



EU B@B Platform & the Farm to Fork Code of Conduct

Input following the virtual workshop "Building blocks for a nature positive Code of Conduct"

Introduction

The <u>EU B@B Platform</u>¹ organised a virtual workshop with leading businesses, financial institutions, and coalitions in the field of biodiversity and natural capital to help frame the development of the Code of Conduct. The workshop was part of a wider stakeholder engagement process and focussed on the part of the Code addressing "Sustainable practices for the food chain".

The workshop resulted in the following conclusions:

- Five principles were identified to structure the Code;
- Each principle should be underpinned by common objective(s) for the EU agri-food sector as a whole;
- To the extent possible each common objective should have SMART targets (Specific, Measurable, Achievable, Relevant, Timebound) attached to it:
- Each objective should be underpinned by types of commitments that signatories can take and supporting examples of companies already taking actions; and,
- Signatories to the code should not have the option to pick and choose among the sector-wide objectives and targets.

The workshop was also used to develop an initial framework for the development of the Code. This framework, which is presented in detail below, builds on the direct experience of pioneering businesses as well as on existing pledges, commitments, and frameworks. The quantitative targets are for example largely based on the targets set in the EU Biodiversity Strategy for 2030 and/or based on commitments companies have already made. The table below includes numerous references providing more details on its different components.

It is important to stress that this framework focusses on the environmental pillar of sustainability and needs to be fully complemented with social and economic elements, for all parts of the food systems. Some of the elements presented below may ultimately go into component 1 (general provisions of the Code) and some into component 2 (company-specific).



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¹ You can join the EU B@B Platform here: https://ec.europa.eu/environment/biodiversity/business/about-us/how-to-get-involved/index_en.htm





Building blocks for a nature positive Code of Conduct

Examples of common objectives	Examples of targets (quantitative when possible)	Type of commitments	Concrete examples
PRINCIPLE 1: Adopt and people	disclose science-based targets	s to increase significant positive and reduce	e significant negative impacts on nature and
Adopt and disclose targets based on the best available science to increase significant positive and reduce significant negative impacts on nature and people. ²	 The sector achieves net positive impact on biodiversity by 2030.³ The sector achieves net-zero GHG emissions by 2050. The sector brings back at 	 Adopt and disclose science-based targets based on standardised metrics⁸ for climate and nature addressing (i) deforestation in the supply chain, (ii) the use of pesticides, (iii) soil health, (iv) water use, (v) biodiversity on landscape level and (vi) pollution. Support farmers with the implementation 	Alpro is setting up science-based targets for water stewardship in Almond cultivation. 10 Carrefour committed to offer 50% of its fish sold coming from sustainable fishing by the end of 2020 giving preference to fish from abundant species, ecological fishing fear and farming techniques. 11
	least 10% of European agricultural area under high-diversity landscape features by 2030. ⁴ The sector reduces the use of chemical pesticides by 50% by 2030 and reduces by 50% the use of more hazardous pesticides by 2030. ⁵	of action plans to restore damaged ecosystems and increase on-farm biodiversity levels providing space for wild animals, plants, pollinators and natural pest regulators resulting in biodiversity-rich agricultural land. Ensure the targets are translated into corporate strategies and actions, e.g. by shifting towards more sustainable products.	Bel Group committed to reduce its water consumption by 80% per ton of products in their production plants by 2025 vs 2008 (i.e., a reduction of 61% between 2019 and 2025). Bel Group is also reducing its GHG emissions by 27,5% / ton of products across the whole value chain by 2030 vs 2017, under the Paris Agreement ambition and validated by Science-Based Targets (Scopes 1+2+3). 12 ASN Bank committed to achieve net positive

² Language adopted from the Finance for Biodiversity Pledge: https://www.financeforbiodiversity.org/about-the-pledge/

¹⁰ https://www.danone.com/stories/articles-list/water-stewardship-in-almond-cultivation.html



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³ Wording aligned with the commitment taken by ASN Bank: https://www.asnbank.nl/over-asn-bank/duurzaamheid/biodiversiteit/biodiversity-in-2030.html

