



European Commission

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

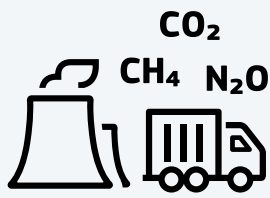


140
SIGNATORIES TO DATE AND COUNTING...



524
COMMITMENTS TO DATE AND COUNTING...

TOP 3 COMMITMENTS



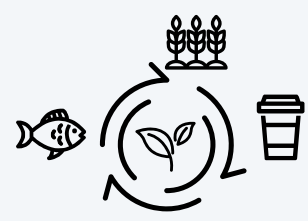
62

Reduce GHG emissions from company operations, including renewable energy use



56

Increased use of sustainable materials for packaging



56

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**)

