EU Code of Conduct on Responsible Food Business and Marketing Practices

January 2024

#EUGreenDeal #EUFarm2Fork

1 GOAL
to accelerate the transition
to a sustainable food system

3 AREAS OF ACTION

- Uptake of sustainable practices with suppliers – primary producers
- Uptake of sustainable practices in internal processes
- Uptake of healthy, sustainable diets

7 OBJECTIVES

1. Healthy, balanced and sustainable diets for all European consumers
2. Prevention and reduction of food loss and waste
3. A climate neutral food chain in Europe by 2050
4. An optimised circular and resource-efficient food chain in Europe
5. Sustained, inclusive economic growth, employment and decent work for all
6. Sustainable value creation in the European food supply chain through partnership
7. Sustainable sourcing in food supply chains

140 SIGNATORIES TO DATE AND COUNTING...

524 COMMITMENTS TO DATE AND COUNTING...

TOP 3 COMMITMENTS

- Reduce GHG emissions from company operations, including renewable energy use
- Increased use of sustainable materials for packaging
- Sustainable sourcing of food products and materials

JOINT EFFORTS BY ALL FOOD SYSTEM ACTORS

- Attract businesses of all sizes, including SMEs
- All food system actors work together: collaborative action by 61 associations and 75 companies
- Share best practices via signatories’ workshops and regular exchanges

WHY SHOULD I SIGN THE CODE?

- To show your commitment to sustainable food systems – every action counts
- To demonstrate your leadership in the EU transition to sustainable food systems
- To show your customers your commitment to sustainable food systems
- To be part of a community for sharing of best practices at EU level
- Because it is easy to do (simplified options for SMEs)