

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

*A common aspirational path  
towards achieving sustainable food systems*

## - UECBV Annual Report – Check list for EU Associations -

Ref. IM-24634

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*”.

Please find here after UECBV report following the check list provided by the Liaison Group to guide associations.

### 1. General information

Name in full + acronym	Union Européenne du Commerce du Bétail et des Métiers de la Viande/European Livestock and Meat Trades Union -U.E.C.B.V. – EU Association of agri-food trade and business
Contact person with contact details	Karsten Maier – Secretary General <a href="mailto:info@uecbv.eu">info@uecbv.eu</a>
N° in the transparency register*	4422649896-52
Date of signature of the Code	25 <sup>th</sup> June 2021
Step of the food chain represented (ex: primary production, production, processing, trade, retail, ...)	Livestock markets, livestock traders (cattle, horses, sheep, pigs), meat traders (beef, horse meat, sheep meat, pig meat), and the meat industry (slaughterhouses, cutting plants, meat preparation plants)
Representativity/Who do you represent? (ex: number of numbers, companies, SMEs,	The UECBV counts and represents more than 50 national or regional federations in nearly all 27 Member States of the European Union, but also in the UK, Japan, Norway, Switzerland, and Ukraine. In total, some 20,000 firms of all sizes and over 230,000 jobs are represented within the UECBV and its national and international federations.

\* if available

### 2. European Associations pledge to:

✓ endorse the aspirational objectives set out in this Code (**where applicable**) - please confirm: **YES**,  
Code signed on 25<sup>th</sup> June 2021

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

- ✓ Describe the dissemination and promotion activities taken. For ex.: Internal meetings (ex: working group, task force, board meeting, AGM), workshop, webinars, other events, communication, mailings, messages, documents, leaflets, PPT, website, newsletter, etc
- ✓ Specify the date, location (country/city or remote), number of addressees, participants, ...

*Meetings since May 2022 and up to June 2023 (with agendas, working documents, PPTs, minutes)  
All meetings were held remotely(.R) unless it is specified "physically: P" or "hybrid: H"*

Board	27-Sep.H		21 June. P	
AGM	20 Oct .P			
Meat Industry Section	10 June.P	19 Oct .P	03-April	14 June. P
International Trade Section	19 Oct .P	29 Nov	28 April	
Livestock Trade Section	10 June.P	19 Oct .P	22-Nov	21 Jan, 20 Apr, 10, June.P
WGs	1, 7 & 22 June	6 & 21 Sept	14 & 21 Febr, 4 & 18 Apr	5 May
ENSCA		23-24-25 Sep (AGM).P	20-Fev (Board)	10-June .P
AEMB		11-July (Board).H	06-Sept (Board)	04-Oct (Board).P
OCEAN		06-May (Board).P	02-Fev (Board)	
CELCAA		13-June.P		

**Disclaimer** In all messages

*Very regular mailings, weekly newsletters, etc.*

4. *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;*

- ✓ Was it part of the messages delivered under the promotion activities?
- ✓ Any specific action? Ex: inclusion of the CoC in the vision/mission, roadmap/working programme, ...
- ✓ Any indication that the message has been taken into account by members? If relevant, please give examples.
- ✓ Information transferred to the members

The Code and the sustainability goals are part of the UECEV priorities.

The sustainability goals were highlighted to the members in the meetings mentioned here above. In particular, members were encouraged to:

- Find actions following the 7 aspirational objectives (*see in annex some examples of actions from members per aspirational objective*).  
We can highlight that the 7 aspirational objectives are covered by the examples received from members. These are only examples, and the list is far from being exhaustive. It is strongly encouraging, and it shows that the livestock and meat sector is mobilising its force to play its role and find its path towards improving its sustainability. Also of note is that particular efforts are made regarding animal welfare.
- To encourage their own member companies but also associations where UECEV is a member of to adhere and to sign the Code.

Today, 4 companies (members of our members) are direct signatories of the Code.

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

Did your EU association explore the possibility of developing sector-specific tools and resources in support of this Code?

How? Which type of tools? On which aspirational objective(s)? Any achievement?

For example, did you collect best practices? did you allocate human resources? Budget? Etc.,

*See in annex some examples of actions from members per aspirational objective*

Also a specific workshop on packaging, held on 21 June, organised and lead by UECBV and a meat company as first example, gathering different companies and best practice views across all sectors of the CoC.