⁴ Reflecting the objectives of the EU Biodiversity Strategy for 2030: https://ec.europa.eu/info/sites/info/files/communication-annex-eu-biodiversity-strategy-2030 en.pdf

⁵ Reflecting the objectives of the EU Biodiversity Strategy for 2030: https://ec.europa.eu/info/sites/info/files/communication-annex-eu-biodiversity-strategy-2030 en.pdf

⁸ Retrieved from the SBTN: For example, from World Economic Forum. (2020b). Toward Common Metrics and Consistent Reporting of Sustainable Value Creation. http://www3.weforum.org/docs/WEF_IBC_ESG_Metrics_Discussion_Paper.pdf

⁹ Reflecting the objectives of the EU Biodiversity Strategy for 2030: https://ec.europa.eu/info/sites/info/files/communication-annex-eu-biodiversity-strategy-2030_en.pdf





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	 The sector limits the use of fishing gear most harmful to biodiversity, including on the seabed and immediately adopts zero-tolerance for illegal practices regarding harvesting marine resources. The sector achieves 50% of 	 Develop the appropriate monitoring framework to ensure the targets can be reported on in full transparency. Use the targets set out in the EU Biodiversity Strategy as a benchmark to set more ambitious targets and providing a baseline for monitoring and reporting. 	effect on biodiversity as a result of all of their loans and investments by 2030. 13 PepsiCo accelerates efforts to build a more resilient and sustainable food system, reducing absolute GHG emissions by more than 40% by 2030 across the entire value chain doubling down on climate goal and pledges net-zero emissions by 2040. 14 Nestlé is scaling up its reforestation programme
	certified fish (e.g. MSC) for processing /selling by 2030 and 100% of certified fish by 2050.6		to plant 20 million trees every year for the next 10 years in the areas where it sources ingredients and render the company's primary supply chains of key commodities, like palm oil and soy, to be deforestation-free by 2022. ¹⁵
	■ The sector commits to protect soil fertility, reduce soil erosion by xx% and increase soil organic matter by xx%, including by adopting solutions for		Barry Callebaut has committed to become forest and carbon positive by 2025 under its Forever Chocolate plan, which includes a commitment to be 100% deforestation-free and even "forest positive" by 2025. 16
	restoring soil health and functions from the Horizon Europe mission on soil health and food once available. ⁷		By 2025, La Morella Nuts will source 100% of their nuts from producers implementing at least 3 IPM (Integrated Pest Management) techniques in order to limit their pesticide usage and 3 good practices in favour of biodiversity, including agro-

http://www.act4nature.com/wp-content/uploads/2020/10/CARREFOUR-VA.pdf

⁷ https://ec.europa.eu/info/horizon-europe/missions-horizon-europe/soil-health-and-food_en



http://www.act4nature.com/wp-content/uploads/2020/10/GROUPE-BEL-VA-.pdf

⁶ Reflecting the objectives of the EU Biodiversity Strategy for 2030: https://ec.europa.eu/info/sites/info/files/communication-annex-eu-biodiversity-strategy-2030 en.pdf





			Commission
Examples of common objectives	Examples of targets (quantitative when possible)	Type of commitments	Concrete examples
			ecological infrastructures beneficial for soil health and insects, adopting organic practices and implementing pollinator friendly practices. ¹⁷
PRINCIPLE 2: Adopt inte impacts on nature and p		across the supply chain to increase signific	cant positive and reduce significant negative
Adopt integrated and coherent strategies and actions across the supply chain to increase positive and reduce negative impacts on nature and people, therefore aligning commitments and actions on climate change, biodiversity, pollution and inequality.	Common Good (ECG) model within the market economy and not opposed to the it, fostering social, health and environmental benefits. 18	 Use materiality matrix to identify the most significant impact drivers and dependencies of different business activities across natural, social and human capitals.²² Support alternatives to the use of chemical pesticides – especially full implementation of Integrated Pest Management (support research, pilot projects, pay incentives for achievement of benchmarks, etc.). Diversify product portfolios to contribute to genetic diversity and incentivize more diverse diets. 	OP2B members like Nestlé and Unilever and actors such as Followfood support regenerative agriculture practices to keep carbon in the soil, increase the soil's capacity to hold water, enhance the resilience of crops while reducing excessive synthetic agricultural-chemicals input and supporting the livelihood of farmers. ²⁴ Bel Group committed to move towards 100% recyclable-ready or biodegradable packaging by 2025 ensuring 100% of their paper and cardboard supply to be zero deforestation certified by 2020 and 100% of their aluminium ASI certified by 2025. ²⁵ Carrefour is limiting pollution on their sites and

