

EU Code of Conduct on responsible food business and marketing practices

Farm to Fork Strategy

*Policy Dialogues EU - Central America on
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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: **116** 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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