*6. 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.*

Did you engage with other partners of the food chain?

Can you give examples of engagements, which partners, on which aspirational objective(s), ...

Yes, UECBV is indeed in close contact with its partners to further engage on some actions. The use of sustainability collective agreements is explored.

Some of them already exist at local level, particularly regarding animal welfare.

## ANNEX

### Examples of actions from members per aspirational objective

These are only examples given on behalf of UECBV members. This list of actions is not meant to be comprehensive.

- a) **Aspirational objective #1: Promote healthy, balanced and sustainable diets for all European consumers**
  - **Reversing malnutrition and diet related noncommunicable diseases (NCDs) in the EU**
  - **Reducing the environmental footprint of food consumption by 2030**

Aspirational targets:

Improved food consumption patterns in the EU

A food environment that makes it easier to choose healthy and sustainable diets

#### DK

Name of initiative      Official dietary guidelines (health and climate)

Content                      The Danish Veterinary and Food Administration (DVFA) developed in 2020 dietary guidelines taking into account health and climate. This was done through a multistakeholder process, in which the Danish Agriculture and Food Council (DAFC) participated.

Link                          <https://altomkost.dk/english/#c41067>

Name of initiative      Guidance on generic climate claims and dietary guidelines to promote a healthier choice

Content                      The Council for healthy food (Rådet for sund mad) - a network of actors along the supply chain, including DAFC, supermarkets, and retailer- and catering associations - published in Sep. 2021 the guideline, in which pig meat is highlighted for low climate impact compared to other meat types.

Link                          <https://raadeforsundmad.dk/viden/publikation/vejledning-generiske-klimaanprisninger/>

Name of initiative      Madskoler - Food schools

Content                      4H and DAFC are engaging children in food schools during holidays to teach them about healthy lifestyle and food.

Link                          <https://www.madskoler.dk/>

Other remarks              Important to increase knowledge, for instance via workshops, on nutrition, balanced diets, lifestyle, handling of foods, cooking, etc.

#### ES:

Examples

"AESAN (Spanish Agency of Food Safety and Nutrition) 2015/2020. National Collaboration Plan for the improvement of the composition of food and beverages and other measures

[www.aesan.gob.es/AECOSAN/docs/documentos/nutricion/EN\\_DOSSIER\\_PLAN\\_2020.pdf](http://www.aesan.gob.es/AECOSAN/docs/documentos/nutricion/EN_DOSSIER_PLAN_2020.pdf)

National collaboration agreement for the reformulation of 4,000 products in 57 food and beverage categories, including meat products. Reduction of salt, sugars, total fat and/or saturated fat. Finished project, under final evaluation by AESAN.

AESAN (Spanish Agency of Food Safety and Nutrition) 2008. National Plan for the Reduction of Salt Consumption (PRCS) to promote the reduction of salt intake.  
[www.aecosan.msssi.gob.es/AECOSAN/web/nutricion/subseccion/plan\\_consumo\\_sal.htm](http://www.aecosan.msssi.gob.es/AECOSAN/web/nutricion/subseccion/plan_consumo_sal.htm) "

**PT:**

Seminar organised by APIC on good practices in nutrition

**b) Cross-cutting Aspirational objective #2: Prevent and reduce food loss and waste (at consumer level, within internal operations, and across value chains)**

Aspirational target:

- A 50% reduction of per capita food waste at the retail and consumer level by 2030 and reduced food losses along the food production and supply chains in the EU

**DK**

Name of

initiative Development of international ISO-standards for food waste.

Content A large company is participating in a project led by Danish Standards aiming at developing common international standards and definitions for food waste.

Link [Danmark går forrest mod globalt madspild - Dansk Standard](#)

Name of

initiative Denmark against food waste (Danmark mod madspild)

Content In 2020 the voluntary agreement Denmark against Food Waste was launched. The goal is to halve food waste in the Danish food industry by 2030. It was signed by a number of food manufacturers and the Danish Agriculture and Food.

Link <https://danmarkmodmadspild.dk/>

**ES:**

Collaborative initiative to reduce food waste: Signed by more than 600 manufacturers and distributors in the FMCG sector, logistics and transport operators, business associations, consumer organisations and institutions. Coordinated by AECOC.

Objectives: To establish prevention and efficiency practices throughout the food chain, which achieve a reduction in waste; to maximise the use of the surplus produced throughout the different stages of the value chain (redistribution, reuse and recycling); and to raise awareness and sensitise society to this problem and the need to reduce food waste.

