

# EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

## ZERYA PRODUCCIONES SIN RESIDUOS S.L. (ZERYA) – SPAIN (ES)

REPORT SUBMITTED ON 30/07/2024

Type of business/sector  <i>(E.g. retail, dairy)</i>	Sustainability dimension  <i>(E.g. environmental, social)</i>	Code aspirational objective  <i>(1-7)</i>	Individual commitments with baseline	Progress on KPIs and goals (qualitative and/or quantitative)	Additional information <b>(optional)</b>  <i>(E.g. partnerships, geographical coverage, sharing best practices, links with other COM initiatives, with other reporting initiatives)</i>	Comments <b>(optional)</b>  <i>(E.g. enablers, ideas on how to improve)</i>
<b>Production, agriculture – fresh produce</b>	<b>Environmental, consumer health, workers health, chemical risks</b>	<b>6</b>	<b>b) Stimulating sustainable production.</b> - Support sustainable use of pesticides and fertilizers whilst contributing to maintaining food security and resilience.	<b>Ongoing.</b> ZERYA's goal is to have a permanent presence on social media disseminating contents related with the sustainable use of pesticides.	<b>See detailed chart of examples below</b>	

**ACTION 1:**




**DISEMINATION OF EUROPEAN SUSTAINABLE AGRICULTURE POLICIES & BEST PRATICES during 2023-2024:**


Articles available on [ZERYA's website](http://www.zerya.org) www.zerya.org and in our [monthly Newsletter](#) (1.800 subscribers) on LinkedIn

Targets: Fruits, Vegetables and Wine Farmers, AgroFood Medias, Agronomic Stakeholders, Food Retailers, Food Brokers, Agronomist, Food Quality Engineers, Field Technicians, Certification Bodies, Laboratories, Consultants and Consumers

Published in: spanish, portuguese and german medias


Campaign	ZERYA's Newsletter	On Medias
	<b>Food Safety and Nutrition in the Word   FAO Report</b>	<a href="#">Link</a> ES
	<b>Upcoming EU Directive against greenwashing</b>	<a href="#">Link</a> ES








 <p>The image shows a vineyard with a pink sign in the foreground. The sign features the ZERYA logo, which consists of a stylized 'Z' inside a circle, and the text 'ZERYA regenerativa' and 'Regenerative Agriculture'.</p>	<p><b>ZERYA Regenerativa® certification takes root in Europe.</b></p>	<p><a href="#">Link</a></p>	<p>ES, DE</p>
 <p>The image shows a wine label for 'CASA AMERICO' from the 'DAO SEIRA DA ESTRELA' region. The label features a circular logo with a stylized plant and the text 'CASA AMERICO' and 'DAO SEIRA DA ESTRELA'. There is also a small ZERYA logo in the top left corner.</p>	<p><b>First winemaking vineyard in the Iberian Peninsula certified with Zero Pesticides.</b></p>	<p><a href="#">Link</a></p>	<p>ES, PT</p>
 <p>The image shows a sign for the 'RASFF Window' (Rapid Alert System for Food and Feed) with various food items in the background. The sign text reads: 'Cómo funciona el RASFF Sistema de Alerta Rápida para Alimentos y Piensos' and 'RASFF Window'.</p>	<p><b>RASFF: Protecting Consumer Health in Europe</b></p>	<p><a href="#">Link</a></p>	<p>ES</p>

	<p><b>Why are Pesticide Residue-Free foods the present and the future of the sector?</b></p>	<p><a href="#">Link</a></p>	<p>ES, PT</p>
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**ACTION 2 :**

**NETWORKING WITH EUROPEAN STAKEHOLDERS during 2023-2024**

ZERYA's Network	Organised by	Place, Date	Participation
	<p><b>COST - European Cooperation in Science &amp; Technology</b></p>	<p>Sofia, BG. 14/2/2024.</p>	<p><b>Workshop:</b> Use of basic substances. Uptake and adoption throughout Europe. Possibilities to increase their uses and authorizations.</p>

 <p>   </p> <p>19-21 April 2023, Amsterdam</p> <p><b>Let's meet!</b>  <b>At EU CAP Network workshop</b>  <b>'Innovative arable crop protection - using pesticides sustainably'</b></p>	<p><b>EU CAP NETWORK</b></p>	<p>Amsterdam, NL.  19-21/4/2024,</p>	<p>Workshop: Innovative arable crop protection – using pesticides sustainably</p>
 <p>   </p> <p>6 Julio 2023, Canarias   WEBINAR</p> <p><b>La Biodiversidad como activo para las empresas</b>  Implicaciones del nuevo marco global de la biodiversidad post-2020</p> 	<p><b>Gobierno de Canarias</b></p>	<p>Tenerife, ES.  6/7/23</p>	<p>Biodiversity as an asset for companies. Implications of the new post-2020 global biodiversity framework</p>