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 to date, 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].
Code of Conduct | Heat Map

7
aspirational objectives
Code of Conduct | Heat Map

7 aspirational objectives
24 sub-categories
Code of Conduct | Heat Map

7 aspirational objectives with 68 companies

24 sub-categories
7 aspirational objectives with 68 companies making 488 commitments
% 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 with 24 sub-categories

68 companies making 488 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 with 24 sub-categories

68 companies making 488 commitments

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
Healthy, balanced and sustainable diets for all European consumers

Sub-categories

1.1 Marketing and advertising: 4 commitments

1.2 Composition of foods, availability of healthy food options, portion sizes: 38 commitments

1.3 Consumer information, including labelling: 11 commitments

1.4 Education, including lifestyle modification: 14 commitments

1.5 Other: 16 commitments

83 commitments through 41 companies making up 17% of total commitments across the Code of Conduct.

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
1.1 Marketing and advertising

% of companies committing

4%

1.1 - Marketing and advertising

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.

List of companies (ranked by number of commitments)

- Coca-Cola
- Mondelēz
- Nestle
1.1 Marketing and advertising

% of companies committing

1.1 - Marketing and advertising

4%

Earliest Target Year (no. of companies with commitments)

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>By 2025</td>
<td>0</td>
</tr>
<tr>
<td>2026-2029</td>
<td>0</td>
</tr>
<tr>
<td>2030</td>
<td>0</td>
</tr>
<tr>
<td>After 2030</td>
<td>0</td>
</tr>
<tr>
<td>Unspecified</td>
<td>4</td>
</tr>
</tbody>
</table>

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
1.2 Composition of foods, availability of healthy food options, portion sizes

% of companies committing

38%

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

List of companies (ranked by number of commitments)

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
1.2 Composition of foods, availability of healthy food options, portion sizes

% of companies committing

38%

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

Earliest Target Year (no. of companies with commitments)

- By 2025: 26 companies
- 2026-2029: 0 companies
- 2030: 1 company
- After 2030: 1 company
- Unspecified: 10 companies

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
1.3 Consumer information, including labelling

% of companies committing

16%

1.3 - Consumer information, including labelling

List of companies (ranked by number of commitments)

- ABInBev
- Ahold Delhaize
- Cofco
- COLRUYTGROUP
- COOP
- Danone
- EROSKI
- Mintel
- McCormick
- Mondelēz International
- Nestlé
- Nomad Foods

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
1.3 Consumer information, including labelling

% of companies committing

16%

1.3 - Consumer information, including labelling

Earliest Target Year (no. of companies with commitments)

- By 2025: 6
- 2026-2029: 0
- 2030: 0
- After 2030: 0
- Unspecified: 5

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
1.4 Education, including lifestyle modification

% of companies committing

13%

1.4 - Education, including lifestyle modification

List of companies (ranked by number of commitments)

DIAGEO, ixa, AIBInBev, EROSKI, ESSELUNGA, MATTONI 1873, coop, Mondelēz International, Pernod Ricard

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
### 1.4 Education, including lifestyle modification

#### % of companies committing

<table>
<thead>
<tr>
<th>% of companies committing</th>
<th>13%</th>
</tr>
</thead>
</table>

#### Earliest Target Year (no. of companies with commitments)

<table>
<thead>
<tr>
<th>Earliest Target Year</th>
<th>No. of Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>By 2025</td>
<td>3</td>
</tr>
<tr>
<td>2026-2029</td>
<td>0</td>
</tr>
<tr>
<td>2030</td>
<td>4</td>
</tr>
<tr>
<td>After 2030</td>
<td>0</td>
</tr>
<tr>
<td>Unspecified</td>
<td>7</td>
</tr>
</tbody>
</table>

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
% of companies committing

18%

1.5 – Other

List of companies (ranked by number of commitments)

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
1.5 Other

% of companies committing

18%  
1.5 - Other

Earliest Target Year (no. of companies with commitments)

- By 2025: 10
- 2026-2029: 0
- 2030: 4
- After 2030: 1
- Unspecified: 1

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
Prevention and reduction of food loss and waste