[www.alimentacionsindesperdicio.com/](http://www.alimentacionsindesperdicio.com/)

Several projects (LIFE Beef Carbon and LIFE Carbon Farming) promote mitigation techniques including the incorporation of industry by-products in animal rations. For example, tomato silage. They also promote the incorporation of national raw materials (rapeseed) in substitution of imported soybeans.

LIFE Carbon Farming promote the use of manure with higher added value in substitution of synthetic fertilizers.

**PT:** Forum about food waste

## NL

### PACKAGING - FOOD WASTE

Many companies within the Dutch Meat sector are investing in alternative recyclable packaging material. This reduces the volume of non-recyclable packaging material significantly.

Even so initiatives are taken in terms of reducing food waste by improving the shelf life of the product and introducing appropriate packaging sizes.

#### c) Aspirational objective #3: A climate neutral food chain in Europe by 2050

Aspirational targets:

- Reducing net emissions from own operations, contributing to a 55% GHG emission reduction target in the EU food chain by 2030 (following a science-based approach)

## DK

Name of initiative Danish Agricultural and Food Council's (DAFC) vision on being "Climate neutral in 2050"

Content In connection with this aim of becoming net climate neutral in 2050, which also includes the Danish beef and pig meat sectors, a lot of initiatives have been initiated, including, but not limited to sustainable sourcing, alternative feed stuff, roll out of best practices, innovative solutions, etc.

Link <https://agricultureandfood.dk/climate-neutral-2050>

Name of Initiative Political agreement for a green transition of the Danish agri-sector 2030

Content The political agreement contains a binding reduction climate target for the agri-sector of 55-65 pct. towards 2030 (compared to 1990).

Link [Aftale om grøn omstilling af dansk landbrug \(fm.dk\)](https://aftale.omgron.omstilling.af.dansk.landbrug.fm.dk)

Name of initiative A large company - Climate neutral in 2050 and Feeding the future (strategy towards 2026)

Content In connection with A large company's objective of becoming net climate neutral in 2050/50% reduction in 2030 and strategy towards 2026, several initiatives have been initiated, incl. climate track (climate controlled farmers), sustainable soy and net climate neutral installations

Link <https://www.danishcrown.com/en-gb/sustainability/>

Link <https://www.danishcrown.com/en-gb/about-us/who-we-are/strategy/strategy-2021-2026/>

Name of initiative A large company is planning to join Science Based Targets Initiatives (SBTi)

Content A large company is planning to join the SBTi-partnership and thereby making its contribution to limit global warming to 1.5 degree. SBTi commitments, include reporting emission levels from direct and indirect related activities of the DC Group, incl. from the pig production to the placing of the products in the supermarket.

Link <https://www.danishcrown.com/en-gb/contact/media/news/danish-crown-is-even-more-committed-to-climate-goals>

Name of initiative New Life Cycle Assessment model

Content In 2020/21 a large company worked intensively to develop a new model for Life Cycle Assessments (LCA) to calculate and better identify parts in the value chain where the carbon footprint could be reduced.

Link <https://www.danishcrown.com/en-gb/contact/media/news/danish-crown-is-even-more-committed-to-climate-goals>

## ES

"BEEF\_PROVACUNO. '2050 Carbon Neutral Strategy': The Agro-food Inter-professional Organization of the Spanish Beef Industry (PROVACUNO) has been working since mid-2019 on a strategy to reduce greenhouse gas emissions and increase carbon sequestration through management practices and the use of pastures and forage resources on its farms. The objective is to achieve climate neutrality in the Spanish beef sector by 2050, by sequestering carbon equivalent to the greenhouse gases generated in its production processes. The beef value chain has decided to take a proactive role in reducing emissions and in its environmental sustainability, promoting research and technological development activities to apply the results to the producer's daily activity. As a first step, publication of a Code of Good Practices to reduce greenhouse gas emissions and promote carbon sequestration.

Forthcoming publication of Code of Sustainability Practices in the Spanish Beef Industry (2022).

[www.provacuno.es/vacuno/sostenibilidad/codigo-de-buenas-practicas\\_349\\_1\\_ap.html](http://www.provacuno.es/vacuno/sostenibilidad/codigo-de-buenas-practicas_349_1_ap.html)

PORK\_INTERPORC. Guidance on minimising emissions from pig farms, 2020: The Agro-food Inter-professional Organization of Pig Meat (INTERPORC) is committed to providing operators with proposals for action to reduce GHG emissions, with the aim of achieving a neutral climate impact by 2050.

