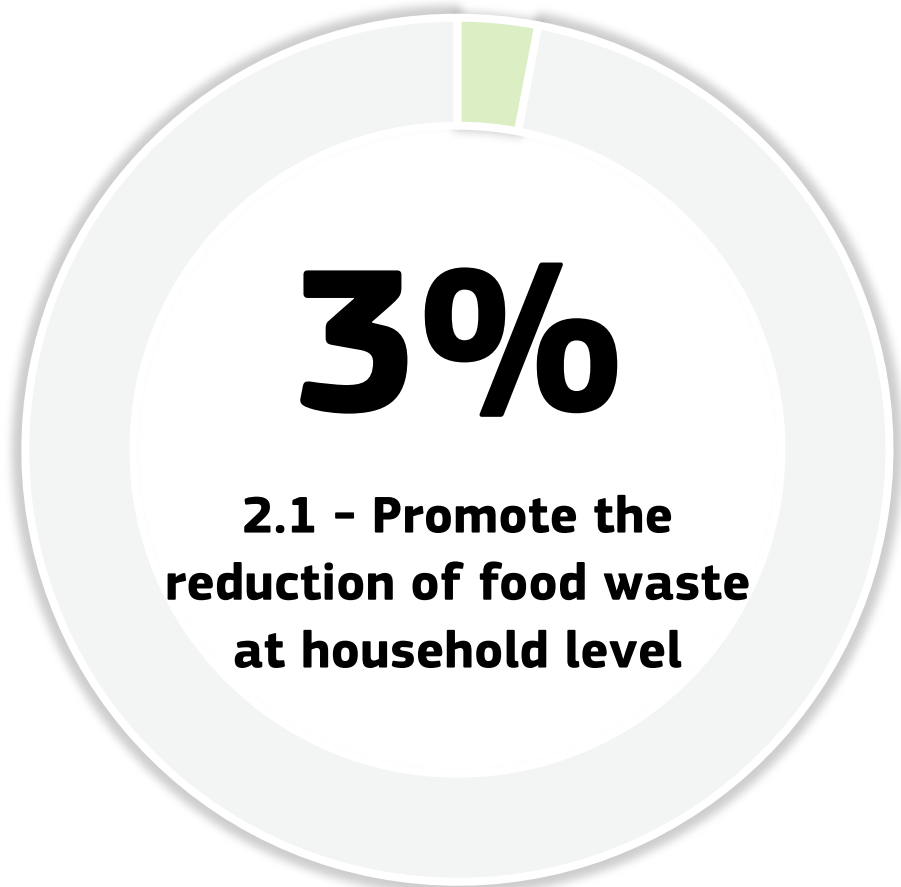
List of companies (ranked by number of commitments)



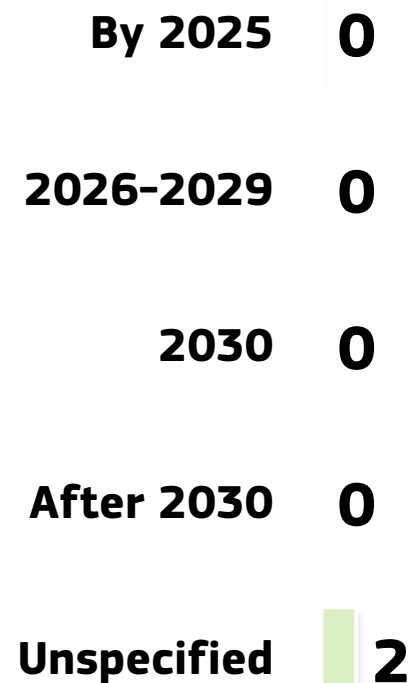
2.1 Promote the reduction of food waste at household level

Companies 

% of companies committing



Earliest Target Year (no. of companies with commitments)



2.2

Minimising food loss and waste in operations and across the supply chain

Target Year 

% of companies committing



36%

2.2 - Minimising food loss and waste in operations and across the supply chain

List of companies (ranked by number of commitments)



2.2

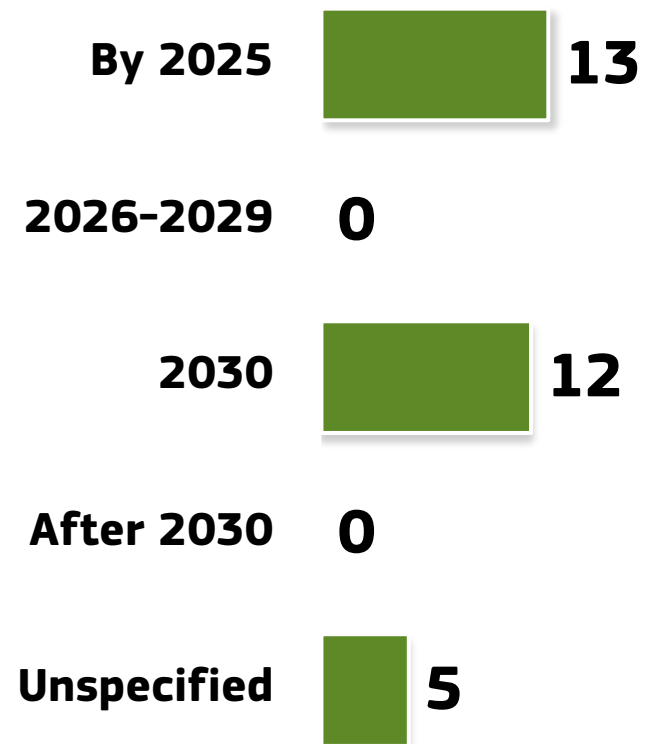
Minimising food loss and waste in operations and across the supply chain

Companies 

% of companies committing



Earliest Target Year (no. of companies with commitments)





3 A climate neutral food chain in Europe by 2050

103
commitments

through

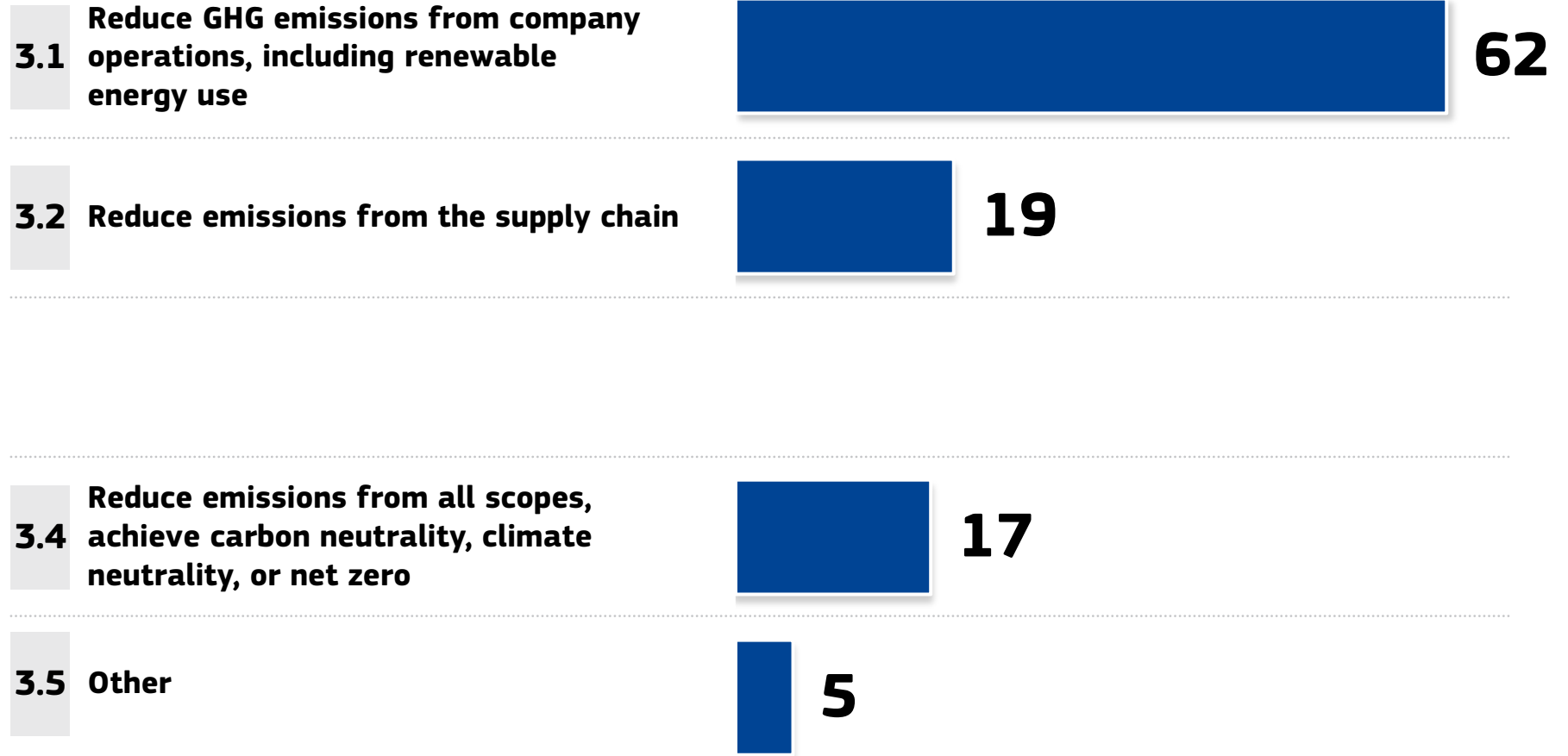
64
companies

making up



of total commitments
across the
Code of Conduct

Sub-categories



3.1

Reduce GHG emissions from company operations, including renewable energy use

Target Year 

% of companies committing



57%

3.1 - Reduce GHG emissions from company operations, including renewable energy use

List of companies (ranked by number of commitments)

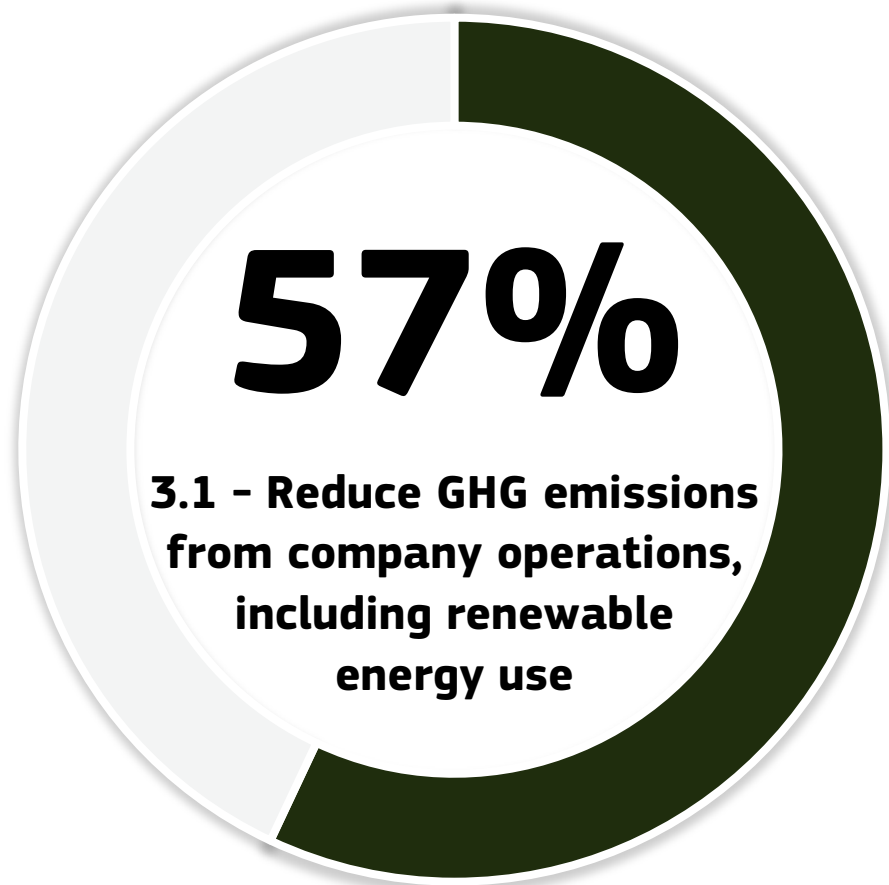


3.1

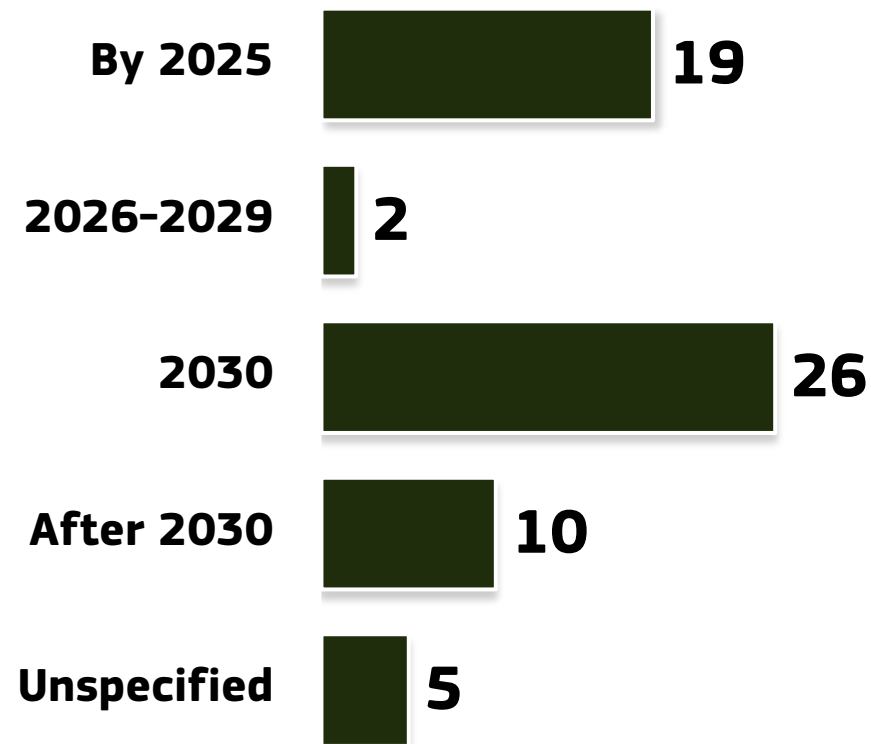
Reduce GHG emissions from company operations, including renewable energy use