¹³ https://www.asnbank.nl/over-asn-bank/duurzaamheid/biodiversiteit/biodiversity-in-2030.html

²⁴ https://op2b.org/wp-content/uploads/2019/09/OP2B Ambition Statement.pdf



¹⁴ https://www.pepsico.com/news/press-release/pepsico-doubles-down-on-climate-goal-and-pledges-net-zero-emissions-by-204001142021

¹⁵ https://www.nestle.com/media/pressreleases/allpressreleases/nestle-efforts-combat-climate-change

¹⁶ https://www.barry-callebaut.com/en/group/forever-chocolate/forever-chocolate-strategy/commitment-ending-deforestation-and-restoring-forests

¹⁷ https://www.barry-callebaut.com/en/manufacturers/la-morella-nuts/sustainability-in-action/sustainable-nuts-foster-biodiversity

¹⁸ In line with the wording of the ECOSOC opinion adopted in 2015: https://www.eesc.europa.eu/en/our-work/opinions-information-reports/opinions/economy-common-good

¹⁹ Reflecting the objectives of the EU Biodiversity Strategy for 2030: https://ec.europa.eu/info/sites/info/files/communication-annex-eu-biodiversity-strategy-2030_en.pdf

²² For an example of materiality matrix, consult the TEEB for Agriculture and Food: Operational Guidelines For Business: https://naturalcapitalcoalition.org/wp- content/uploads/2020/08/DRAFT-TEEBAgriFood-Operational-Guidelines.pdf





Examples of common objectives	Examples of targets (quantitative when possible)	Type of commitments	Concrete examples
	■ The sector transforms its sourcing practises to ensure that 100% of the farmers from the supply chain implement Integrated Pest Management with all principles by 2030 as	■ Reduce food loss and waste across the supply chain and promote recycling to improve resource efficiency for land and water, while consequently reducing GHG emissions, waste disposal and reducing negative environmental, social and health impacts. ²³	are restoring biodiversity through recovering 100% of waste from hypermarkets and supermarkets by 2025 (food or non-food donations, donations to animals, etc.) or recycling channels (paper, cardboard, bio-methanization, etc.) as well as reducing 50% food waste by 2025 vs. 2016. ²⁶
	appropriate. ²⁰ ■ The sector commits to financially support the restoration of 10% of ecosystems degraded by	 Implement projects aiming to restore degraded ecosystems, for example restoration of aquatic ecosystems affected by point and non-point contamination from agriculture. 	Unilever is committed to halve food waste in its direct global operations from factory to shelf by 2025 to reduce the environmental impact of the global food chain and the contribution to GHG emissions. ²⁷
	agricultural activities by 2030, e.g. aquatic ecosystems polluted by agriculture. 21	 Ensure consumers have equal access to sustainable products (e.g. avoid increased costs borne by consumers) 	Alpro committed to catalyst for net-zero operations with concrete climate ambitions for zero carbon, zero water, zero waste by 2025. ²⁸
	■ The sector moves towards 100% recyclable, biodegradable or reusable packaging in line with the	while also ensuring producers can comply with the targets set. Support increase of demand for sustainable products (B2B) as well as	In 2018, Olam launched AtSource, a programme to increase the traceability of its ingredients by showing the full supply chain from the seed to the customer to track goals and allow customers to meet their environmental targets. ²⁹

²⁵ http://www.act4nature.com/wp-content/uploads/2020/10/GROUPE-BEL-VA-.pdf

²⁹ https://www.olamgroup.com/products-services/olam-international/olam-atsource.html



