



FARM TO FORK – CODE OF CONDUCT

11 December 2020

What we say ...



« The Farm-to-Fork strategy creates an important framework for the many voluntary initiatives taken forward by our sector. Retailers and wholesalers can help sustainable products move away from niche to mainstream markets. They are engaging strongly in creating transparency, promoting healthy diets through consumer information, reformulation, the promotion of organic products and addressing food waste. In response to already strong customer demand, many are also directly supporting local farmers undertaking these changes. »

Code of conduct - What we need...

“Shared aspirational goal”

All food system stakeholders to be involved

Building on current good practices

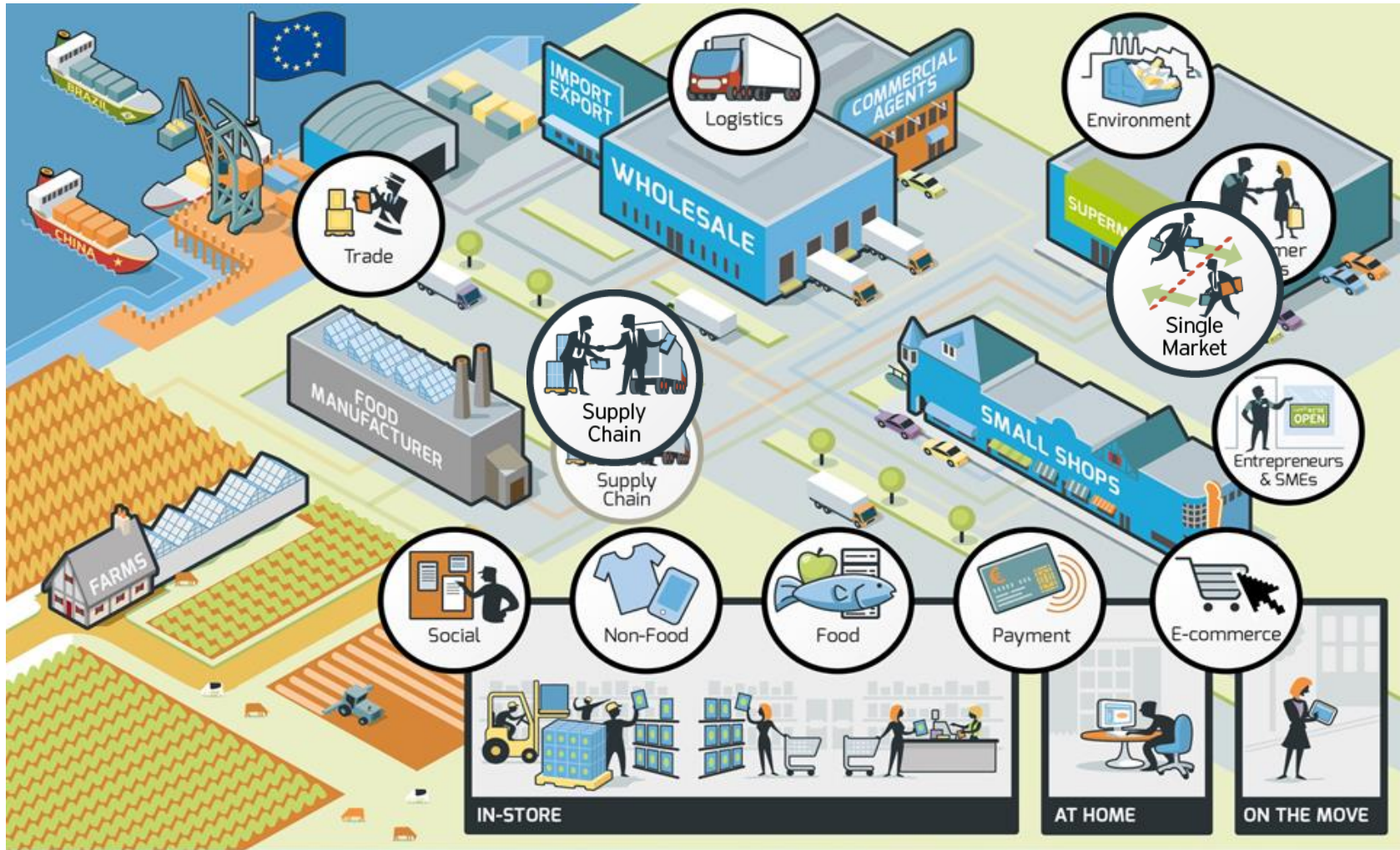


Flexibility to choose what fits/works

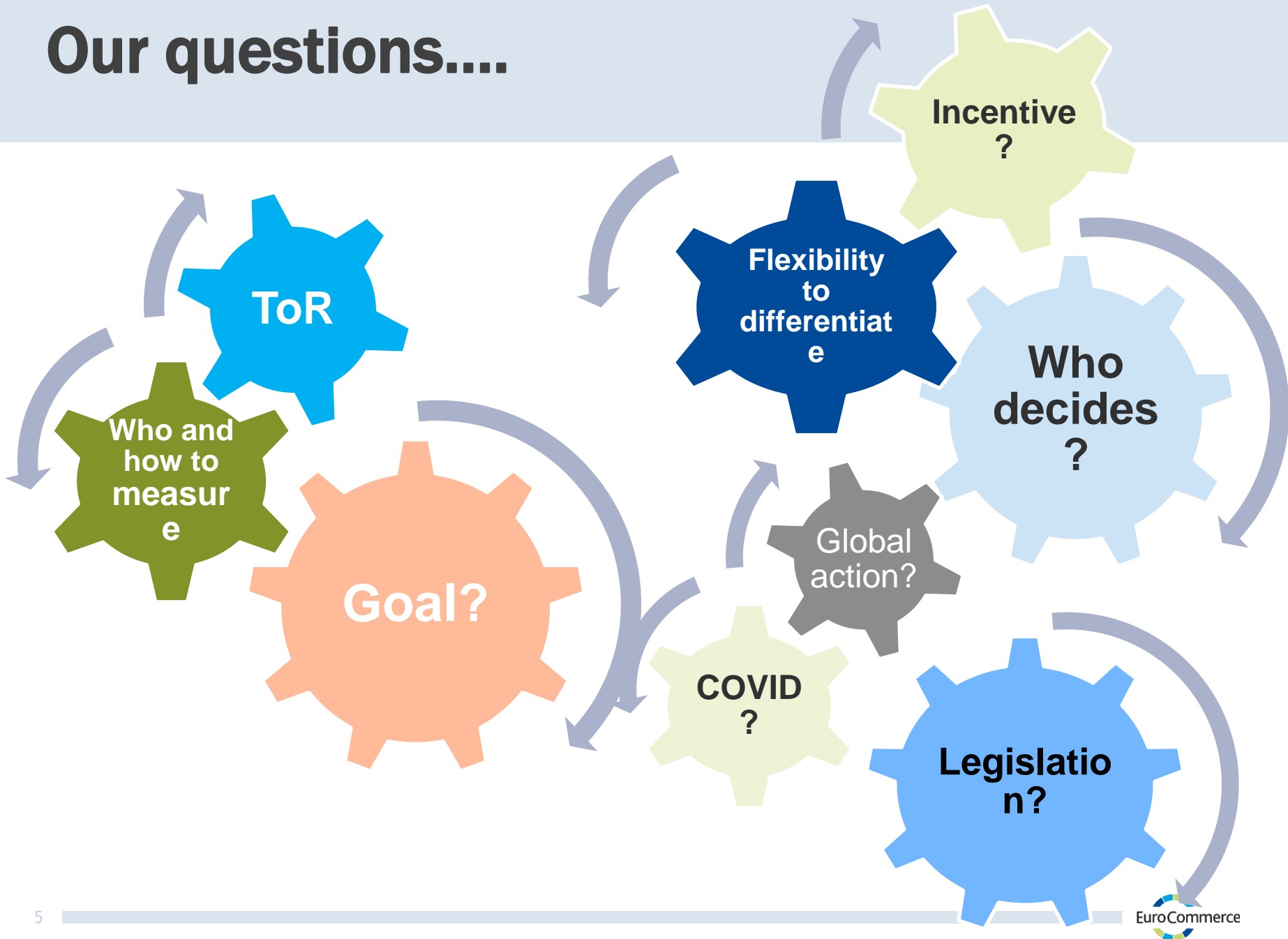