Companies 

% of companies committing



Earliest Target Year (no. of companies with commitments)



3.2 Reduce emissions from the supply chain

Target Year 

% of companies committing



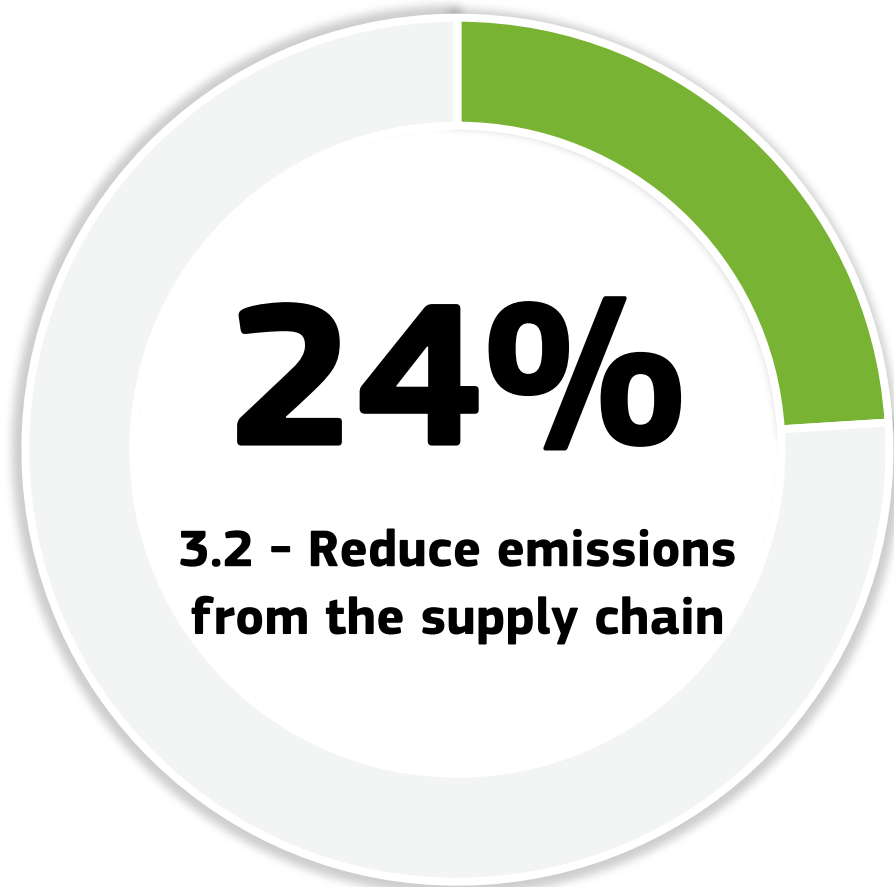
List of companies (ranked by number of commitments)



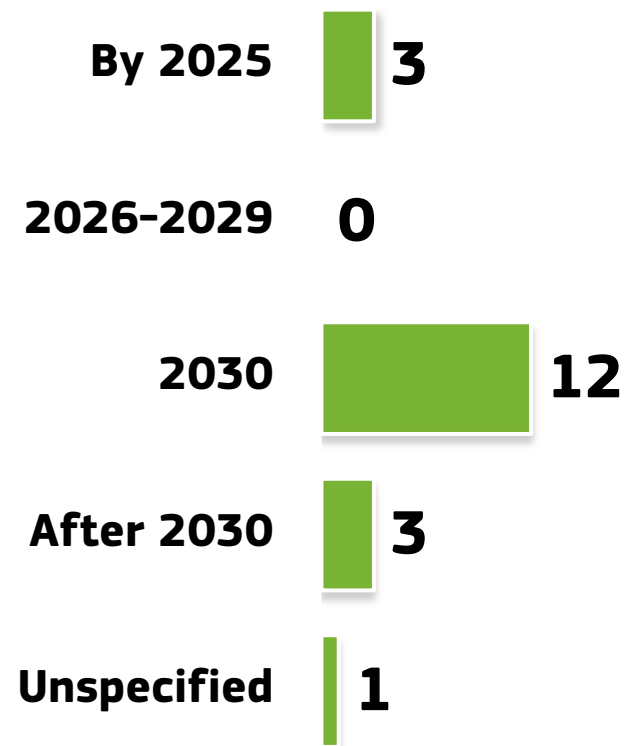
3.2 Reduce emissions from the supply chain

[Companies](#) ▶

% of companies committing



Earliest Target Year (no. of companies with commitments)



3.4

Reduce emissions from all scopes, achieve carbon neutrality, climate neutrality, or net zero

Target Year ►

% of companies committing



23%

3.4 - Reduce emissions from all scopes, achieve carbon neutrality, climate neutrality, or net zero

List of companies (ranked by number of commitments)

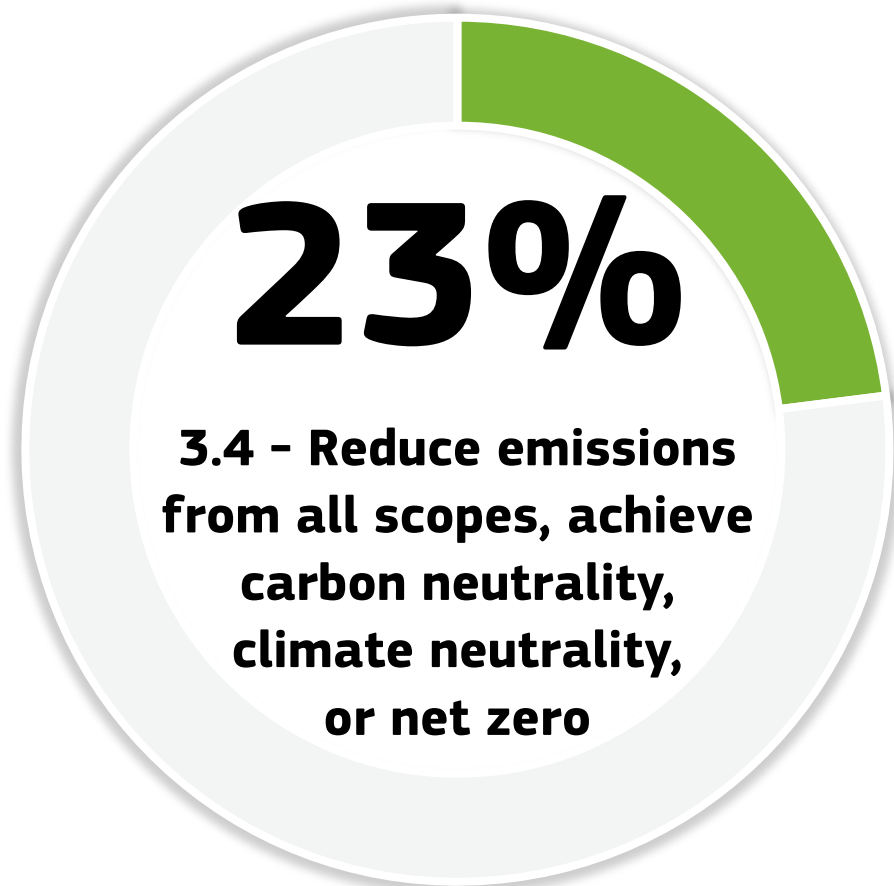


3.4

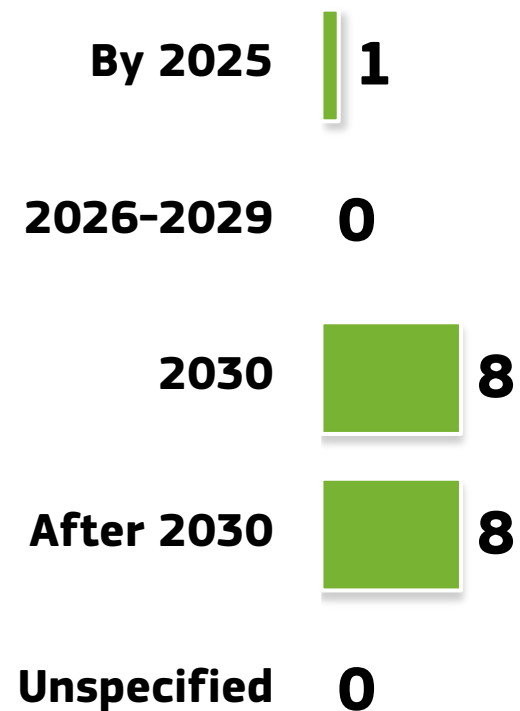
Reduce emissions from all scopes, achieve carbon neutrality, climate neutrality, or net zero

Companies 

% of companies committing



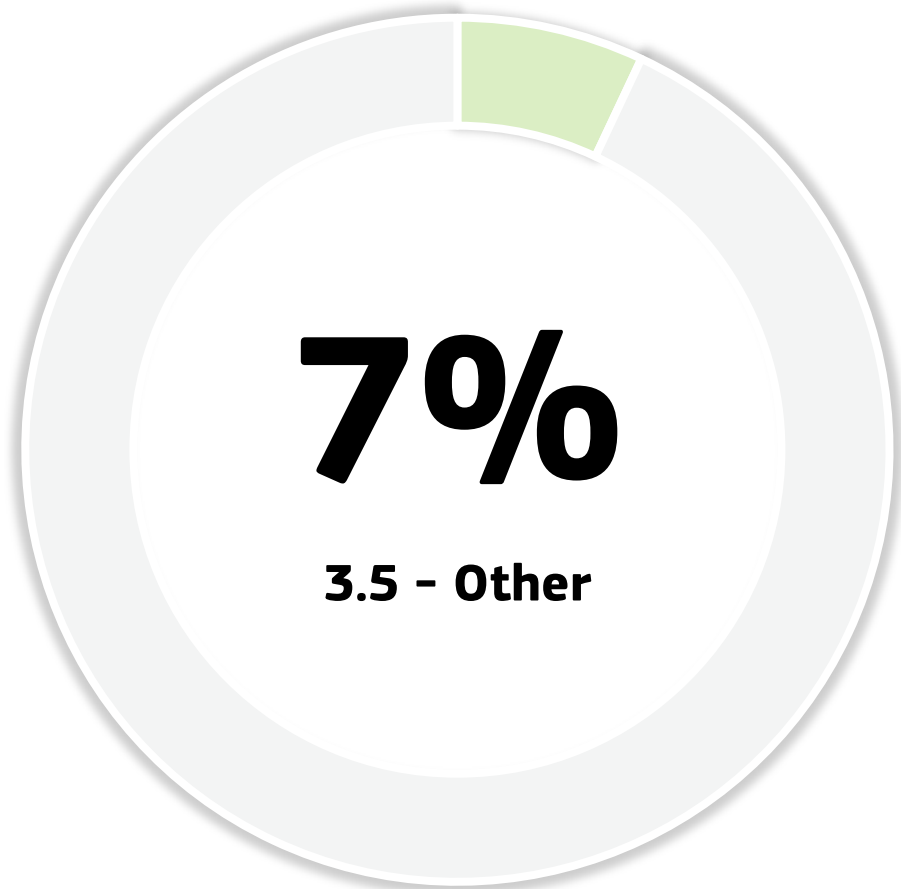
Earliest Target Year (no. of companies with commitments)



3.5 Other

Target Year 

% of companies committing



List of companies (ranked by number of commitments)



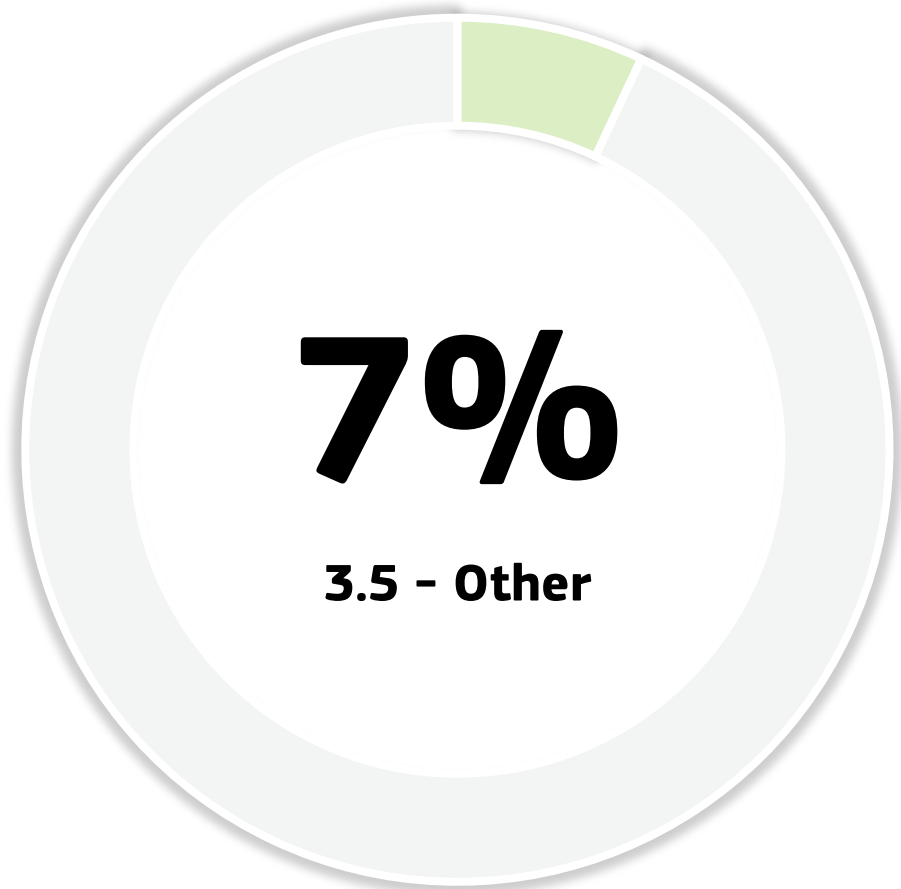
FrieslandCampina
voor elkaar, bij indure