30 commitments through 27 companies making up 6% of total commitments across the Code of Conduct

Sub-categories

2.1 Promote the reduction of food waste at household level

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

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
Promote the reduction of food waste at household level

2.1 - Promote the reduction of food waste at household level

% of companies committing

3%

List of companies (ranked by number of commitments)

- DANONE
- eva adam

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
2.1 Promote the reduction of food waste at household level

% of companies committing

3%

Earliest Target Year (no. of companies with commitments)

- By 2025: 0
- 2026-2029: 0
- 2030: 0
- After 2030: 0
- Unspecified: 2

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
Prevention and reduction of food loss and waste

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

% of companies committing

38%

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

List of companies (ranked by number of commitments)

- Tesco
- Ahold Delhaize
- Arla
- Danone
- Fyffes
- The co-operative
- Coop
- Nestlé
- Kerry
- McCormick
- ICA
- Nomad Foods
- Orkla
- Pepsico
- Pears
- Sodexo
- Suntory
- Zerya

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
2.2 Minimising food loss and waste in operations and across the supply chain

% of companies committing

38%

Earliest Target Year (no. of companies with commitments)

- By 2025: 13
- 2026-2029: 0
- 2030: 12
- After 2030: 0
- Unspecified: 3

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
A climate neutral food chain in Europe by 2050

93 commitments
through
58 companies
making up 19% of total commitments across the Code of Conduct

Sub-categories

3.1 Reduce GHG emissions from company operations, including renewable energy use
56

3.2 Reduce emissions from the supply chain
16

3.4 Other
21

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
3.1 Reduce GHG emissions from company operations, including renewable energy use

% of companies committing

57%

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

List of companies (ranked by number of commitments)

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
3.1 Reduce GHG emissions from company operations, including renewable energy use

% of companies committing

57%

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

Earliest Target Year (no. of companies with commitments)

By 2025: 18
2026-2029: 2
2030: 22
After 2030: 9
Unspecified: 5

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
3.2 Reduce emissions from the supply chain

% of companies committing

24%

3.2 - Reduce emissions from the supply chain

List of companies (ranked by number of commitments)

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
Reduce emissions from the supply chain

24% of companies committing

Earliest Target Year (no. of companies with commitments)

- By 2025: 3 companies
- 2026-2029: 0 companies
- 2030: 10 companies
- After 2030: 2 companies
- Unspecified: 1 company

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
3.4 Other

% of companies committing

31%

3.4 - Other

List of companies (ranked by number of commitments)

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
% of companies committing

31%

3.4 - Other

Earliest Target Year (no. of companies with commitments)

- By 2025: 3
- 2026-2029: 0
- 2030: 8
- After 2030: 7
- Unspecified: 3

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
### An optimised circular and resource-efficient food chain in Europe

**Sub-categories**

<table>
<thead>
<tr>
<th>Sub-category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1 Recycle, reduce, reuse materials</td>
<td>18</td>
</tr>
<tr>
<td>4.2 Increased use of sustainable materials for packaging</td>
<td>54</td>
</tr>
<tr>
<td>4.3 Energy and water efficiency measures</td>
<td>18</td>
</tr>
<tr>
<td>4.4 Other</td>
<td>2</td>
</tr>
</tbody>
</table>

**92 commitments through 50 companies making up 19% of total commitments across the Code of Conduct**

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
4.1 Recycle, reduce, reuse materials

% of companies committing

19%

4.1 - Recycle, reduce, reuse materials

List of companies (ranked by number of commitments)

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
4.1 Recycle, reduce, reuse materials

% of companies committing

19%

4.1 - Recycle, reduce, reuse materials

Earliest Target Year (no. of companies with commitments)

- By 2025: 9 companies
- 2026-2029: 1 company
- 2030: 1 company
- After 2030: 1 company
- Unspecified: 6 companies

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
An optimised circular and resource-efficient food chain in Europe

4.2 Increased use of sustainable materials for packaging

% of companies committing

51%

List of companies (ranked by number of commitments)