<https://interporc.com/wp-content/uploads/2020/11/Guia-para-la-minimizacion-de-las-emisiones-gases-granjas-Noviembre20.pdf>

- In general terms, livestock production in Spain has reduced its emissions compared to 1990, the year in which the National Emissions Inventory (1990-2020 series) began to be registered.
- In 2020, the overall level of emissions is -6.4% compared to 1990, -38.6% compared to 2005 and -13.7% compared to 2019.
- In 2020, our country's industrial emissions inventories show that livestock as a whole accounts for only 9.1% of the total, behind transport (21.4%), industry (19.9%), electricity generation (10.3%), fuel consumption (8.2%) and industrial processes and product use (5.1%).

## IE

### ***Signpost Farms programme***

- Meat Industry Ireland beef processing members are providing significant financial support and collaboration to this new national programme which is being managed by Teagasc, the national farm research and advisory body.
- The programme aims to reduce greenhouse gas emissions from Irish agriculture, while creating more profitable and sustainable farming enterprises.
- Key elements of the programme include improving water quality, improving biodiversity, reducing inputs and transitioning to more sustainable farming practices.

### ***Animal Breeding***

- Meat Industry Ireland members are working closely with the Irish Cattle Breeding Federation (ICBF) on various projects and initiatives based on advanced animal breeding and improved genetics to improve animal performance through lower intake, increased growth rate and better market suitability. This work is contributing to animals with reduced emissions and earlier age at finishing.

### ***Industry Research Centre***

- Meat Technology Ireland (MTI) is an industry-led research collaboration between Irish beef and lamb processors, academia and our State agency, Enterprise Ireland.
- A significant element of the MTI work programme is focussed on sustainability including detailed research into the potential for genetics to reduce age at finishing, a key factor in relation to emissions.

- MTI is also looking at packaging, with the aim to develop new processes / products to maximise the shelf-life of Irish beef and lamb and ultimately reduce food waste.
- Sustainable nutrition is a key element within the MTI work programme.

### Origin Green

- This programme is run by Bord Bia, the Irish Food Board and is a national overarching sustainability programme for the Irish agri-food sector. Through this programme, Meat Industry Ireland meat processing members are involved in initiatives to reduce water consumption, reduce energy usage, reduce waste to landfill, and various biodiversity programmes all of which are independently verified under the Origin Green programme.
- Specific targets are set by companies in relation to their Scope 1, Scope 2 and Scope 3 emissions and work plans are put in place to achieve these.

## NL

### CLIMATE

Several meat companies within the Dutch Meat sector are assessing the GHG emissions of their supplying pig farms in order to assess the footprint of the pig meat produced (from birth to slaughter).

This does not only provide transparency of the GHG-emissions involved for the consumer, but the results of this assessment are also used for developing a footprint tool and with this assist farmers in their objectives for lowering GHG emissions. Some of these farmers produce meat with a CO2 footprint lower than the well-known meat alternative tofu, but with a much higher nutritional value (proteins).

This is very promising for the results than can be achieved in a near future.

## BE

Calculation of carbon footprint for the horse meat industry in 2021.

#### d) Aspirational objective #4: An optimised circular and resource-efficient food chain in Europe

Aspirational targets:

- Improved resource-efficiency within own operations, contributing to sustainable, efficient use and management of energy and natural resources in operations by 2030
- Improved sustainability of food and drink packaging, striving for all packaging towards circularity by 2030

## DK

Name of Initiative      State of Green - the business of circular future

Content                      Upgrading sidestreams and waste to parts in high value products and energy, has been a long-standing priority for the Danish pig meat sector. Examples of such include manure (biogas and natural fertilizer). Moreover, a pig can be used in over 185 products ranging from porcelain to ink.

Link                            <https://stateofgreen.com/en/publications/circular-economy-and-circular-business-models/>

Name of Initiative      DRIP - Water efficient food production

Content                      DRIP is a public-private partnership focused on water efficiency in the food industry – one of the largest water consuming industries in Denmark and globally. The partnership gathers a number of food sector companies including a large company, technology providers, universities and RTO institutes to produce more food with less water without compromising product quality and food safety.