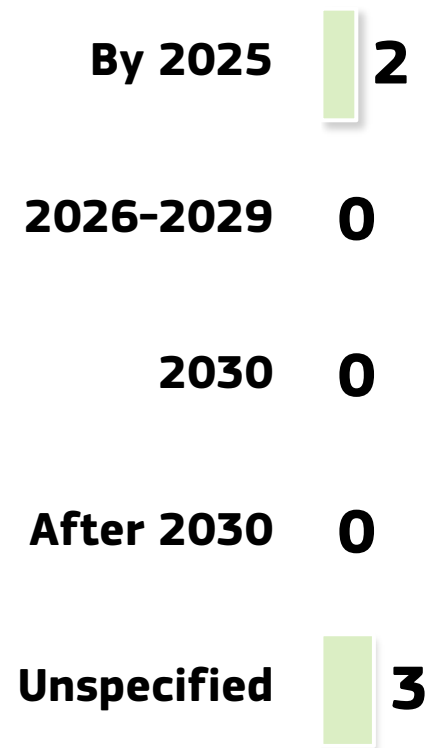
3.5 Other

[Companies](#) ▶

% of companies committing



Earliest Target Year (no. of companies with commitments)





4 An optimised circular and resource-efficient food chain in Europe

103

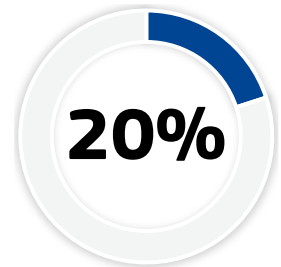
commitments

through

49

companies

making up



of total commitments
across the
Code of Conduct

Sub-categories

4.1 Recycle, reduce, reuse materials

23

4.2 Increased use of sustainable materials for packaging

56

4.3 Energy and water efficiency measures

21

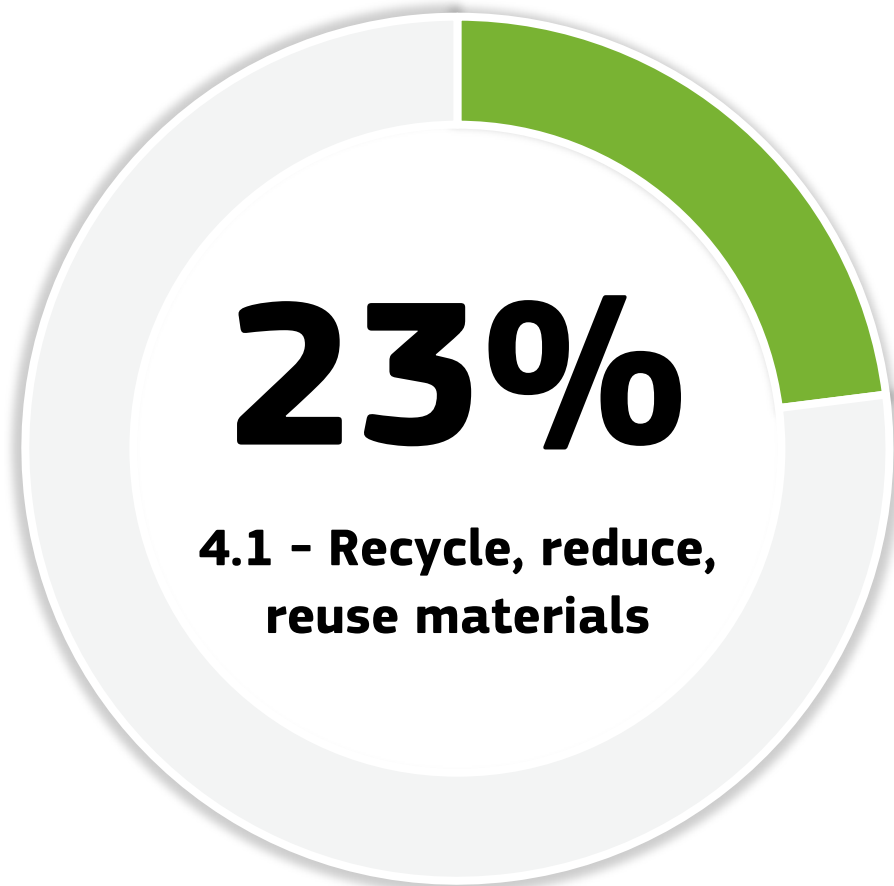
4.4 Other

3

4.1 Recycle, reduce, reuse materials

Target Year 

% of companies committing



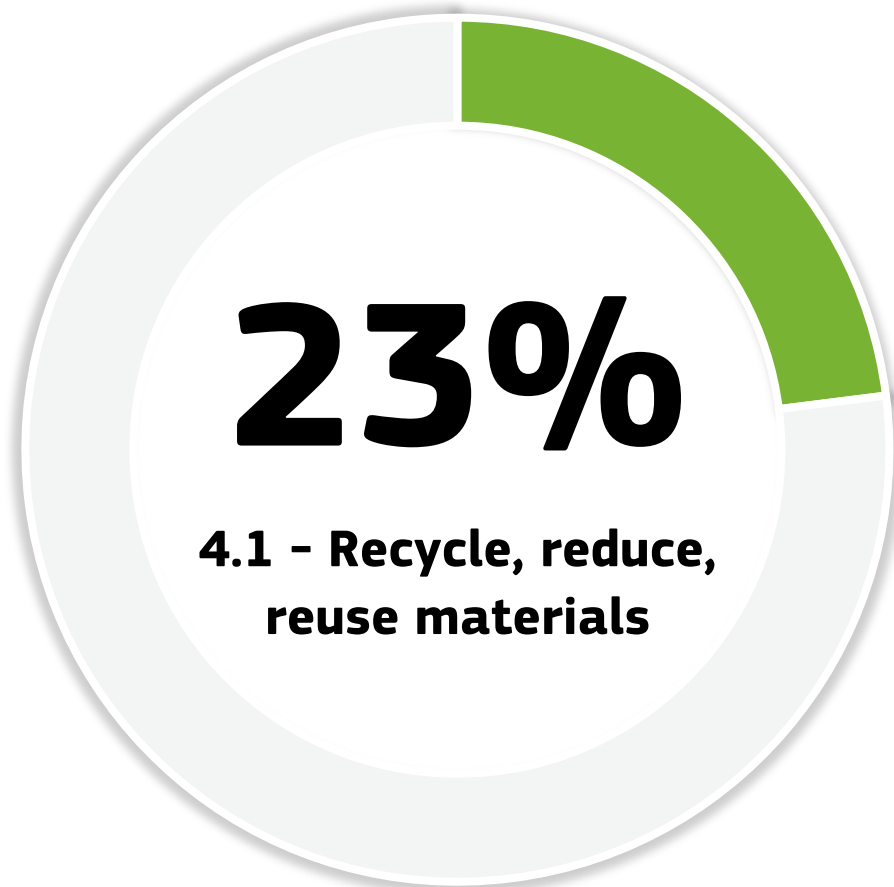
List of companies (ranked by number of commitments)



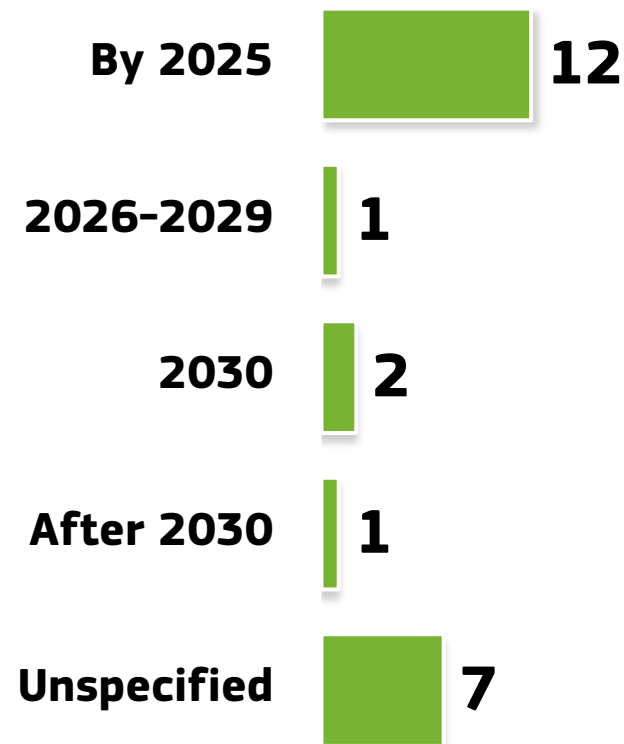
4.1 Recycle, reduce, reuse materials

Companies ▶

% of companies committing



Earliest Target Year (no. of companies with commitments)



4.2 Increased use of sustainable materials for packaging

Target Year 

% of companies committing

45%

4.2 - Increased use of sustainable materials for packaging

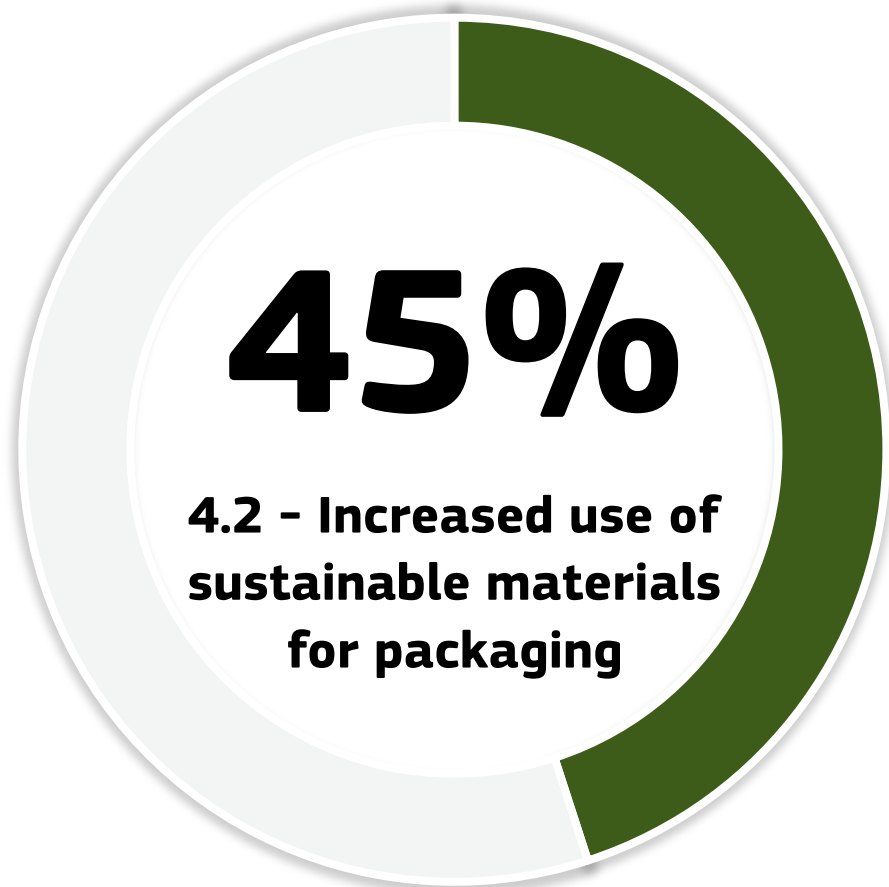
List of companies (ranked by number of commitments)



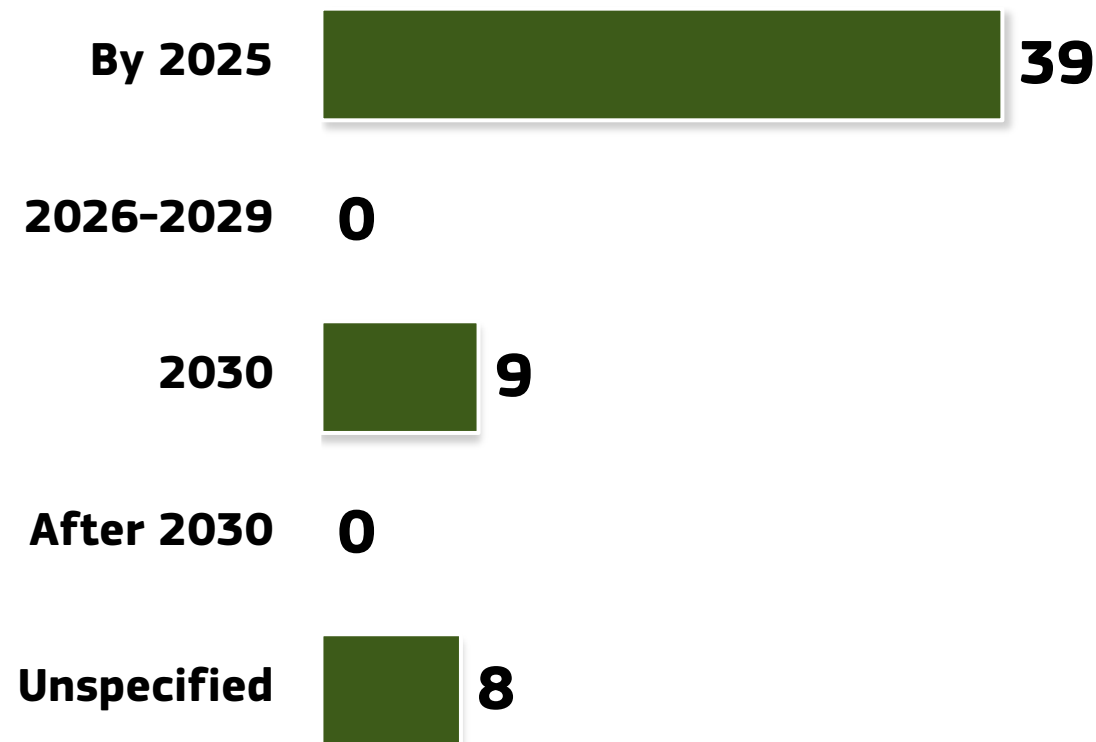
4.2 Increased use of sustainable materials for packaging