²⁰ Reflecting the objectives of the EU Biodiversity Strategy for 2030: https://ec.europa.eu/info/sites/info/files/communication-annex-eu-biodiversity-strategy-2030 en.pdf

²¹ Reflecting the objectives of the EU Biodiversity Strategy for 2030: https://ec.europa.eu/info/sites/info/files/communication-annex-eu-biodiversity-strategy-2030_en.pdf

²³ Cattaneo, A., Federighi, G., & Vaz, S. (2020). The environmental impact of reducing food loss and waste: A critical assessment. *Food Policy*, 101890. https://www.sciencedirect.com/science/article/pii/S0306919220300920

²⁶ http://www.act4nature.com/wp-content/uploads/2020/10/CARREFOUR-VA.pdf

²⁷ https://www.unilever.com/sustainable-living/reducing-environmental-impact/waste-and-packaging/reducing-food-waste/

²⁸ https://www.alpro.com/uk/news/our-pledge-2025/





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	circular economy model, minimizing waste and pollution of land, water and air.	increase of the demand of final consumers (B2C) through communication and awareness raising campaigns.	Followfood commits to 100% cradle to cradle packaging by 2020. ³⁰
	■ The sector moves towards 100% social certification within the supply chain based on a selection of reliable certifications (e.g. SA8000, SMETA etc.) by 2030.		
PRINCIPLE 3: Value and	embed nature in decision maki	ng and disclosure	
Assess positive and negative impacts and dependencies on nature to inform internal	 Companies with a certified environmental/sustainability management system integrate their direct and 	 Integrate direct and indirect impacts on biodiversity into existing environmental management systems (EMAS III, ISO 14001). 	METRO piloted the Biodiversity Navigation Tool associated to the Natural Capital Protocol to understand how to make their current natural capital assessment more biodiversity-inclusive. ³⁴
decision-making.	 indirect impacts on biodiversity in their environmental policy, action plan and reporting by 2025. The sector commits to evaluate its impact on biodiversity using generally accepted biodiversity 	 Support the development of standardized metrics to undertake robust corporate natural capital assessments and accounting across the company and across the value chain. Use the results of natural capital assessment to internalize environmental 	BNP Paribas is defining restrictive criteria and conditions to provide financial services to companies producing or buying beef or soybeans from the Amazon and Cerrado regions committing itself to encourage its customers to become zero deforestation and demonstrate transparently their progress. ³⁵
	measurement tools and metrics by 2030. ³¹	externalities and inform decision-making, risk management and supply chain	With the aim to eliminate deforestation from its supply chain by 2020, Nestlé became the first

https://followfood.de/magazin/beitrag/unsere-klimastrategie.html
 https://ec.europa.eu/environment/biodiversity/business/workstreams/methods/index_en.htm
 https://capitalscoalition.org/casestudy/biodiversity-guidance-to-accompany-the-natural-capital-protocol-application-by-metro-ag/







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	■ The sector commits to the principles of true cost accounting, assessing how food systems impact people, society, environment, and natural resources by 2030. 32	 Define quality characteristics (semi-) natural habitats and ecological structures to measure and monitor restoration and protection measures in collaboration with experts.³³ Adopt robust monitoring framework and set key performance indicators to evaluate results, measure progress and adapt activities to meet the agreed targets guided by the best results. 	international food company to implement a satellite-based service – Starling – to monitor changes in the land or forest cover. ³⁶ La Morella Nuts will source all of their nuts from farms where water is safeguarded measuring and tracking the quantity of nuts they are sourcing according to set water criteria. ³⁷ Followfood analyses the environmental impact/ecological footprint of their 100 products and their whole business across the supply chain. ³⁸
Report and be transparent about the significant positive and negative contribution of the sector to EU and global objectives linked to biodiversity, climate, pollution and inequality to ensure transparency along the supply chain and towards consumers.		 Report annually and be transparent about the significant positive and negative contribution to (i) deforestation, (ii) the use of pesticides, (iii) soil health, (iv) level of biodiversity, (v) water use and (vii) GHG emissions. Adhere to common definitions and good practices for conveying accurate and verifiable information. Ensure company claims regarding progress or 	The Safe Food Chain by using block chain technology (SiLKe) is a German multistakeholder partnership of academic and industrial partners enabling transparency and traceability of food supply chains. This enables actors along the entire value chain to share the data necessary for complete traceability and, in the event of an incident, to take quick and effective measures to protect consumers. ²⁶ For all its customers, BNP Paribas will require full