Coherent

Visibility, acknowledgement, incentives, support, innovation

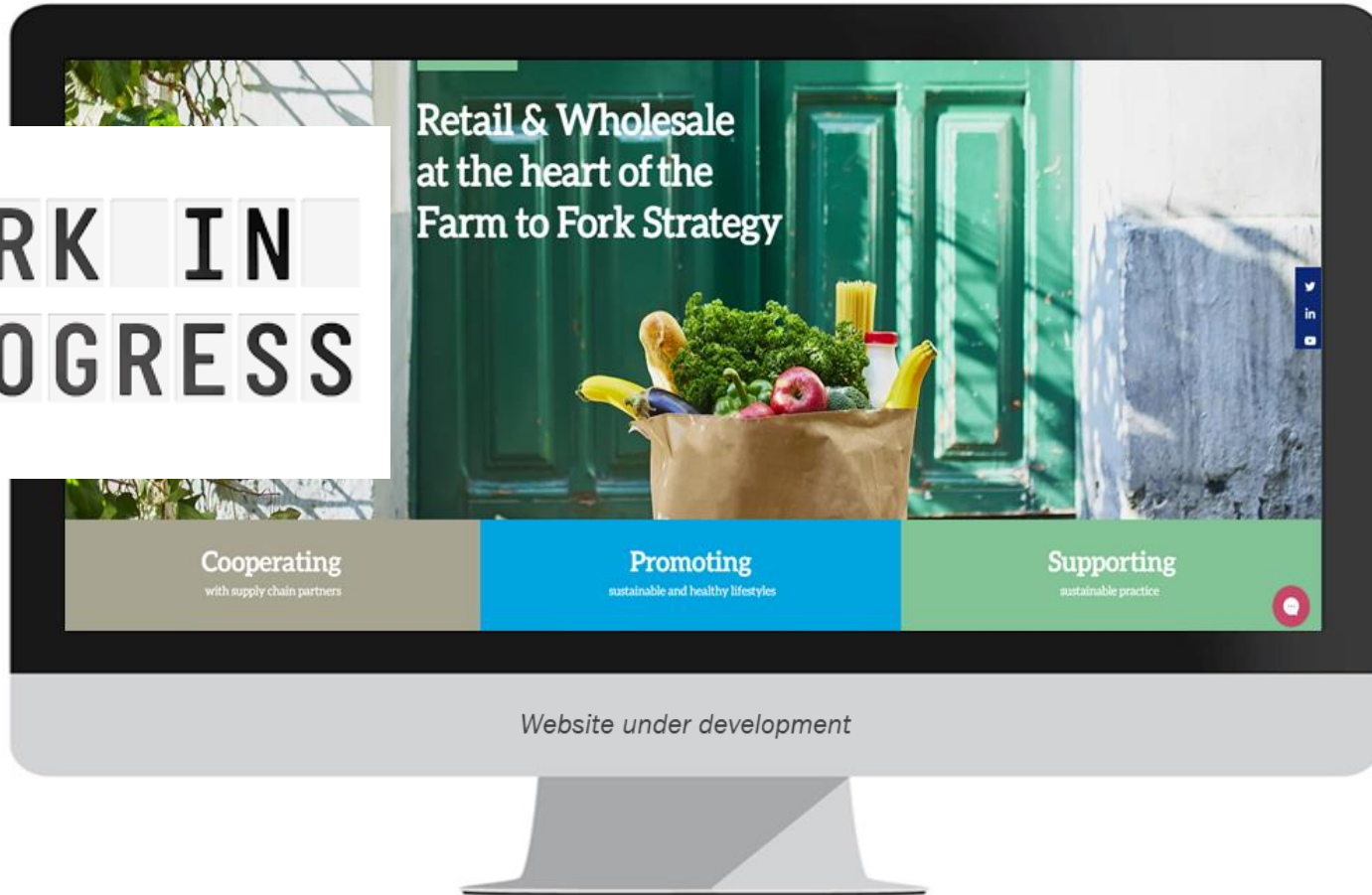
Cohérence with other policies....



Our questions....



Building on our stories...





THANK YOU

- www** www.eurocommerce.eu
-  [@eurocommerce](https://twitter.com/eurocommerce)
- You Tube** [EuroCommerceTV](https://www.youtube.com/EuroCommerceTV)
- flickr** [EuroCommerce](https://www.flickr.com/photos/eurocommerce/)