Companies 

% of companies committing



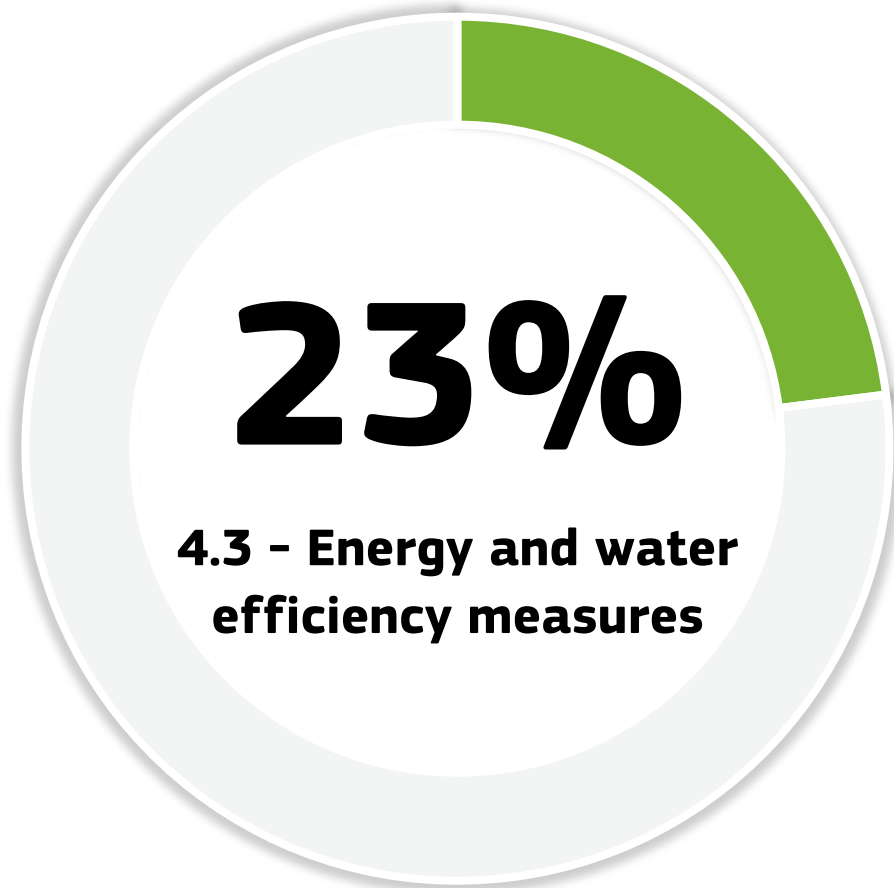
Earliest Target Year (no. of companies with commitments)



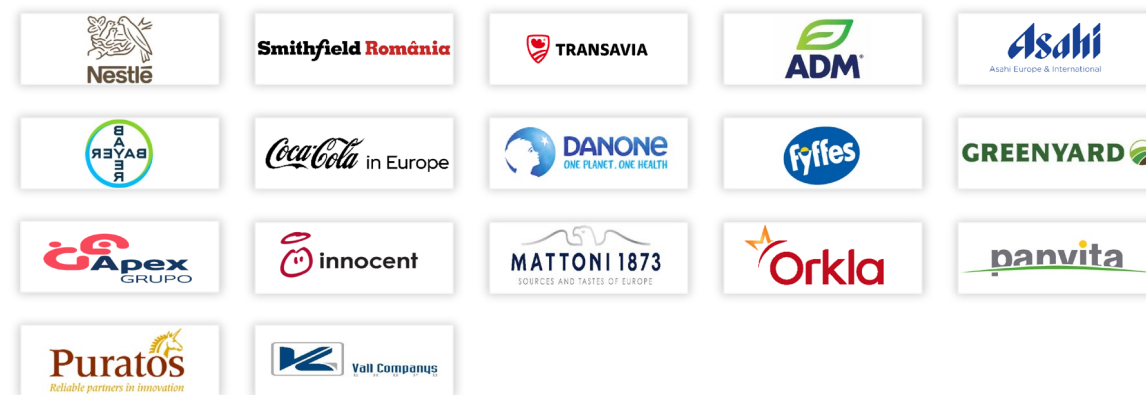
4.3 Energy and water efficiency measures

Target Year 

% of companies committing



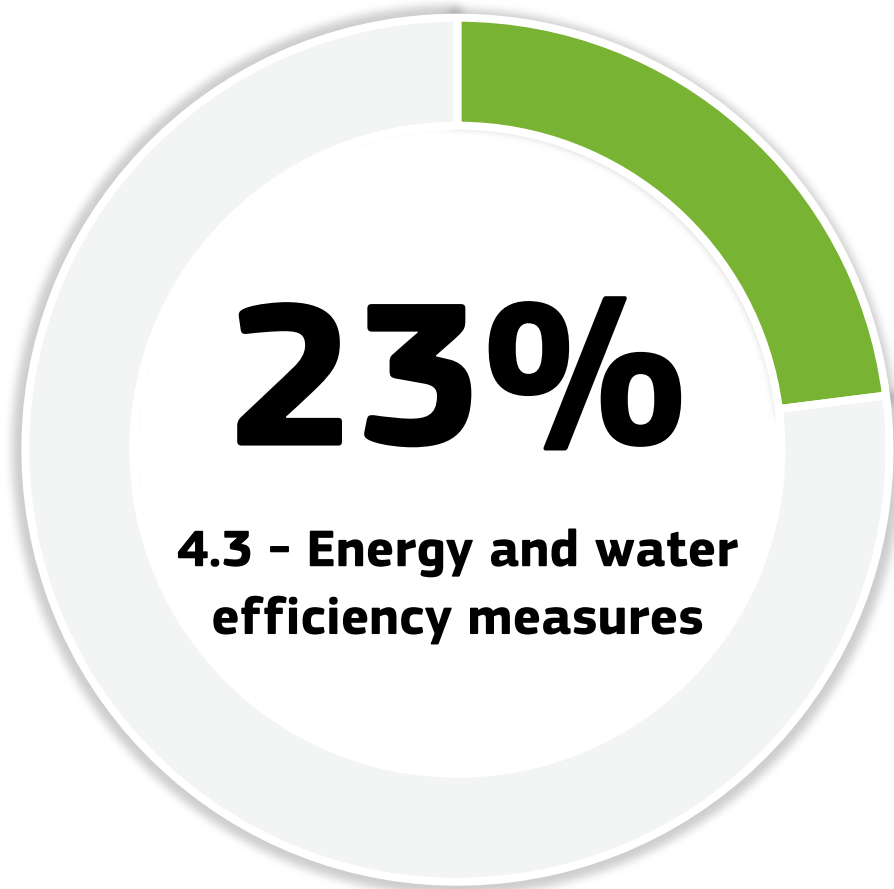
List of companies (ranked by number of commitments)



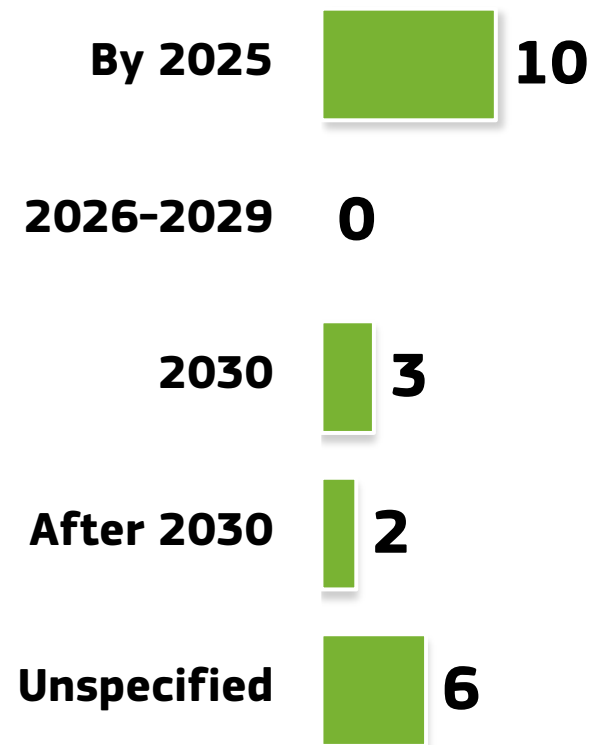
4.3 Energy and water efficiency measures

Companies 

% of companies committing



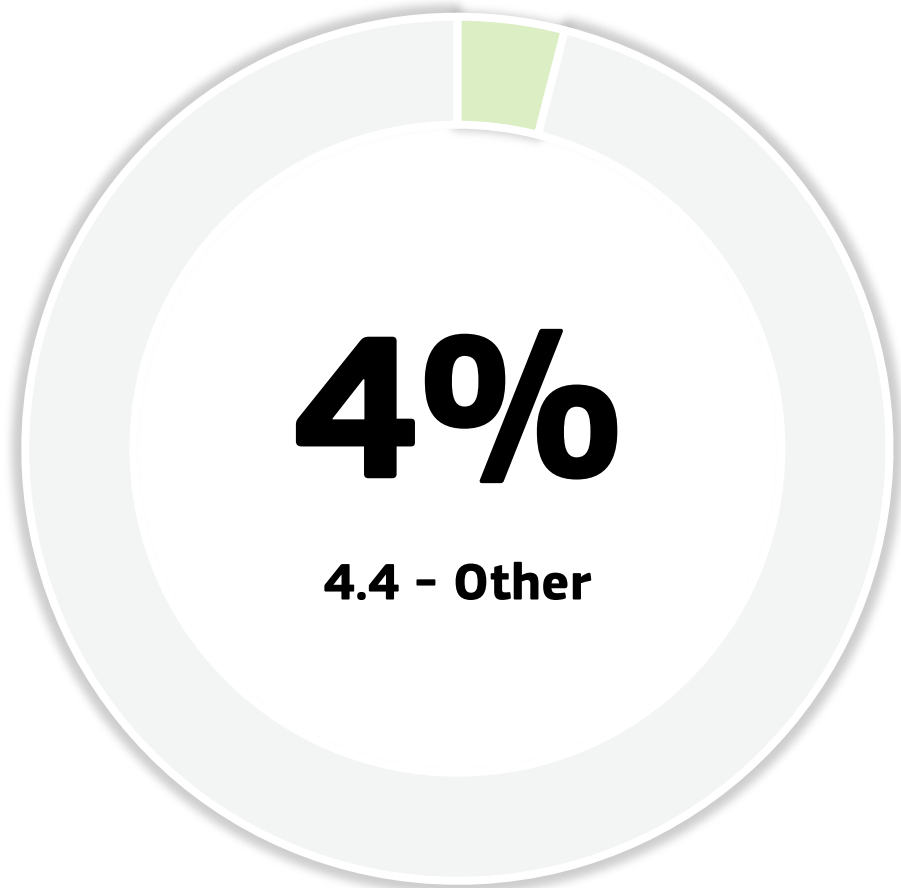
Earliest Target Year (no. of companies with commitments)



4.4 Other

Target Year 

% of companies committing



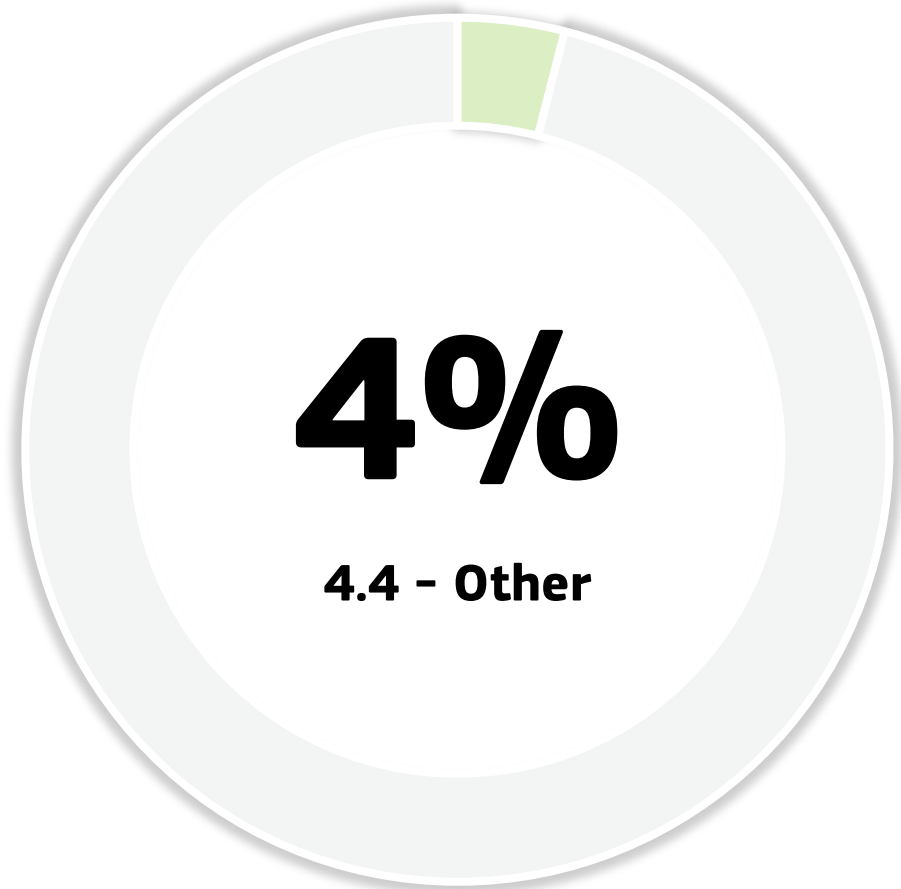
List of companies (ranked by number of commitments)



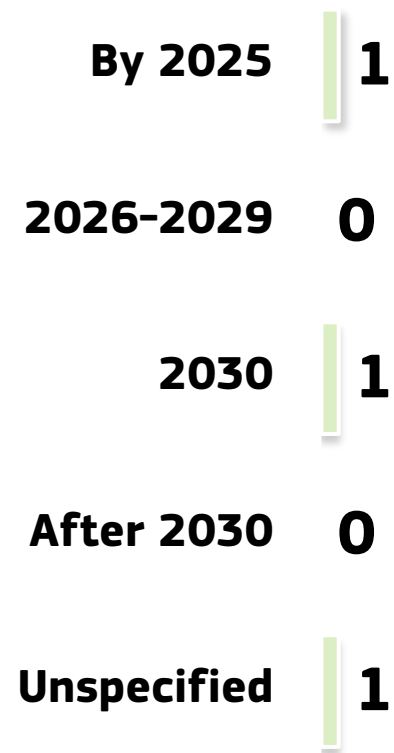
4.4 Other

[Companies](#) ▶

% of companies committing



Earliest Target Year (no. of companies with commitments)