4.2 - Increased use of sustainable materials for packaging

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
An optimised circular and resource-efficient food chain in Europe

4.2 Increased use of sustainable materials for packaging

% of companies committing

51%

4.2 - Increased use of sustainable materials for packaging

Earliest Target Year (no. of companies with commitments)

- By 2025: 39 companies
- 2026-2029: 0 companies
- 2030: 8 companies
- After 2030: 0 companies
- Unspecified: 7 companies

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
4.3 Energy and water efficiency measures

**% of companies committing**

22%

4.3 - Energy and water efficiency measures

**List of companies** (ranked by number of commitments)

- Coca-Cola in Europe
- Danone
- Fyffes
- Greenyard
- Innocent
- Matton 1873
- Orkla
- Puratos
- Yali Company

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
An optimised circular and resource-efficient food chain in Europe

4.3 Energy and water efficiency measures

% of companies committing

22%  

4.3 - Energy and water efficiency measures

Earliest Target Year (no. of companies with commitments)

- By 2025: 10
- 2026-2029: 0
- 2030: 2
- After 2030: 2
- Unspecified: 4

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
4.4 Other

% of companies committing

3%

4.4 - Other

List of companies (ranked by number of commitments)

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
An optimised circular and resource-efficient food chain in Europe

% of companies committing

- **3%**

Earliest Target Year (no. of companies with commitments)

- **By 2025**: 1
- **2026-2029**: 0
- **2030**: 0
- **After 2030**: 0
- **Unspecified**: 1

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
Sustained, inclusive economic growth, employment and decent work for all

Sub-categories

5.1 Business development and new business models towards food sustainability 18

5.2 Initiatives to improve working conditions and measures for social inclusion and diversity 27

5.3 Training, upskilling, development 10

5.4 Other 3

58 commitments
23 companies
12% of total commitments across the Code of Conduct

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
5.1 - Business development and new business models towards food sustainability

% of companies committing

13%

List of companies (ranked by number of commitments)

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
5.1 Sustained, inclusive economic growth, employment and decent work for all

Business development and new business models towards food sustainability

% of companies committing

13%

5.1 - Business development and new business models towards food sustainability

Earliest Target Year (no. of companies with commitments)

- **By 2025**: 10
- **2026-2029**: 0
- **2030**: 5
- **After 2030**: 0
- **Unspecified**: 3

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
5.2 - Initiatives to improve working conditions and measures for social inclusion and diversity

- 26% of companies committing

List of companies (ranked by number of commitments):

[List of company logos and names]

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
5.2 Initiatives to improve working conditions and measures for social inclusion and diversity

% of companies committing

26%

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

Earliest Target Year (no. of companies with commitments)

- By 2025: 16
- 2026-2029: 0
- 2030: 7
- After 2030: 0
- Unspecified: 4

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
5.3 Sustained, inclusive economic growth, employment and decent work for all

5.3 Training, upskilling, development

% of companies committing

15%

5.3 - Training, upskilling, development

List of companies (ranked by number of commitments)

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
5.3 Training, upskilling, development

% of companies committing

15%

5.3 - Training, upskilling, development

Earliest Target Year (no. of companies with commitments)

- By 2025: 8
- 2026-2029: 0
- 2030: 0
- After 2030: 0
- Unspecified: 2

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
Sustained, inclusive economic growth, employment and decent work for all

5.4 Other

% of companies committing

3%

5.4 - Other

List of companies (ranked by number of commitments)

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
% of companies committing

3%

5.4 - Other

Earliest Target Year (no. of companies with commitments)

By 2025: 3
2026-2029: 0
2030: 0
After 2030: 0
Unspecified: 0

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
Sustainable value creation in the European food supply chain through partnership

### 50 commitments

### 29 companies

### 10% of total commitments across the Code of Conduct

**Sub-categories**

- **6.1 Collaboration with partners and suppliers, technology and knowledge transfer**
  - 23 commitments

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

- **6.3 Other**
  - 3 commitments

---

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
Sustainable value creation in the European food supply chain through partnership