https://followfood.de/bewegung/nachhaltigkeits-abc/eintrag/%C3%96kobilanz.html



³⁵ https://group.bnpparibas/en/press-release/bnp-paribas-defines-restrictive-policy-fight-deforestation-amazon-cerrado-regions

https://futureoffood.org/impact-areas/true-cost-accounting/

³³ Inspired by: https://www.business-biodiversity.eu/bausteine.net/f/9634/Basic_set_of_biodiversity_criteria_for_the_food_sector_2020.pdf?fd=0 (p8)

³⁶ https://op2b.org/wp-content/uploads/2019/09/OP2B_Case_Studies.pdf

https://www.barry-callebaut.com/en/manufacturers/la-morella-nuts/sustainability-in-action/sustainable-nuts-safeguard-water





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		performance are backed by credible verification. ³⁹	traceability of beef and soy (direct and indirect) channels by 2025. ²⁷
		 Create internal verification procedures to undertake regular independent and transparent reviews of compliance with established corporate policies along the supply chain.⁴⁰ 	Followfood discloses the whole supply chain (route, locations and participants), product components, materials, information about origin and the ecological footprint of every product with a unique tracking-code. ⁴¹
PRINCIPLE 4: Reform re	warding and premium systems		
Reward nature positive outcomes of business partners in the value chain and engage with companies in the supply chain to increase their positive impacts on nature and people.	 The sector assumes an appropriate share of the costs that may incur to producers due to measures to increase significant positive and reduce significant negative impacts on nature and people. The sector offers incentives, either financial or nonfinancial, for the "added value" of biodiversity-responsible produced 	 Provide incentives for sustainable practices across the supply chain (e.g. price incentive, provision of technical support, capacity building, product positioning, intertest rate from financiers, etc.). Support the development of Biodiversity Action Plan (BAP) at farm level as part of the sourcing rules and reward producers and cooperatives based on their level of ambitions and improvement over time or provide compensation for costs or loss of earnings.⁴² 	Friesland Campina is rewarding farmers' efforts to improve biodiversity via a bonus system BNP Paribas will not finance customers producing or buying beef or soybeans from land cleared or converted after 2008 in the Amazon. Clients must therefore apply this cut-off date, which had been set at 2008 in the Amazon, in accordance with regulations and sector agreements. Followfood pays higher prices for products from regenerative agriculture.

³⁹ Wording from https://accountability-framework.org/core-principles/12-reporting-disclosure-and-claims/

⁴⁶ https://followfood.de/bewegung.html



⁴⁰ http://www.fao.org/fileadmin/templates/est/Investment/oecd-fao-guidance.pdf (p32)

⁴¹ https://followfood.de/magazin/beitrag/volle-transparenz-bis-zum-ursprung.html

⁴² BAP should include baseline, measures, monitoring. BAP should be documented and continuous improvement should be proofed by farmers. Food sector should incentive ambitious BAPs (Benchmarks) and support farmers with gratis use of tools (e.g. Cool Farm Tool, Biodiversity Performance Tool).

⁴⁴ https://www.frieslandcampina.com/our-farmers/foqus-planet/

https://group.bnpparibas/en/press-release/bnp-paribas-defines-restrictive-policy-fight-deforestation-amazon-cerrado-regions/amp