5 Sustained, inclusive economic growth, employment and decent work for all

59

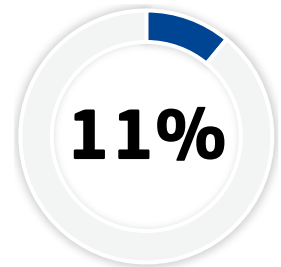
commitments

through

24

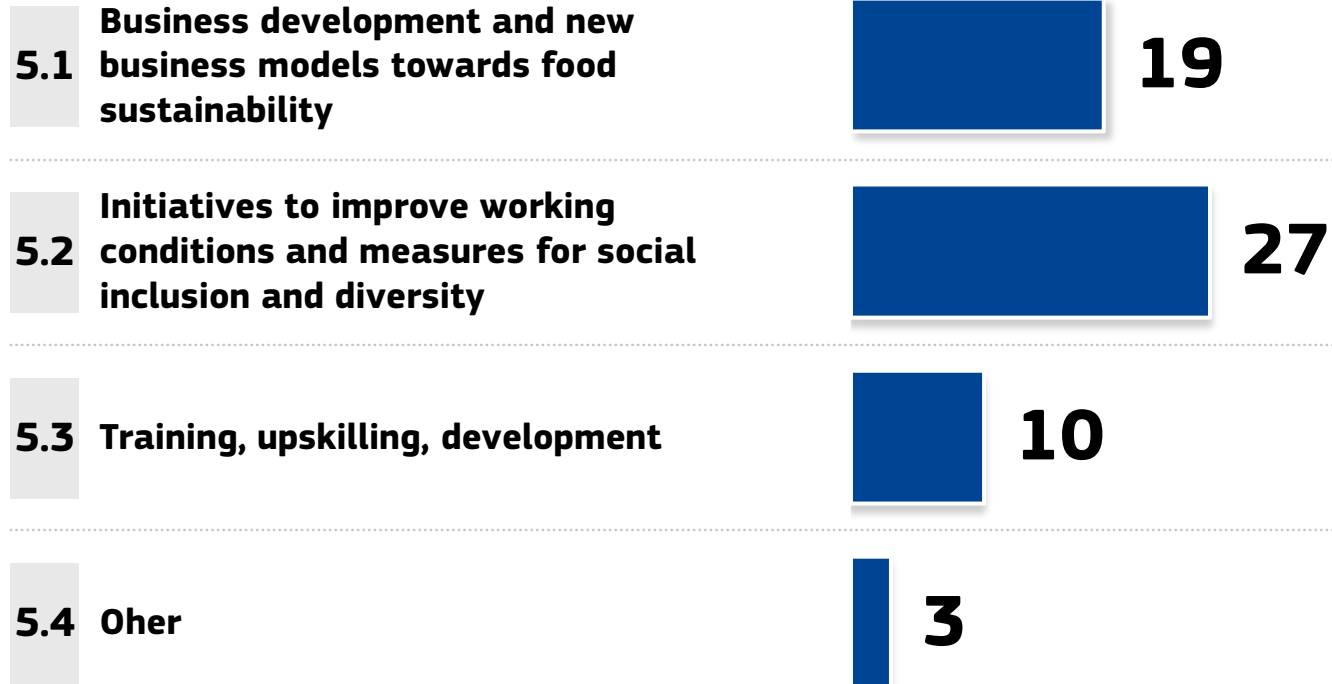
companies

making up



of total commitments
across the
Code of Conduct

Sub-categories



5.1

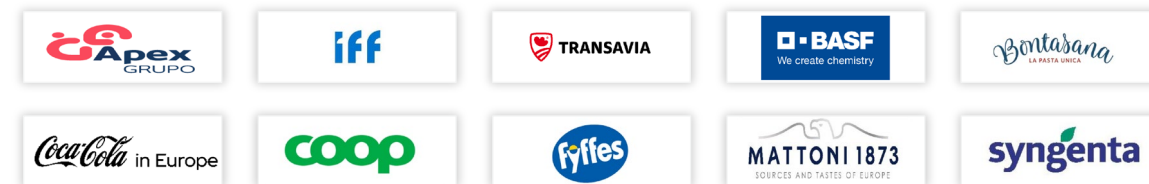
Business development and new business models towards food sustainability

Target Year 

% of companies committing



List of companies (ranked by number of commitments)

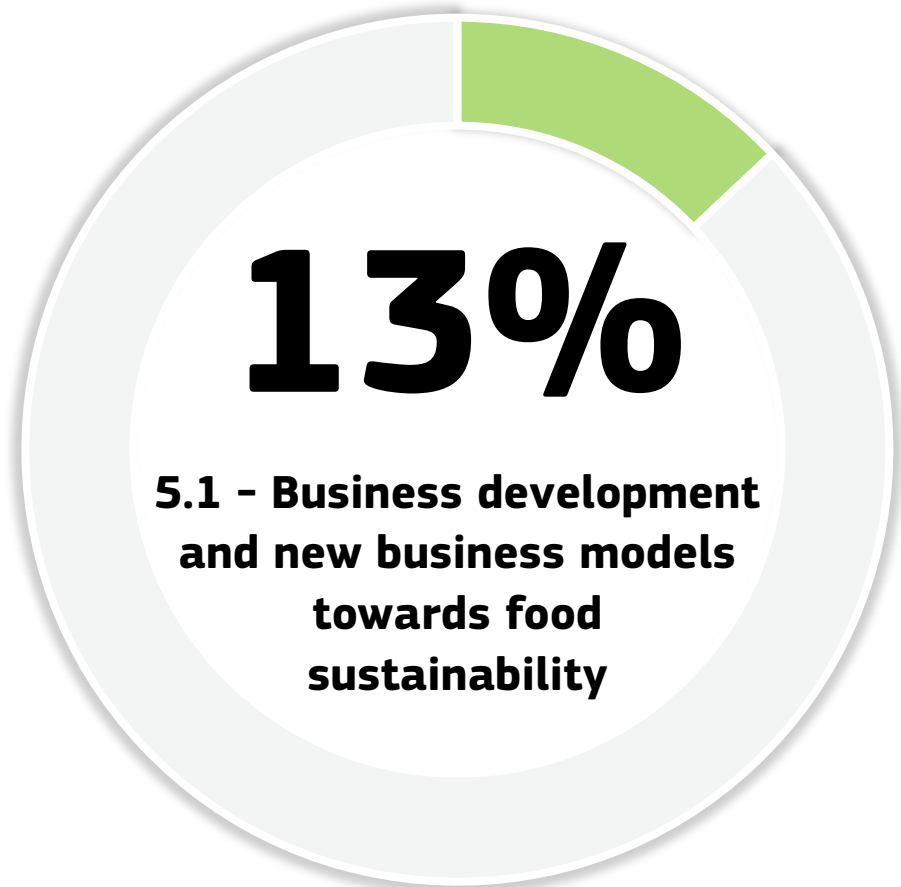


5.1

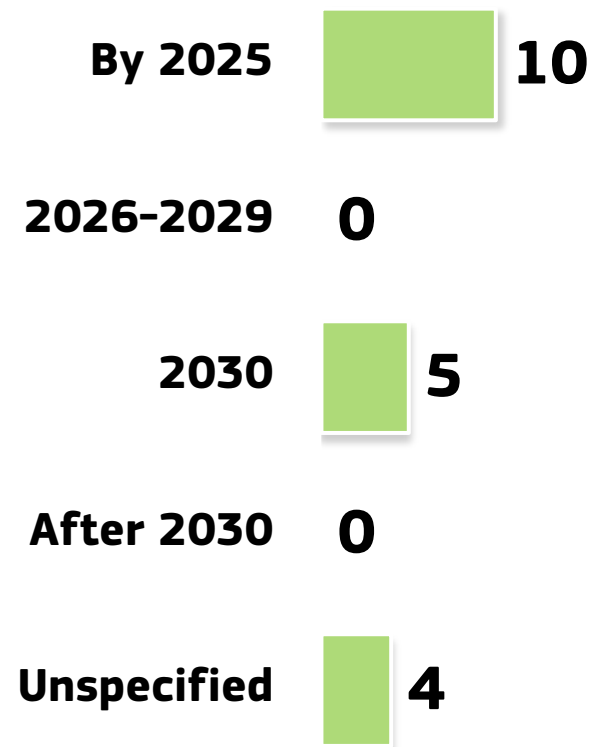
Business development and new business models towards food sustainability

Companies ▶

% of companies committing



Earliest Target Year (no. of companies with commitments)



5.2

Initiatives to improve working conditions and measures for social inclusion and diversity

Target Year 

% of companies committing



24%

5.2 - Initiatives to improve working conditions and measures for social inclusion and diversity

List of companies (ranked by number of commitments)

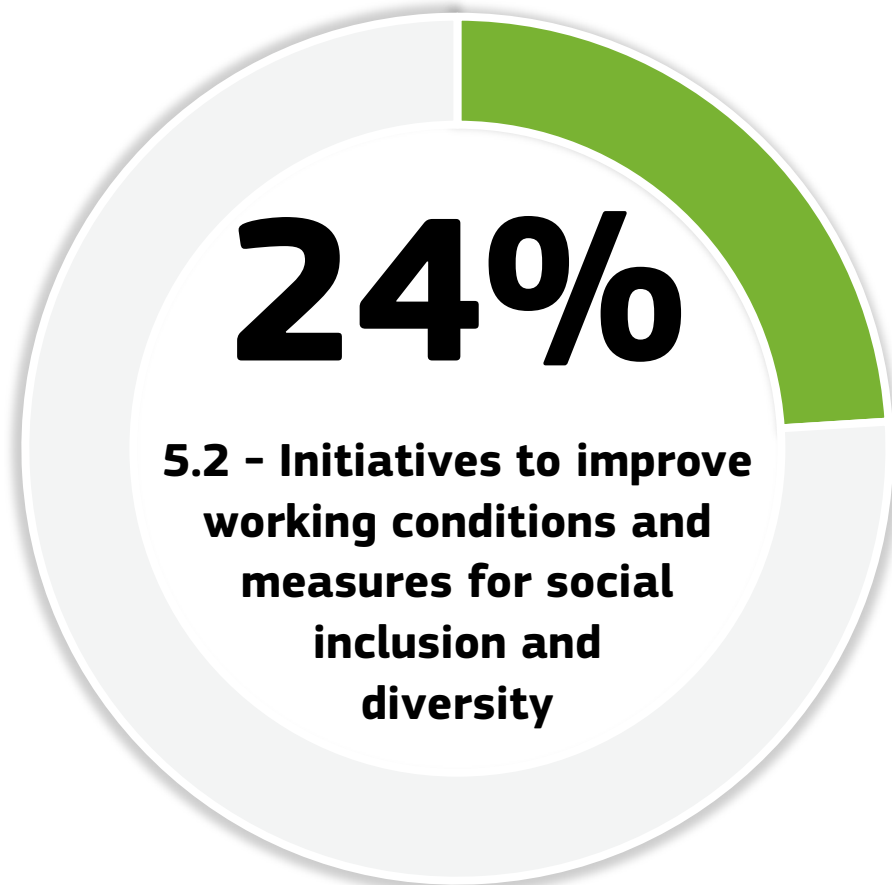


5.2

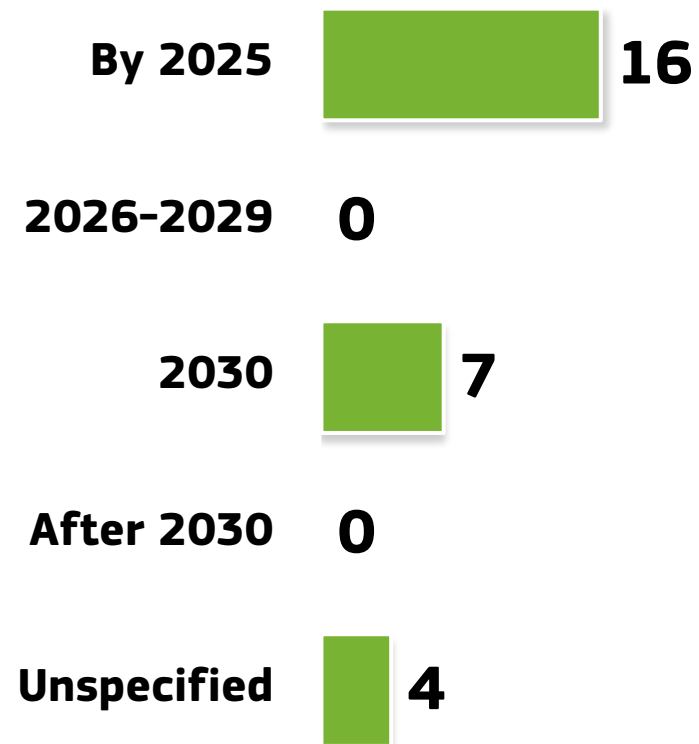
Initiatives to improve working conditions and measures for social inclusion and diversity

Companies ▶

% of companies committing



Earliest Target Year (no. of companies with commitments)



5.3 Training, upskilling, development

Target Year 

% of companies committing



List of companies (ranked by number of commitments)