Link                            <http://drippartnership.dk/>



Name of Initiative      A large company - Nothing goes to waste

Content                      As one of the most efficient food producers, A large company has also in many years focused on using waste/sidestreams as input for products, incl. for biogas production, cement industry and blood thinning medication (heparin).

Link                      <https://www.danishcrown.com/en-gb/about-us/themes/climate/nothing-goes-to-waste/>

Name of Initiative      A large company - water and energy

Content                      A large company has a strong focus on energy and water consumption leading to a strong focus on process optimisation, low water and energy consuming equipment and an objective of 40% water consumption reduction in 2030 with 2019/20 as baseline. Furthermore, a full scale recycling water facility in DC Horsens last year.

Link      <https://www.danishcrown.com/en-gb/about-us/themes/sustainability/water-and-energy-consumption/>

Link      [https://www.danishcrown.com/media/9870/2020-2021\\_sustainability-report.pdf](https://www.danishcrown.com/media/9870/2020-2021_sustainability-report.pdf)

Name of initiative      New packaging strategy

Content                      A large company will during 2022 present a new packaging strategy, which will be closely linked with the SBTi efforts.

## ES

LIFE Carbon Farming proposes the analysis of carbon footprint and other environmental indicators in beef and dairy cattle in six European countries

### Code of Good Commercial Practices in Food Procurement (2015)

A self-regulation system based on commitments by food chain companies (production-industry-distribution) to ensure ethical behaviour in their commercial relations by applying, on a voluntary basis, commercial practices that promote fair, balanced and loyal relations, which generate value in the chain, efficiency and better functioning for the benefit of the consumer.

Promoted by the Ministry of Agriculture, Fisheries and Food (MAPA), it has a National Register of Companies and Sectorial Associations adhering to the Code (225 food companies and associations, as of 31.3.22).

[www.mapa.gob.es/es/alimentacion/temas/cadena-alimentaria/buenas-practicas/](http://www.mapa.gob.es/es/alimentacion/temas/cadena-alimentaria/buenas-practicas/)

## NL

### ENERGY USE - RENEWABLE ENERGY

Companies within the Dutch Meat sector are actively engaged in reducing the use of energy. Examples of this are low-energy use lightning, water-cooled cooling instead of air-cooled, residual heat recovery, spray cooling instead of shock freezer and electric trailers instead of diesel-fueled.

But they are also engaged in increasing the share of renewable energy. Many results have been achieved varying from reducing the use of non-renewable energy with 800 MJ per ton and increasing the share of renewable energy to almost 10%

**e) Aspirational objective #5: Sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all**

Aspirational targets:

- Quality jobs, skilled workforce and safe and inclusive workplaces for all
- Improved resilience and competitiveness of companies operating at any point along the food value chain by 2030

**BE**

We have a long-standing partnership with labour unions and the social inspection services through an agreement concluded in 2012 with a yearly evaluation.

**ES**

LIFE Carbon Farming promote the development of new companies and business models towards sustainability and invest in the creation of long-term sustainable value

**DK**

Name of initiative Danish Ethical Trading Initiative DIEH (Dansk Initiativ for etisk handel)

Content Through their membership of DIEH, Danish Agricultural and Food Council and A large company are promoting the SDGs, Global compact, UN guiding principles on business and human rights and OECD guidelines for multinational enterprises

Link <https://www.dieh.dk/about-dieh/>

Name of initiative Code of conduct for A large company and Code of conduct for suppliers to A large company

Content A large company's CoC focus, among others, on respect for human and labour rights and work safety. Both aspects are also reflected in A large company's supplier CoC.

Link <https://www.danishcrown.com/en-gb/about-us/who-we-are/policies-and-articles-of-association/code-of-conduct/>

Link [https://www.danishcrown.com/media/6757/danish\\_crown\\_supplier-code-of-conduct\\_march2020.pdf](https://www.danishcrown.com/media/6757/danish_crown_supplier-code-of-conduct_march2020.pdf)

**f) Aspirational objective #6: Sustainable value creation in the European food supply chain through partnership**

Aspirational targets:

- Improved resilience and competitiveness of companies operating at any point along the food value chain by 2030
- Continued progress towards sustainable production, contributing to sustainable management and efficient use of natural resources by 2030 and improved animal welfare

## ES:

### CLIMATE CHANGE

Mitigating climate change through projects such as LIFE Carbon Farming or Climate Farm Demo

Improve adaptation to new climatic conditions with initiatives like Adaptavac, which promoted the elaboration of a good practice guidance for the adaptation of the Spanish beef sector to climate change.