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	products. The sector does not take part in price dumping negatively impacting nature and people.	 Reflect the cost of negative externalities in the product price. Provide price and marketing incentives to empower consumers to make informed and sustainable decisions. Engage direct suppliers to institute effective incentives, support mechanisms, and purchase control systems to maximize fulfilment of commitments and avoid severe or persistent non-compliance in indirect supply-base. 43 Investors and financiers reflect sustainable practices in their lending policies providing more favourable terms to businesses integrating nature and people in their activities 	ALB-GOLD provides a quality premium to farmers meeting both durum quality requirements and biodiversity targets. This quality premium is calculated per hectare of durum wheat cultivate. 47	
PRINCIPLE 5: Foster co	PRINCIPLE 5: Foster collaboration and knowledge sharing			
Develops partnerships and collaborations with all relevant stakeholders in the supply chains to raise awareness, exchange knowledge, foster innovation, and raise the	spanning across the value	■ Create partnerships to boost innovative improvements of existing technologies and farm management practices which can lead to new types of agricultural production that are sustainably and environmentally sound while contributing to the mitigation of climate change (e.g.	In Belgium, the Beyond Chocolate partnership empowers all stakeholders to have a positive impact on the sustainability level of the cocoa supply chain within their sphere of influence. Beyond Chocolate has over 50 partners, covering about 90% of the Belgian chocolate sector. ⁵¹	

⁴³ Wording from https://accountability-framework.org/core-principles/6-managing-for-supply-chain-compliance/
47 https://www.bodensee-stiftung.org/en/mehr-biodiversitaet-im-hartweizen-anbau/







Examples of common objectives	Examples of targets (quantitative when possible)	Type of commitments	Concrete examples	
ambition level of the sector.	innovation, raise awareness and raise the ambition level of the sector.	 agricultural biotechnology or precision farming). 48 Support capacity building across all actors in the supply chain to raise awareness about the positive impacts on nature and people associated with more 	Danone is partnering with EIT Food to support European farmers to transition to regenerative agriculture; help the public see the benefits for their health and planet of regenerative agriculture; and work with agri-food companies to transition their supply to regenerative agriculture. 52	
		 sustainable practices. Share best practices with peers to encourage other actors to act and create a level-playing field and ensure fair 	Followfood supports farmers with 5 cent of every product to invest in a transformation to regenerative agriculture.	
		competition. Engage with smallholders, SMEs and	The Roundtable "Biodiversity Performance in the Food Sector", to be launched on 3 March 2021, brings stakeholders from the food sector together	
			other actors who may require more assistance to avoid their exclusion from supply chains. ⁴⁹	to agree on a basic set of biodiversity criteria for the food sector ⁵³ , disseminate and apply joint training modules, expand the Biodiversity Monitoring Systems and sensitise consumers
		 Offer training on biodiversity for farmers, assessors and managers for products quality and purchase including 	about biodiversity, sustainable food systems and health. ⁵⁴	
		environmental quality as an important aspect of product quality. ⁵⁰	Carrefour develops partnership to support local sustainable fishing and fighting against illegal	

⁵¹ https://www.idhsustainabletrade.com/initiative/beyondchocolate/

⁵⁴ https://www.business-biodiversity.eu/en/roundtable-on-biodiversity



https://read.oecd-ilibrary.org/agriculture-and-food/farm-management-practices-to-foster-green-growth/investigating-farm-management-practices-that-may-foster-green-growth 9789264238657-3-en#page2 (p14)

⁴⁹ Wording from https://accountability-framework.org/core-principles/6-managing-for-supply-chain-compliance/

⁵⁰ https://www.business-biodiversity.eu/bausteine.net/f/9634/Basic set of biodiversity criteria for the food sector 2020.pdf?fd=0

⁵² https://www.eitfood.eu/projects/the-regenerative-agriculture-revolution-2020

⁵³ https://www.business-biodiversity.eu/bausteine.net/f/9634/Basic set of biodiversity criteria for the food sector 2020.pdf?fd=0





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		Support the provision and availability of data to develop a sound, free of charge database on raw material and risks for biodiversity evaluating the impact on biodiversity in the sourcing regions (landscape level) to inform a broad range of stakeholders. The sector supports practice orientated studies to further develop and improve knowledge about negative and positive impacts of food production on nature and people.	fishing to ensure that 50% of its fish sold comes from sustainable fishing. ⁵⁵ BNP Paribas will encourage its clients not to produce or buy beef or soybeans from cleared or converted land in the Cerrado after 1 January 2020, in line with global standards. ⁴²

⁵⁵ http://www.act4nature.com/wp-content/uploads/2020/10/CARREFOUR-VA.pdf



Document Control

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