5.3 Training, upskilling, development

Companies 

% of companies committing



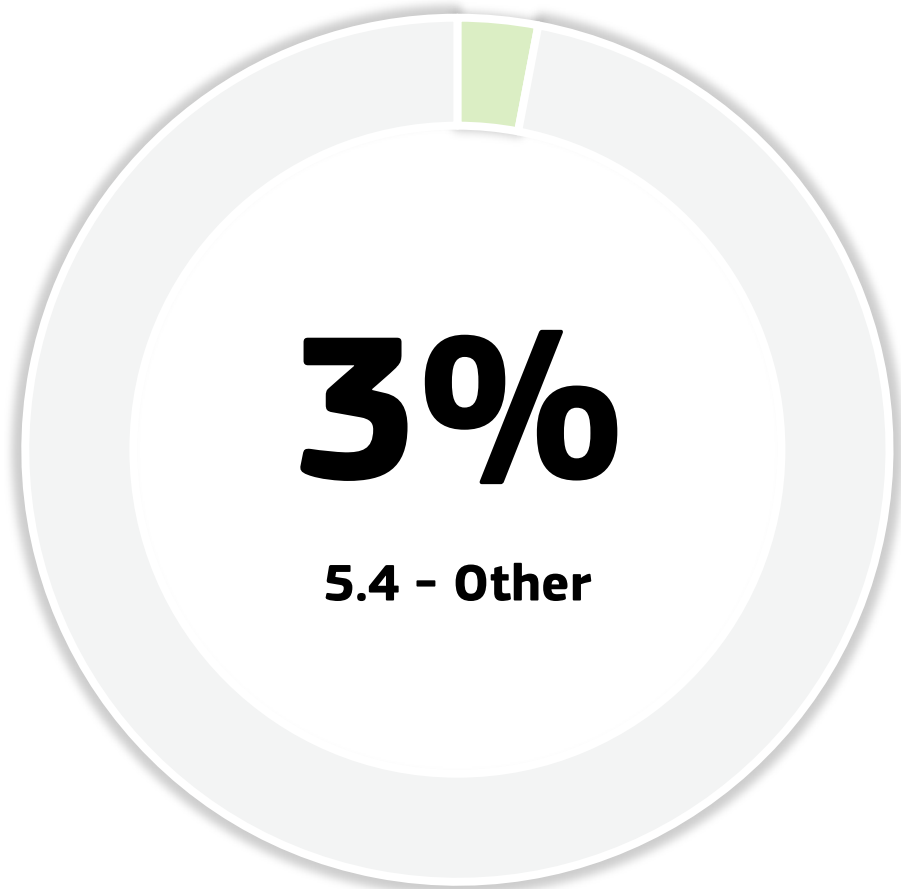
Earliest Target Year (no. of companies with commitments)



5.4 Other

Target Year 

% of companies committing



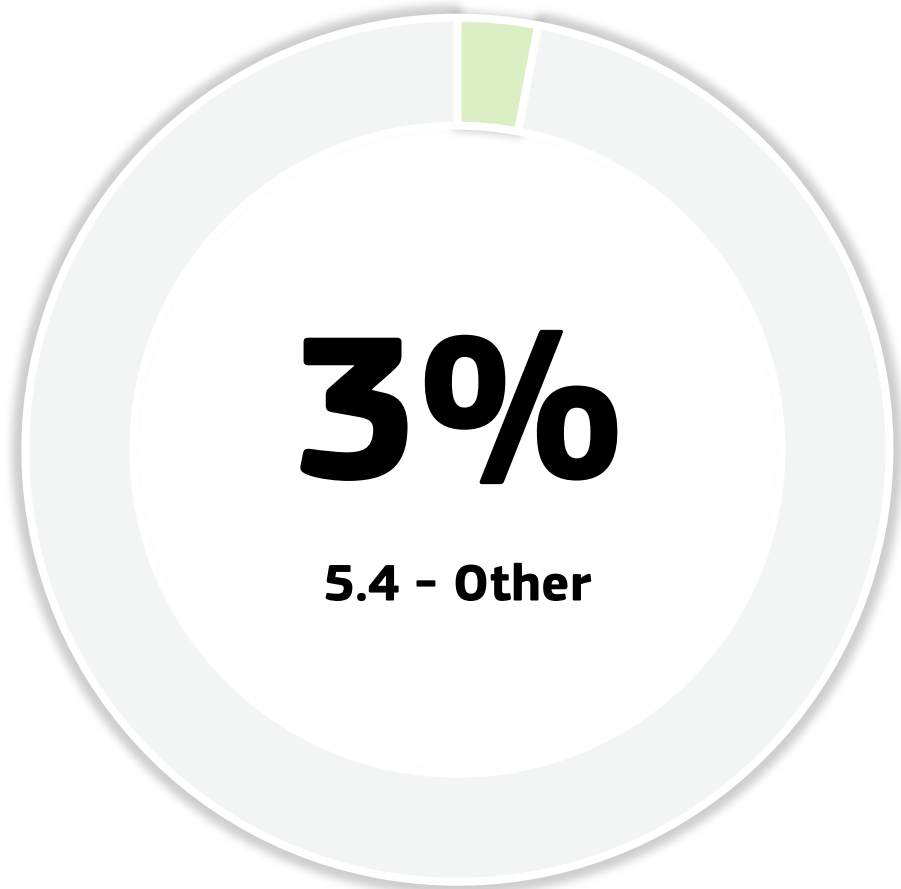
List of companies (ranked by number of commitments)



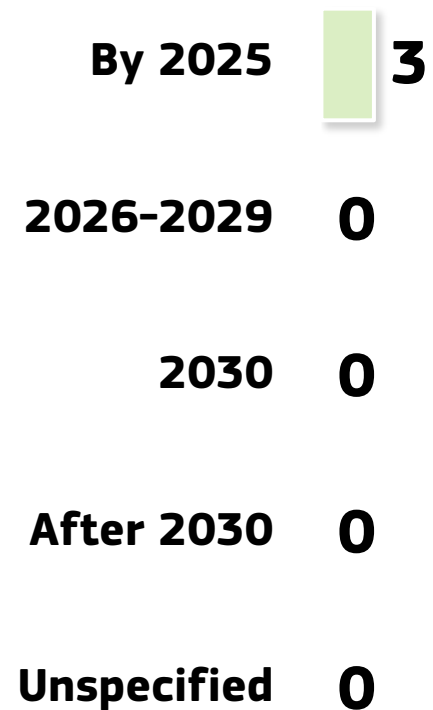
5.4 Other

[Companies](#) ▶

% of companies committing



Earliest Target Year (no. of companies with commitments)





6

Sustainable value creation in the European food supply chain through partnership

52

commitments

through

31

companies

making up

10%

of total commitments
across the
Code of Conduct

Sub-categories



6.1

Collaboration with partners and suppliers, technology and knowledge transfer

Target Year 

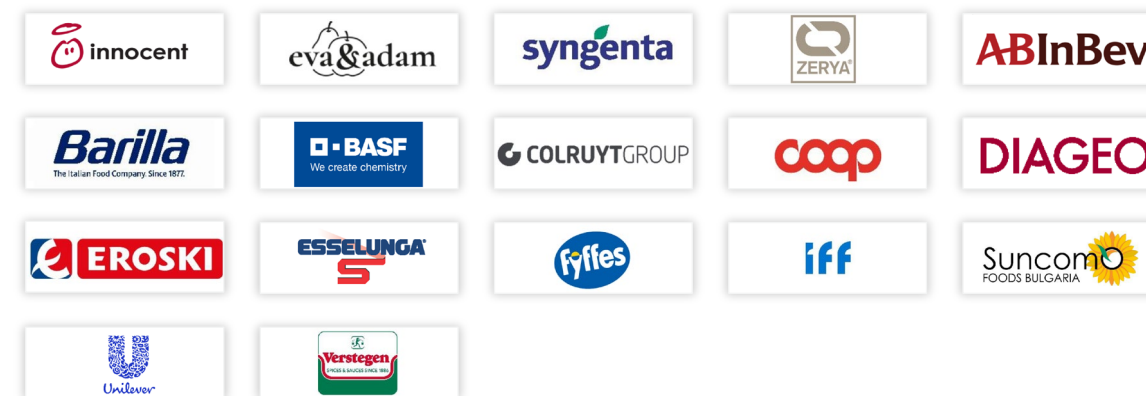
% of companies committing



23%

6.1 - Collaboration with partners and suppliers, technology and knowledge transfer

List of companies (ranked by number of commitments)



6.1

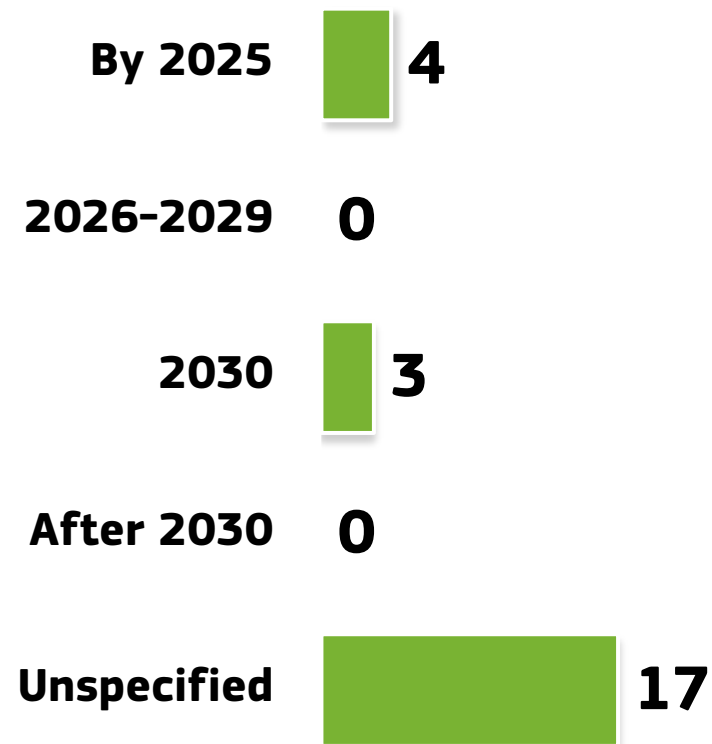
Collaboration with partners and suppliers, technology and knowledge transfer

Companies 

% of companies committing



Earliest Target Year (no. of companies with commitments)



6.2

Support sustainable agricultural, aquaculture and fisheries practices and improved animal welfare

Target Year 

% of companies committing



25%

6.2 - Support sustainable agricultural, aquaculture and fisheries practices and improved animal welfare

List of companies (ranked by number of commitments)

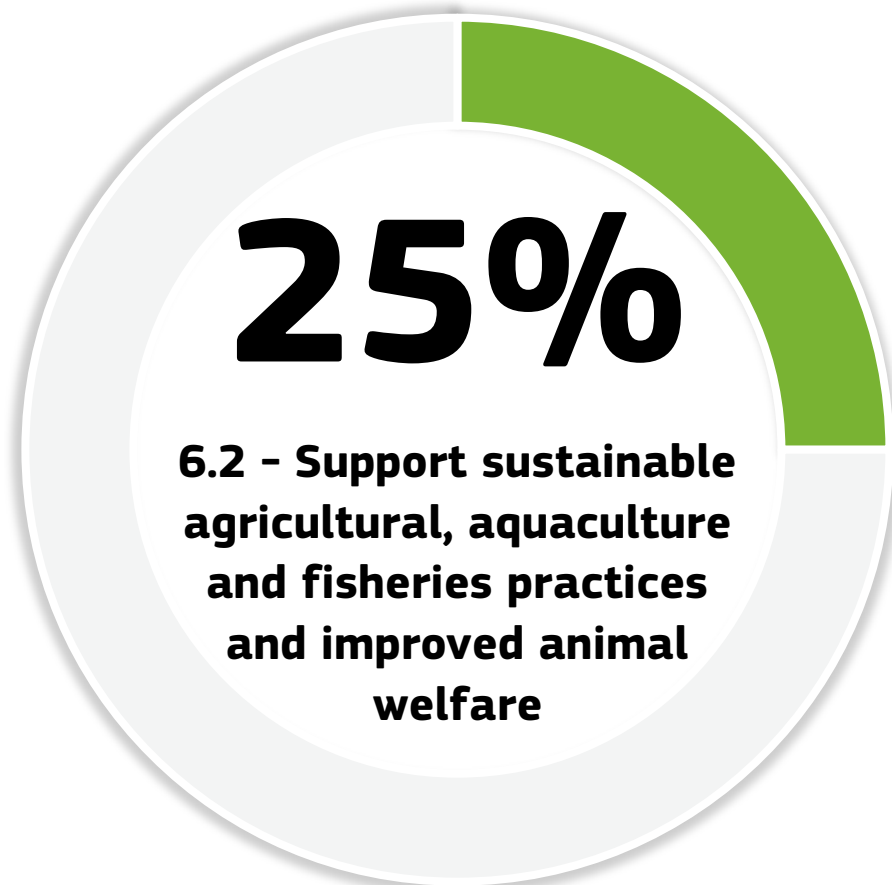


6.2

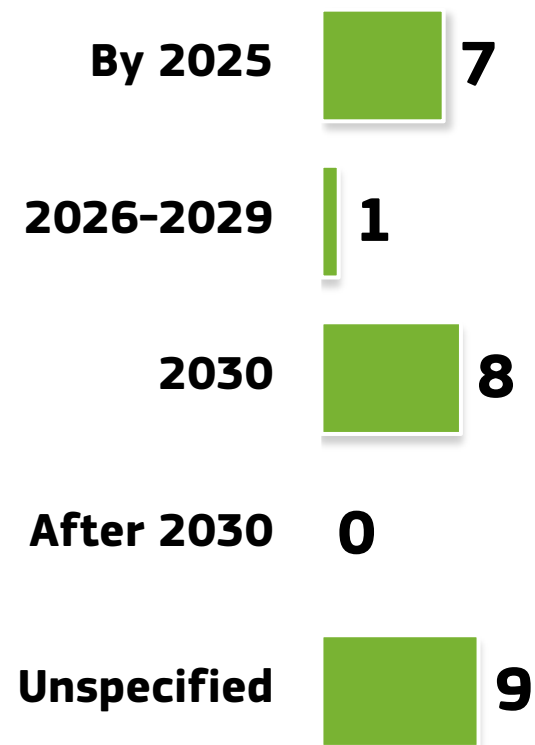
Support sustainable agricultural, aquaculture and fisheries practices and improved animal welfare