### ANTIMICROBIALS REDUCTION

The voluntary participation in a Reduce program for the reduction of antimicrobials in livestock and improving herd management

### ORGANIC FERTILISERS

LIFE Carbon Farming promoting the use of manure as an organic substitute of synthetic fertilizers.

### ANIMAL WELFARE SCHEMES

Sello Compromiso Bienestar (Welfare Commitment Seal): AW Schemes implemented by the Spanish livestock and meat sector.

In recent years, the five Spanish livestock-meat inter-professions for cattle, sheep, white layer pigs and Iberian pigs have developed the so-called Sello Compromiso Bienestar, adapted in each case to the specificities and needs of the five animal species.

Certification system by an independent third party, based on compliance with the five animal freedoms, having already received accreditation by the National Accreditation Entity (ENAC).

Systems that are increasingly being implemented by retailers.

[http://www.provacuno.es/vacuno/bienestar-animal/certificado-paws\\_339\\_1\\_ap.html](http://www.provacuno.es/vacuno/bienestar-animal/certificado-paws_339_1_ap.html)

<https://www.interovic.es/awis-en>

[https://www.bienestaranimalcertificado.com/animal-welfare-certified/ "](https://www.bienestaranimalcertificado.com/animal-welfare-certified/)

## IE

### ***Animal Health***

- Improved animal health, in addition to ensuring the best welfare, can contribute to more efficient & productive animals, resulting in less emissions.
- Meat Industry Ireland members are providing significant funding and support to Animal Health Ireland for its Beef HealthCheck programme which aims to improve the health of the national cattle herd by providing post-mortem feedback to producers, thereby helping farmers (and their veterinarians) to make appropriate interventions to improve animal health and welfare within their herd.
- The Beef HealthCheck programme also runs farmer events and issues quarterly newsletters on animal health related topics.

## **Antimicrobial Resistance**

- Meat Industry Ireland, on behalf of our members, participates in the Animal Health Implementation Committee (AHIC) of the Irish National Action Plan on Antimicrobial Resistance (iNAP).
- The AHIC oversees the implementation of the various animal-health related actions in the iNAP 2021-2025.
- A series of Prudent Use guidelines were developed by the stakeholders for each animal species. Meat Industry Ireland members promote the importance of adherence to these guidelines to their farmer suppliers via direct communications, newsletters and events.

## **NL**

### **ANIMAL WELFARE**

The Dutch Meat sector is selling via all Dutch retailers only pig meat with a significant higher animal welfare standard. This pig meat is rewarded with 1 star within the front running welfare label system of the Dutch Society for the Protection of Animals.

The welfare standards for this meat are significantly higher than what is common and regulated within the EU. This involves:

- More living space
- Male piglets are NOT castrated
- Maximum transport time of 6 hours for piglets and 8 hours for pigs.

All Dutch meat producers have agreements with their supplying pig farmers for market concepts producing this high level 1-star pig meat.

The Dutch Meat sector has introduced Camera surveillance at critical points during the slaughter process in order to monitor the animal welfare protection. Software has been created based on Artificial Intelligence to analyse the recordings in order to take possible corrective measures. This is implemented in cooperation with Animal Welfare NGOs. This is a unique system setting a new standard globally.

### **MARKET CONCEPTS**

In order to increase the share of sustainable meat products on the market, many companies within the Dutch Meat sector are making specific agreements with groups of pig farmers to produce within sustainable market concepts. The criteria for sustainability differ from concept to concept.

As an example, a Dutch meat producing company is cooperating with pig farmers from the north of the Netherlands within the concept based on animal friendly housing, energy neutrality and regional feed ingredients. The result is a very low CO2 footprint and two stars of the Better Life welfare label. Instead of soya imported from areas outside Europe, the pigs are fed with Lupine produced in the Netherlands.

## **BE**

A brand new monitoring tool of the sustainability of the meat production chain has been created and fuels into the voluntary quality label – the ‘Duurzaamheidsmonitor Febev’.

The analysis and benchmarking supports all partners to evaluate and improve on a wide number of sustainability indicators. It will be further rolled out stepwise.

We reviewed our quality scheme with a focus on animal welfare and sustainability as to collect data on sustainable initiatives undertaken by our members.

