

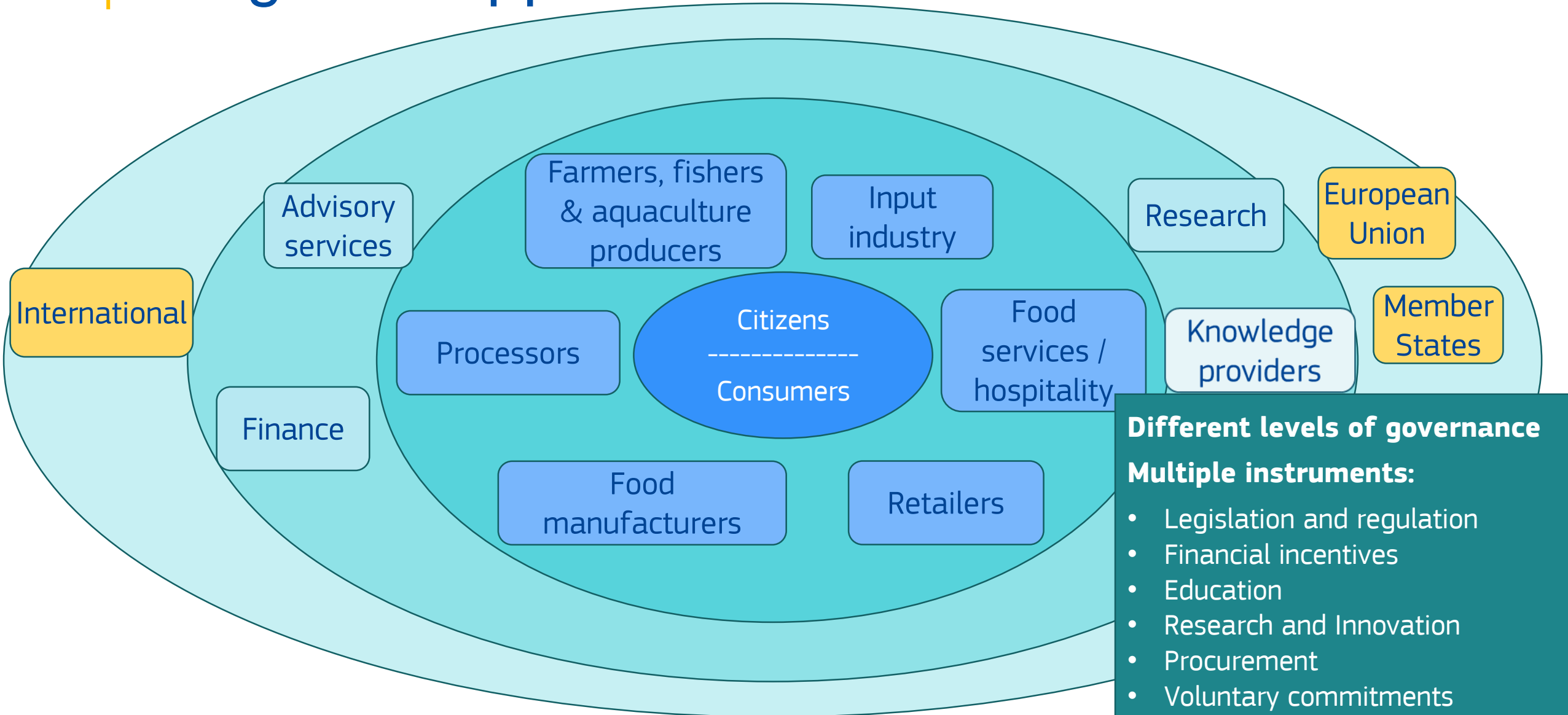
Code of Conduct for Responsible Business and Marketing Practices

10th meeting of the EU Platform on Food Losses and Food Waste
18 March 2021

European Union



Integrated approach from farm to fork needed



Actions to stimulate sustainable practices by food industry and retail, hospitality and food service

Initiative to improve the **corporate governance framework** (integrate sustainability into corporate strategies) (2021)

Develop an EU code and monitoring framework for **responsible business and marketing conduct** in the food supply chain (2021)

Stimulate **reformulation** of processed food, including setting of **maximum levels for certain nutrients** (2021)



Set **nutrient profiles** to restrict promotion of food high in salt, sugar or fat (2022)

Proposal revision EU legislation on **Food Contact Materials** (food safety, environmental footprint) (2022)

Revision **EU marketing standards** for agricultural, fishery and aquaculture products (ensure uptake and supply of sustainable products) (2021-22)

Enhance coordination to tackle **Food Fraud** (2021-2022)

Actions to promote shift towards healthy, sustainable diets

Determine the best modalities for setting **minimum mandatory criteria for sustainable food procurement** (2021)

Review of the **EU school scheme** legal framework: refocus on healthy and sustainable food (2023)

Review of the **EU promotion programme** for agricultural and food products (aimed at sustainable production and consumption) (2020)

Proposal VAT rates (currently being discussed in Council): could allow to make more targeted use of rates (e.g. to support organic fruit and vegetables).