Companies ▶

% of companies committing



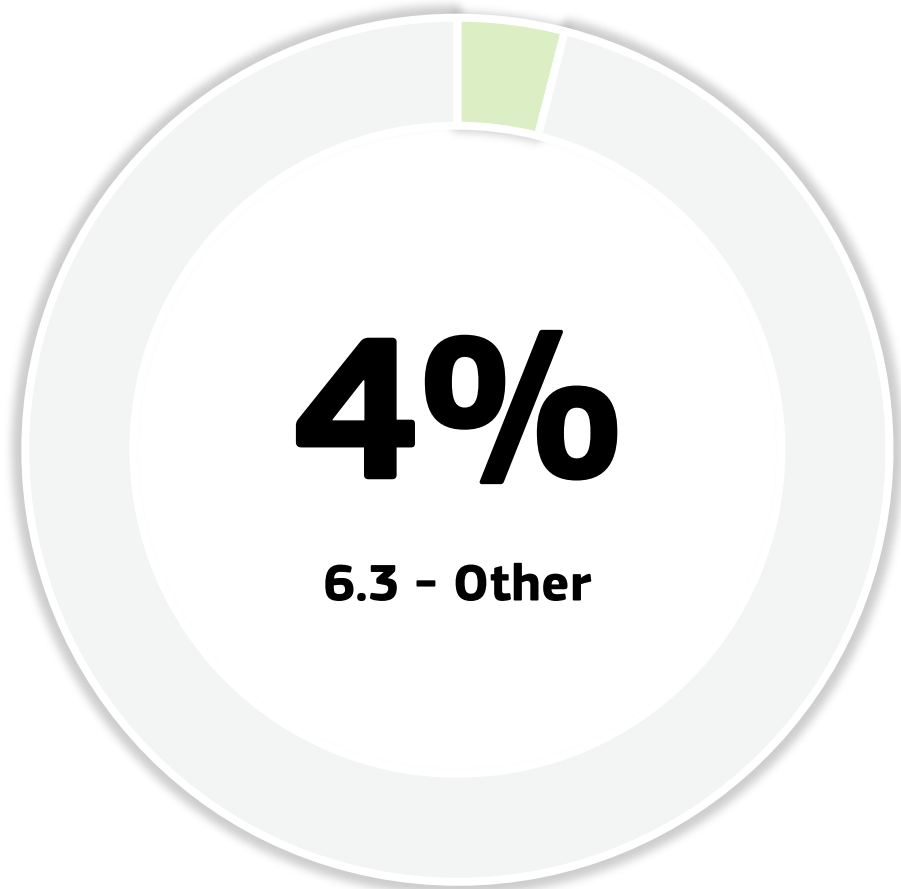
Earliest Target Year (no. of companies with commitments)



6.3 Other

Target Year 

% of companies committing



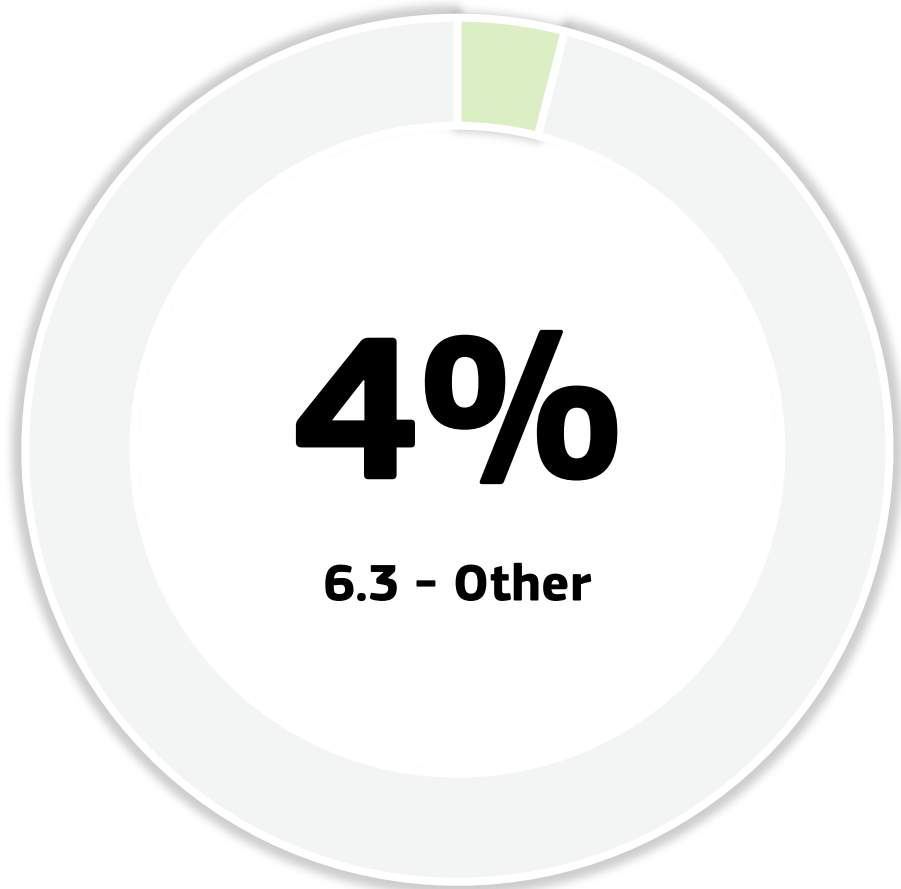
List of companies (ranked by number of commitments)



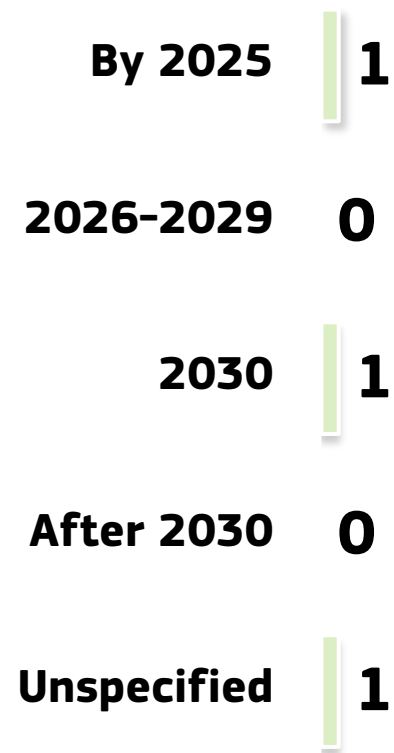
6.3 Other

[Companies](#) ▶

% of companies committing



Earliest Target Year (no. of companies with commitments)





7 Sustainable sourcing in food supply chain

85

commitments

through

40

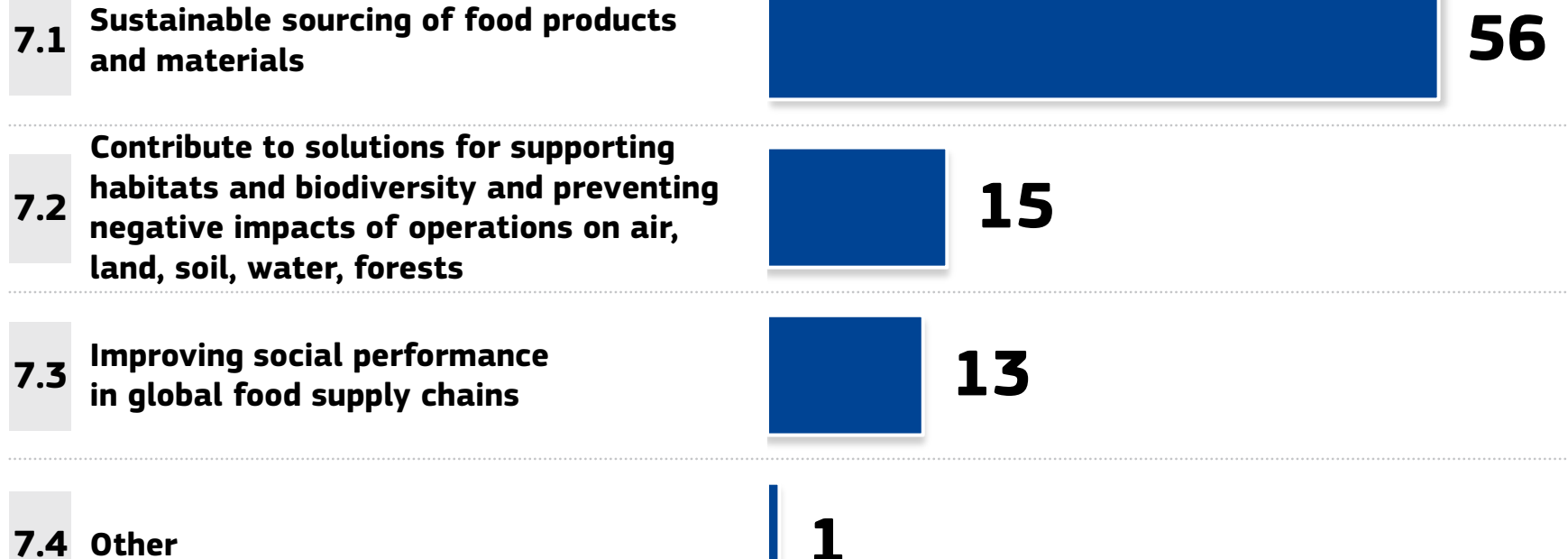
companies

making up



of total commitments
across the
Code of Conduct

Sub-categories



7.1 Sustainable sourcing of food products and materials

Target Year 

% of companies committing

44%

**7.1 - Sustainable
sourcing of food
products and
materials**

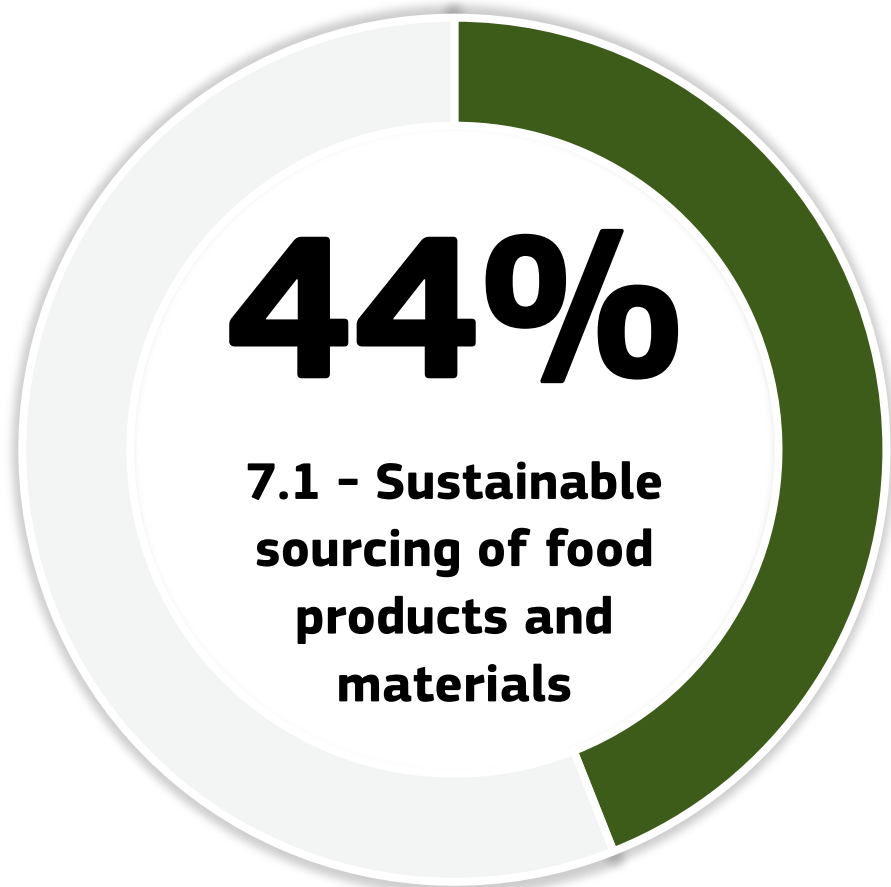
List of companies (ranked by number of commitments)



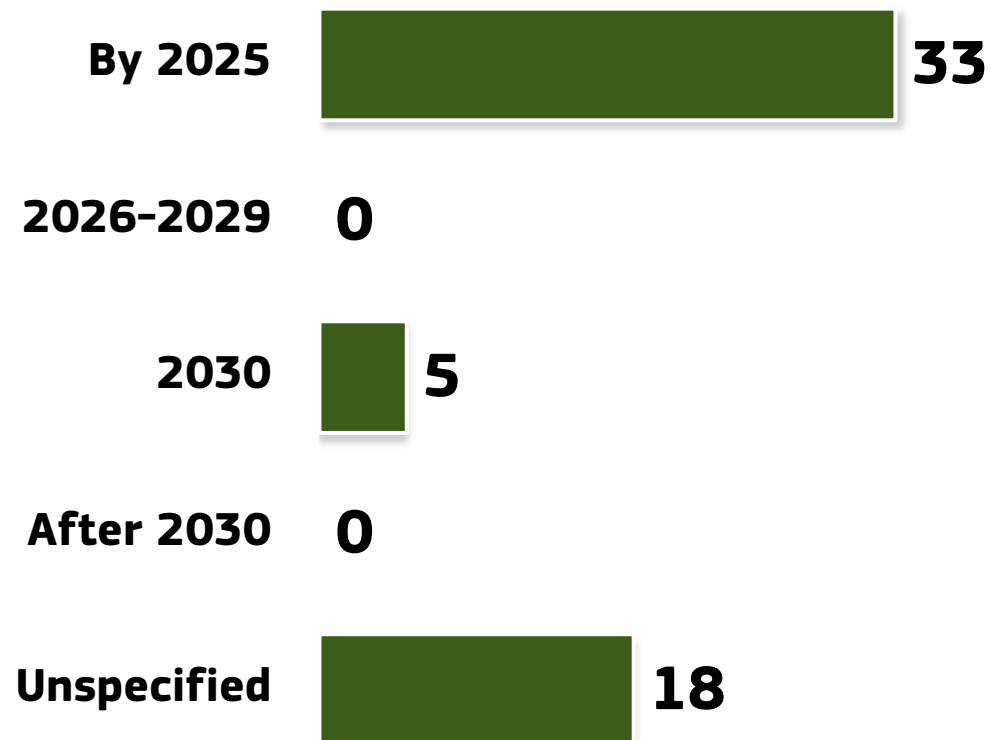
7.1 Sustainable sourcing of food products and materials