6.1 Collaboration with partners and suppliers, technology and knowledge transfer

% of companies committing

24%

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

List of companies (ranked by number of commitments)

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
6.1 Collaboration with partners and suppliers, technology and knowledge transfer

% of companies committing

- 24%

Earliest Target Year (no. of companies with commitments)

- By 2025: 4
- 2026-2029: 0
- 2030: 3
- After 2030: 0
- Unspecified: 16

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
6.2 - Support sustainable agricultural, aquaculture and fisheries practices and improved animal welfare

26%

% of companies committing

List of companies (ranked by number of commitments)

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
Support sustainable agricultural, aquaculture and fisheries practices and improved animal welfare

% of companies committing

26%

Earliest Target Year (no. of companies with commitments)

- By 2025: 7
- 2026-2029: 1
- 2030: 7
- After 2030: 0
- Unspecified: 9

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
6.3 Other

% of companies committing

4%

6.3 - Other

List of companies (ranked by number of commitments)

- Fyffes
- Orkla
- Sodexo

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
6.3 Other

% of companies committing

4%

Earliest Target Year (no. of companies with commitments)

- By 2025: 1
- 2026-2029: 0
- 2030: 1
- After 2030: 0
- Unspecified: 1

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
# Sustainable sourcing in food supply chain

## Sub-categories

<table>
<thead>
<tr>
<th>Sub-category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.1 Sustainable sourcing of food products and materials</td>
<td>54</td>
</tr>
<tr>
<td>7.2 Contribute to solutions for supporting habitats and biodiversity and preventing negative impacts of operations on air, land, soil, water, forests</td>
<td>15</td>
</tr>
<tr>
<td>7.3 Improving social performance in global food supply chains</td>
<td>13</td>
</tr>
</tbody>
</table>

### Commitments
- **82 commitments** through **37 companies** making up **17%** of total commitments across the Code of Conduct.

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
7.1 - Sustainable sourcing of food products and materials

46% of companies committing

List of companies (ranked by number of commitments)

- Barilla
- Innocent
- Purato's
- DANONE
- FERRERO
- Mondelēz International
- Nestlé
- Ahold Delhaize
- Nomad Foods
- sodexo
- ADM
- Asahi
- Coca-Cola in Europe
- eva&adam
- FrieslandCampina
- Givaudan
- GEA
- Heineken
- Jerónimo Martins
- METRO
- Orkla
- PAULIG
- PEARSE LYONS
- SUNCON
- tegut...
- TRANSAVIA
- VITERRA

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
7.1 Sustainable sourcing of food products and materials

% of companies committing

- 46% of companies committing sustainable sourcing of food products and materials

Earliest Target Year (no. of companies with commitments)

- By 2025: 32 companies
- 2026-2029: 0 companies
- 2030: 5 companies
- After 2030: 0 companies
- Unspecified: 17 companies

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
Sustainable sourcing in food supply chain

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

% of companies committing

18%

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

List of companies (ranked by number of commitments)

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
**7.2 Contribute to solutions for supporting habitats and biodiversity and preventing negative impacts of operations on air, land, soil, water, forests**

**% of companies committing**

18%

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

**Earliest Target Year** (no. of companies with commitments)

- By 2025: 7
- 2026-2029: 0
- 2030: 3
- After 2030: 0
- Unspecified: 5

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.
7.3 Improving social performance in global food supply chains

% of companies committing

13%

7.3 - Improving social performance in global food supply chains

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.

List of companies (ranked by number of commitments):

- innocent
- Fyffes
- Ferrero
- Greenyard
- Apex
- Mondelez International
- Nestle
- Syngenta
7.3 Improving social performance in global food supply chains

% of companies committing

13%

Base: 68 companies (62 large enterprises + 6 SMEs) who have made commitments. Data to 31 July 2022.

Earliest Target Year (no. of companies with commitments)

- By 2025: 6
- 2026-2029: 0
- 2030: 2
- After 2030: 0
- Unspecified: 5
Thank you

SANTE-CODE-OF-CONDUCT@ec.europa.eu
GROW-CODE-OF-CONDUCT-FOOD@ec.europa.eu