

EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

*A common aspirational path
towards achieving sustainable food systems*

- Annual Report – Check list for EU associations -

When signing the code, one of the commitments of EU associations is to provide “on an annual basis, a report of their activities in support of this Code, which will be published on an open dedicated website”.

In order to help EU associations to provide their annual report of activities, this document aims at providing a check list to guide associations.

- **General information**

Name in full + acronym	Freshfel Europe - European Fresh Produce Association
Contact person with contact details	Egle Baecke (e.baecke@freshfel.org) Philippe Binard (ph.binard@freshfel.org)
N° in the transparency register*	1637225479-02
Date of signature of the Code	30 June 2021
Step of the food chain represented (ex: primary production, production, processing, trade, retail, ...)	The entire supply chain, primary production to retail.
Who do you represent? (e.g. number of members, companies, SMEs)	114 members, excluding members’ satellite and subsidiary entities.

* if available

European Associations pledge to:

- ***endorse the aspirational objectives set out in this Code (where applicable)***

Yes, Freshfel Europe confirms to endorse the aspirational objectives set out in this Code (where applicable).

- ***promote and disseminate this Code with(in) their constituency/ies;***

Freshfel Europe has promoted and disseminated the activities which are covered under the Code to the Association’s membership over the period 2022-2023, including via:

- Freshfel Europe Board meetings;
- Freshfel Europe weekly newsletter on a regular basis;
- Freshfel Europe meetings with members throughout the year.

- ***encourage their members to align their sustainability actions and/or business practices to the aspirational objectives and targets of the Code and invite them, on a voluntary basis, to adhere to this Code, as appropriate;***

Freshfel Europe encouraged its members to align their sustainability actions and/or business practices to the aspirational objectives and targets of the Code.

- Over the year Freshfel Europe organized a number of webinars and engaged in work covered by aspirational targets of the EU Code of Conduct:
 - *Reducing the environmental footprint of food consumption by 2030 => Freshfel Europe's environmental footprint initiative (more in detail below).*
 - *Improved food consumption patterns in the EU => advocacy regarding consumption of fresh fruit and vegetables, also to meet the objective of the Farm to Fork Strategy.*
 - *Prevention and reduction of food loss and waste => advocacy regarding the lowering of food waste through the legislation on food additives, plant protection products, and sustainable use of packaging.*
 - *Sustained, inclusive and sustainable economic growth, employment and decent work for all => advocacy regarding the three pillars of sustainability: economic, environmental and social, while costs of production input, logistics and energy soared. Inflation was not reflected in the selling price to consumers, leaving fresh produce an affordable and healthy option in time of crisis. Freshfel Europe is also addressing issues of fair returns for fresh produce according to its value, encouraging plant diets to improve public health, and identifying synergies between environmental actions and social benefits.*

- ***explore the possibility of developing sector-specific tools and resources in support of this Code;***

In March 2022 Freshfel Europe commenced a new fresh produce sector specific project, the Freshfel Environmental Footprint Initiative, along with a group of leading members, which supports the Code. The Initiative aims to develop an objective and standardized methodology and digital tool for the fresh fruit and vegetable sector based on product environmental footprint methodology, that is broadly accepted by industry, other stakeholders, institutions and consumers. The Initiative will facilitate the fresh produce sector's contribution to Aspirational objective 1 to reduce the environmental footprint of food consumption by 2030, and aspirational objective 3 to achieve a climate neutral food chain in Europe by 2050.

- ***continue to engage in dialogue with other food chain/systems actors and EU and international policy-makers to forge (new) relationships, exchange good practices and discuss challenges encountered, learn from each other (studies, projects) and create better mutual understanding, and identify opportunities for collaboration and potential partnership.***

Where possible Freshfel Europe seeks dialogue and engagement with other stakeholders within the agri-food sector as well as with decision-makers to support the work of the Code. For example, within Freshfel Europe's Environmental Footprint Initiative, the Association is exploring collaboration with

other associations and organizations which have synergies with the fresh produce sector. The objective of this collaboration is to seek more effective and efficient environmental footprint calculation throughout the fresh produce supply chain as well as that of other agri-food sectors. This includes other signatories of the Code to foster work towards aspirational objective 1 and 3.

Other examples are collaborative activities such as webinars undertaken together with EuroCommerce, another signatory of the Code of Conduct, on how to empower and encourage consumers towards healthier and more sustainable diet options. Freshfel Europe is also actively working to prevent misinformation online that could lead to misleading messages regarding the environmental benefits of sustainable food choices and has engaged with the FAO on this matter. Both efforts correspond to aspirational objective 1.