The EU Code of Conduct on responsible food business and marketing practices

A common path towards sustainable food systems worldwide

The planet needs you....

You are a food business active within the European Union? You can show leadership by putting forward ambitious commitments and join the EU Code of Conduct. This is one of the first deliverables of the Farm to Fork Strategy.

Why do we need you to join this voluntary initiative

To be sustainable, food systems need to adapt. This calls for a collective approach by all actors globally. Food businesses 'from farm to fork' can show the way. We need to set this global transition in motion.

What is the Code about?

Two main components that cover the three domains of sustainability (economic, environmental and social):

- A general framework of 7 aspirational objectives and targets, setting out a common vision for the EU food chain and other actors to help achieve sustainable food systems.
- A framework for ambitious commitments for companies.

Levels of action

International supply chain

Trade in food and feed should flow as smoothly and freely as possible. Why not join the voluntary action that is already underway, other global players have preceded you.

Food manufacturers

Adapting the internal processes, reformulating food, net zero emissions....these are some of the bold commitments food manufacturers make to improve their sustainability record.

SUSTAINABLE FOOD SYSTEM

Food retailers

Retailers influence consumers directly. Join the EU Code with ambitious commitments to raise consumer awareness on healthy and sustainable food and show the way by putting sustainable and affordable food on your shelves.

Consumers

Stop food waste

Food service and hospitality

You choose what to put on your customers' plate.

How to get involved?

We need everyone on board ..... spread the word!

Check-out the Code of Conduct

Curious? Contact: SANTE-code-of-conduct@ec.europa.eu

GROW-code-of-conduct-food@ec.europa.eu

Towards sustainable food systems, let's build this community together!

FOODDRINK EUROPE · eurocoop · EuroCommerce for retail & wholesale · Independent Retail Europe · FoodService EUROPE

The Brewers of Europe · coop · copa*cogeca european farmers european agri-cooperatives · EU specialty food ingredients · World Federation of Advertisers

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CropLife EUROPE · EAPO · EUROPEAN FISHMEAL AND FISH OIL PRODUCERS · EUCOFEL · European Flour Millers

FEDEPESCA · FEDIOL · FEFAC Experts in Animal Nutrition · freshfel EUROPEAN FRESH PRODUCE ASSOCIATION · UECBV European Livestock and Meat Trades Union

AB InBev · ADM · Ahold Delhaize · Barilla The Italian Food Company. Since 1877.

BAYER · Carrefour · The co-operative Central England Co-operative · Coca-Cola in Europe

COLRUYT GROUP · coop · coop · Danish Crown

DANONE ONE PLANET. ONE HEALTH. · DAWN MEATS · DECATHLON · DIAGEO

DSM BRIGHT SCIENCE. BRIGHTER LIVING. · EROSKI · ESSELUNGA · FERRERO

FrieslandCampina · Fyffes · GREENYARD · ICA

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