Companies ▶

% of companies committing



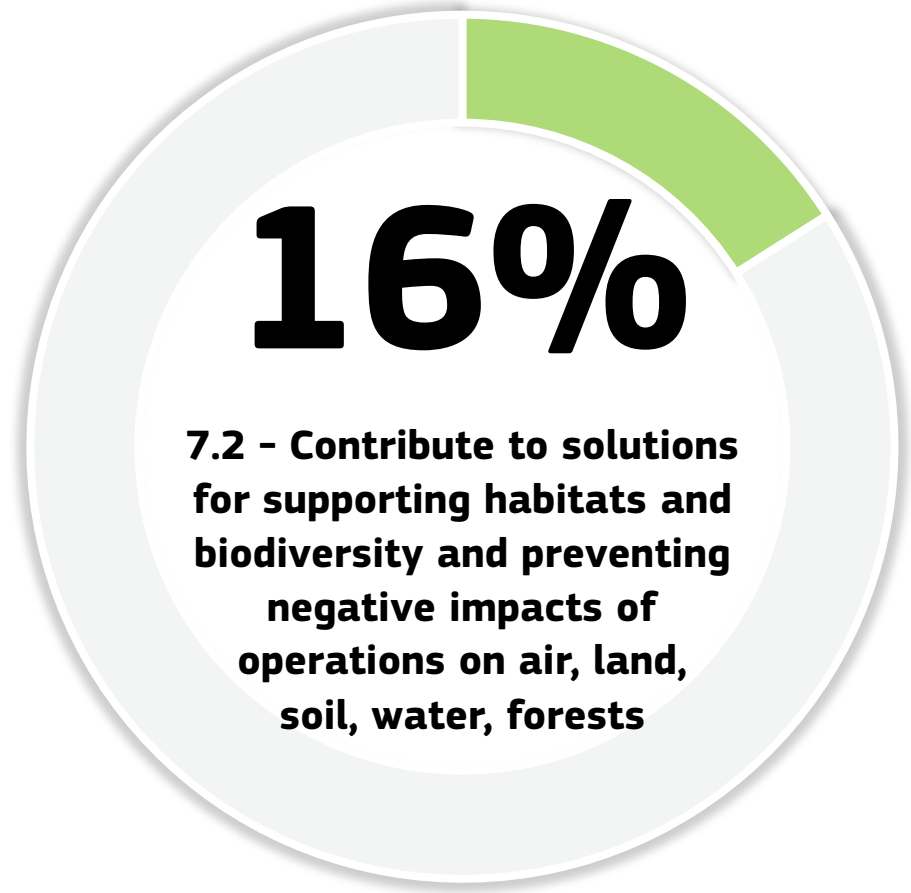
Earliest Target Year (no. of companies with commitments)



7.2 Contribute to solutions for supporting habitats and biodiversity and preventing negative impacts of operations on air, land, soil, water, forests

Target Year ►

% of companies committing



List of companies (ranked by number of commitments)

-
-
-
-
-
-
-
-
-
-
-
-

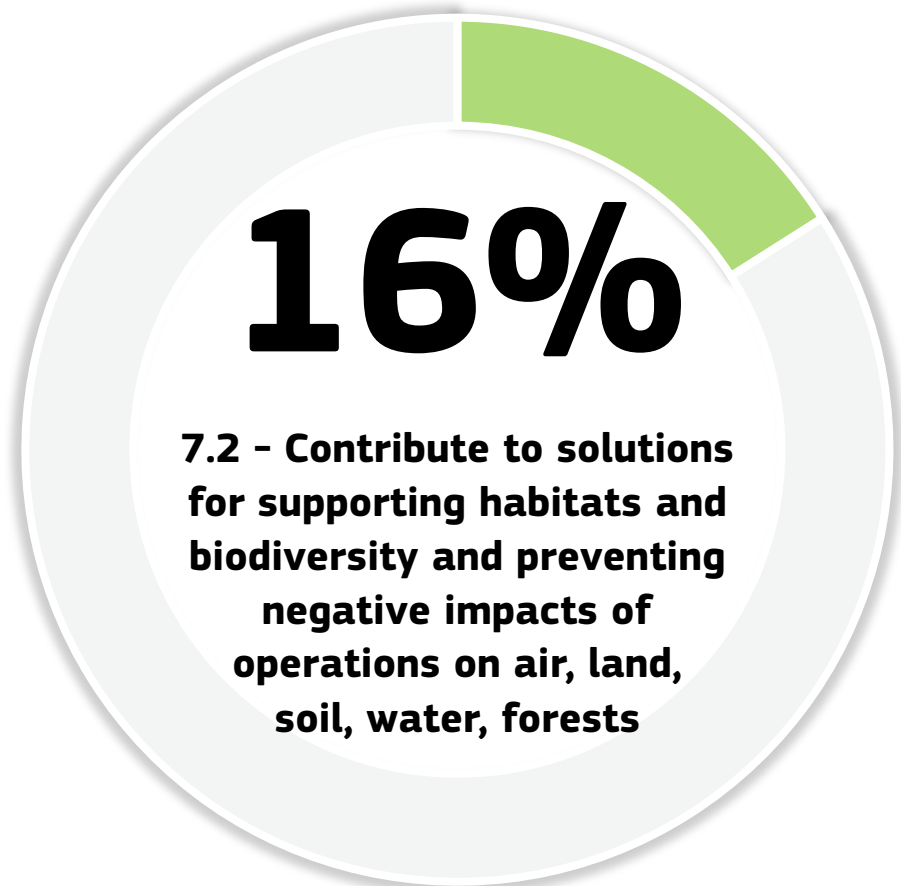
Base: 75 companies (67 large enterprises + 8 SMEs) who have made commitments. Data to 31 July 2023

7.2

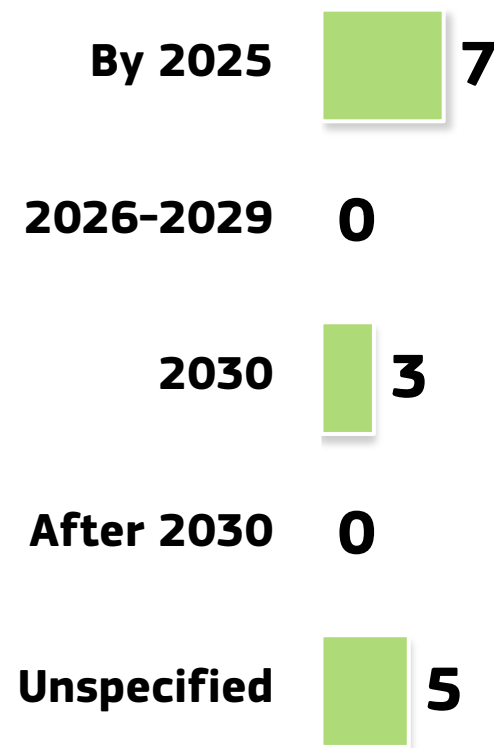
Contribute to solutions for supporting habitats and biodiversity and preventing negative impacts of operations on air, land, soil, water, forests

Companies 

% of companies committing



Earliest Target Year (no. of companies with commitments)



7.3 Improving social performance in global food supply chains

Target Year 

% of companies committing



List of companies (ranked by number of commitments)



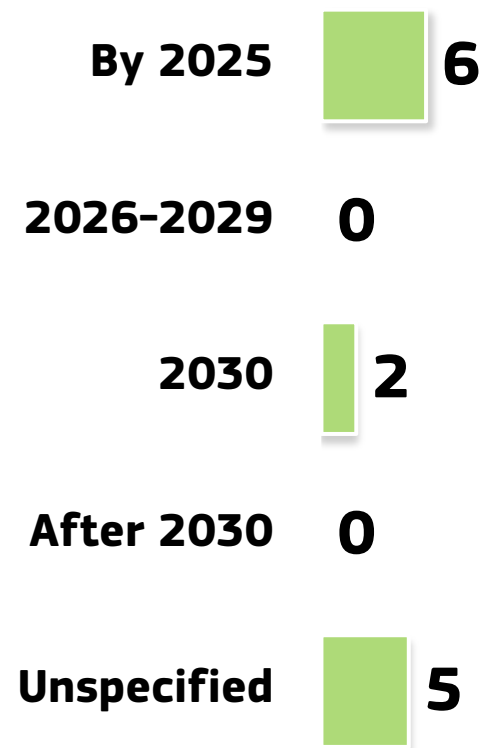
7.3 Improving social performance in global food supply chains

Companies 

% of companies committing



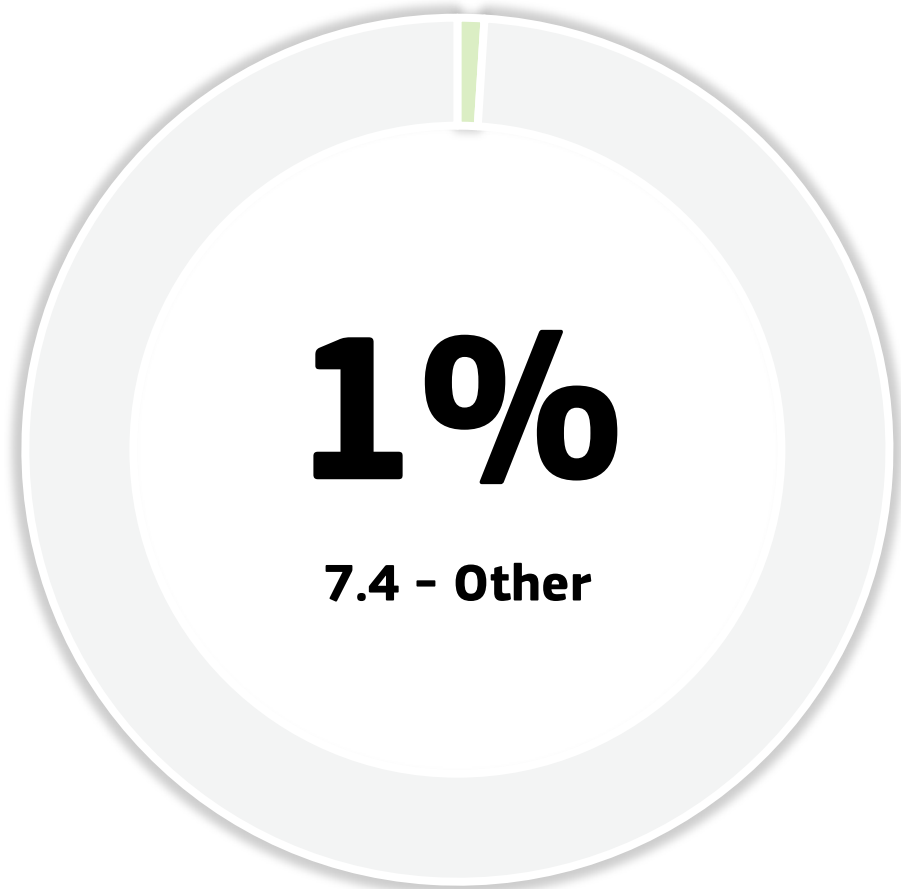
Earliest Target Year (no. of companies with commitments)



7.4 Other

Target Year 

% of companies committing



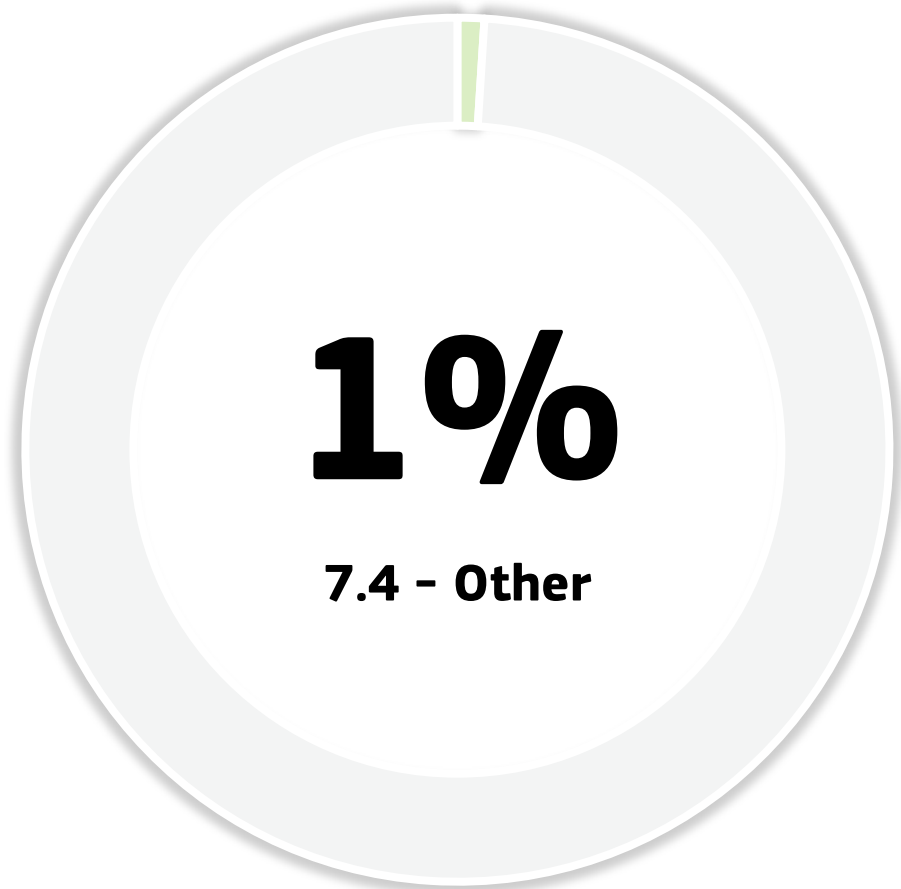
List of companies (ranked by number of commitments)

Smithfield România

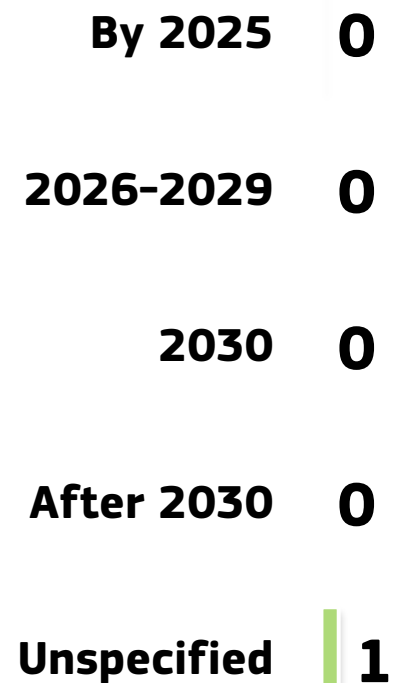
7.4 Other

[Companies](#) ▶

% of companies committing



Earliest Target Year (no. of companies with commitments)





Thank you

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