## DK

Name of initiative Sustainable protein "Made in Denmark"

Content DAFC and key members, incl. A large company, have entered a partnership with Aarhus University on developing alternative proteins, incl. grass-based, to substitute imported soy for animal feed.

Link <https://lf.dk/aktuelt/nyheder/2018/november/nyt-partnerskab-vil-skabe-baeredygtigt-protein-made-in-denmark>

Name of initiative Loose lactating sows

Content DAFC stopped all research and development activities in traditional sows stalls back in 2019, and have since then dedicated all resources to research and development in systems for loose housing of lactating sows.

Link <https://lf.dk/viden-om/landbrugsproduktion/husdyr/vi-er-blandt-de-bedste-i-verden-til-grisevelfaerd/flere-loese-soeer>

Name of initiative Local anaesthesia prior to castration

Content Since 1<sup>st</sup> Jan. 2019, it has been an industry requirement in the Danish Quality Assurance Scheme for pig production that all piglets must receive local anaesthesia and prolonged pain relief (since 2009) prior to castration.

Link <https://lf.dk/viden-om/landbrugsproduktion/husdyr/vi-er-blandt-de-bedste-i-verden-til-grisevelfaerd/kun-kastration-med-bedoevelse>

Name of initiative Raising of pigs with intact tails

Content DAFC has a strong and dedicated focus on increasing the number of pigs raised with intact tails. A dedicated website with practical guidelines for farmers and tools for risk assessment for tail bites are available for all farmers.

Link [https://svineproduktion.dk/Aktuelt/Temaer/Halebid\\_risikovurdering](https://svineproduktion.dk/Aktuelt/Temaer/Halebid_risikovurdering)

Name of initiative A consistent effort to reduce the use of antibiotics

Content For many years, Denmark has been committed to reducing the use of antibiotics in livestock production, and Denmark is one of the countries in the world whose antibiotic consumption in pig production is among the lowest.

The use of critically important antibiotics for humans, such as cephalosporins and fluoroquinolones, is strictly limited and the use for pigs is in principle non-existing.

Link <https://agricultureandfood.co.uk/pig-production/primary-production/food-safety/antibiotics>

FR: Qualinégocce - <https://ffcb.fr/quali-negoce/>

### g) Aspirational objective #7: Sustainable sourcing in food supply chains

- Transformed commodity supply chains which do not contribute to deforestation, forest degradation and destruction of natural habitat in by 2030 and which preserve and protect high value ecosystems and biodiversity
- Improved social performance in (global) food supply chains

## BE

We have a compulsory signing of a convention 'Meat for the future' where the focus is put on sustainability within the supply chain. No signature = exclusion from the industry association

## ES

LIFE Carbon Farming plan the certification of emission reduction through a reward mechanism based on results.

## DK

Name of initiative Danish Alliance for sustainable soy (Dansk alliance for ansvarlig soja), under the Danish Ethical Trading Initiative DIEH (Dansk Initiativ for etisk handel)

Content DAFC and A large company have committed to the vision of the Danish alliance for sustainable soy, incl. that the imported soya to Denmark should be responsibly produced, i.e. legally produced and no contribution to deforestation or converting other natural vegetation.

Link <https://www.dieh.dk/projekter/dansk-alliance-for-ansvarlig-soja/>

Name of initiative Danish Alliance for sustainable palm oil (Dansk alliance for ansvarlig palmeolie), under the Danish Ethical Trading Initiative DIEH (Dansk Initiativ for etisk handel)

Content DAFC and A large company are part of the Danish Alliance for sustainable palm oil and thereby supporting responsible and non-deforested produced palm oil.

Link <https://www.dieh.dk/projekter/dansk-alliance-for-ansvarlig-palmeolie/>

Name of initiative Responsible soy - A large company action plan

Content A large company is phasing in certification and third part verification that the actual concrete/physical soy that is being used in its production is responsible and deforestation-free. This system will be fully implemented in 2025.

Link <https://www.danishcrown.com/en-gb/sustainability/responsible-soy/>

Name of initiative Responsible palm oil - A large company action plan

Content A large company is phasing out the indirect use of palm oil in animal in its value chain. This will be fully implemented in 2023.

Link

[https://www.dieh.dk/dyn/Normal/0/290/Normal\\_Content/file/1775/1622448061/handlingsplan-danish-crown.pdf](https://www.dieh.dk/dyn/Normal/0/290/Normal_Content/file/1775/1622448061/handlingsplan-danish-crown.pdf)