Proposal for a harmonised **mandatory front-of-pack nutrition labelling** to enable consumers to make health conscious food choices (2022)

Proposal to require **origin indication** for certain products. (2022)

Proposal for a **sustainable food labelling framework** to empower consumers to make sustainable food choices (2024)

Nutrition - health

Nutrition Declaration	Per 100 g
Energy	kJ/kcal
Fat	g
of which saturates	g
Carbohydrate	g
of which sugars	g
Protein	g
Salt	g

Environment



Social



Topics & aspirational goals Code of Conduct based on:

International agreements and conventions, such as:

- UN Sustainable Development Goals
- 'Paris' target to reduce greenhouse gas emissions
- Biodiversity (CBD): Strategic Plan for Biodiversity, 2011-2020

EU policy documents, amongst other Green Deal ambitions:

- Farm to Fork Strategy
- Biodiversity Strategy
- 2030 Climate Target Plan

Other relevant input:

- Existing guidelines, good practices
- Input from stakeholders



The EU Code of Conduct: objectives

- To stimulate the uptake of healthy and sustainable consumption patterns
- To foster further improvement of internal processes, operations and organization
- To facilitate the uptake of sustainable practices by all relevant actors in the food system



The EU Code of Conduct: Scope

- Focus on actions by actors of the 'middle of the food chain: food processors, food service operators and retailers
- Encourage **voluntary actions** which improve their sustainability performances with spill-over effects on both sides of the chain i.e. primary producers & consumers
- Address the **3 pillars**: environmental, economic and social sustainability;
- **Shift** the norm for food business culture **towards sustainability** whilst guaranteeing fair and transparent competition;
- Provide clarity and build additional **trust** among all food system actors;
- Involve all, especially **SMEs**; and
- Promote **front-runner** solutions.



The EU Code of Conduct: Process

- Co-design involving:
 - “Middle of the chain”: operators and associations
 - Primary producers: e.g. farmers and fisher associations
 - Consumer representatives
 - NGOs, experts and academia
 - EU Member States
- Takes into account existing work and existing legislation and policies
- Builds on best examples (e.g. industry codes, existing national and international work)



The EU Code of Conduct: Process

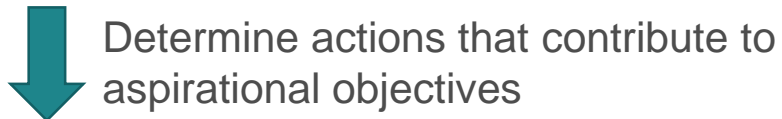
- Four different Task Forces set up:
 - Promote healthy and sustainable consumption patterns
 - Improve sustainability of internal processes in the middle of the chain
 - Improve sustainability of the food value chain
 - Cross-cutting: monitoring framework
- Parallel track with individual companies
- Result: two components
 - Aspirational objectives with concrete actions
 - Quantitative commitments by individual companies



Two components in Code of Conduct

Component 1 = general part Code

Aspirational objectives



- Specific actions that can be practically adopted by all actors
- Go beyond current legal obligations and existing voluntary codes
- Minimizing administrative burden, especially for SMEs

↓
Monitor adherence to code

Commission will monitor overall effect F2F (incl. Code)

Component 2 = specific part Code for individual companies

Selected targets + monitoring framework



Freedom for companies how to reach targets



Monitor progress (outcome)

Purpose of aspirational objectives

- Non-binding objectives
- Objectives will show for which themes change is needed, and how much;
- The actions included in the Code should be proportional to the aspirational objectives;
- Overall objectives, in many cases other policies and developments will contribute (for example climate policy, CAP, CFP etc)
- Objectives may help to build an intervention logic and show which actor can contribute
- Objectives will provide guidance for concrete commitments by individual companies (second component).
- Objectives are often thematic, actions might be more integrated (for example synergies between health and environment)
- Objectives will create link to monitoring
- Strive for limited number of objectives (but: food is complex)



Potential aspirational objectives - Health

- Increase the consumption of whole-grain cereals, fruits and vegetables, nuts, pulses and fibres;
- Reduce the average caloric intake, especially that of people who are now overconsuming.
- Lower the consumption of fat, sugar and salt.
- The consumption of red and/or processed meat needs to be in line with recommendations. The ratio between animal-based and plant-based proteins should shift.
- Special attention is needed to prevent childhood obesity
- Adapting marketing and advertising strategies



Potential aspirational objectives - Environment

- Reduce greenhouse gas emissions from EU food system in 2030, mainly by consumption side measures
- Reduce the environmental footprint food consumption also by mainly by consumption side measures;
- Improve biodiversity, sustainable use of natural capital
- Halving per capita food waste at retail and consumer levels by 2030 (SDG Target 12.3)
- Contribute to Farm-to-Fork and Biodiversity strategy targets (reduction use and risk of pesticides and sales of antimicrobials; increase share of land under organic farming)



Potential aspirational targets – social and economic

Contribute to:

- Ensuring a sustainable livelihood for producers
- Fairer economic returns in the supply chain
- Ensuring access to a sufficient supply of affordable food for citizens

Animal welfare:

- Improved animal welfare. Synergies with amongst others reduction of use of antimicrobials



Challenges

- Co-design: a key for success but a demanding process
- Diversity of actors involved: EU associations, operators (multinational & SMEs), consumers, etc.
- Scope: the whole middle of the chain & all major aspects of sustainability (economic, social and environmental)
- Ambition: voluntary concrete commitments to be monitored
- Time constraints: **June 2021**



Resources: useful links

- Code of conduct for responsible Business and Marketing Practices: https://ec.europa.eu/food/farm2fork/sustainable-food-processing-wholesale-retail-hospitality-and-food-services/code-conduct_en
- Farm to Fork Strategy: https://ec.europa.eu/food/farm2fork_en
- Towards a Sustainable Food System - The Group of Chief Scientific Advisors: <https://op.europa.eu/en/web/eu-law-and-publications/publication-detail/-/publication/ca8ffeda-99bb-11ea-aac4-01aa75ed71a1>
- European Green Deal: https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en



For healthy people,
healthy societies
and a healthy planet.

The Farm to Fork Strategy

IT'S DOWN TO US!

