

EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

*A common aspirational path
towards achieving sustainable food systems*

- Annual Report – Check list for EU associations -

When signing the code, one of the commitments of EU associations is to provide “*on an annual basis, a report of their activities in support of this Code, which will be published on an open dedicated website*”.

In order to help EU associations to provide their annual report of activities, this document aims at providing a check list to guide associations.

- **General information**

Name in full + acronym	Freshfel Europe - European Fresh Produce Association
Contact person with contact details	Nicola Pisano (n.pisano@freshfel.org) Philippe Binard (ph.binard@freshfel.org)
N° in the transparency register*	1637225479-02
Date of signature of the Code	30 June 2021
Step of the food chain represented (ex: primary production, production, processing, trade, retail, ...)	The entire supply chain, primary production to retail.
Who do you represent? (e.g. number of members, companies, SMEs)	114 members, excluding members' satellite and subsidiary entities.

* if available

European Associations pledge to:

- *endorse the aspirational objectives set out in this Code (where applicable)*

Yes, Freshfel Europe confirms to endorse the aspirational objectives set out in this Code (where applicable).

- *promote and disseminate this Code with(in) their constituency/ies;*

Freshfel Europe has promoted and disseminated the Code to the Association's membership over the period 2021-2022, including via:

- Freshfel Europe Board meeting upon signature;
- Freshfel Europe weekly newsletter on a regular basis, including signature, and updates on information relating to the Code;
- Freshfel Europe Headlines publication, 2021 editions 1 to 4 (also available to the public);
- Freshfel Europe Webinar on the Code;
- Freshfel Europe meetings with members throughout the year.

- *encourage their members to align their sustainability actions and/or business practices to the aspirational objectives and targets of the Code and invite them, on a voluntary basis, to adhere to this Code, as appropriate;*

Freshfel Europe encouraged its members to align their sustainability actions and/or business practices to the aspirational objectives and targets of the Code, and invite them, on a voluntary basis, to adhere to the Code as appropriate.

- Each time the Code was referred to in internal Association communication Freshfel Europe encouraged its members to follow and sign the Code.
- In October 2021 Freshfel Europe organized a specific webinar on the Code for members with a focus on Aspirational objective 2, namely the food waste prevention elements of the Code and how the sector is already and can do further work to align with the Code in this area, which is high on the sustainability agenda for the fresh produce sector.
- Numerous Freshfel Europe members have signed the Code through dissemination of the Code by the Association, including:
 1. Assomela (Italian Association of Apple Producers)
 2. Fyffes
 3. Greenyard
 4. REWE Group
 5. Syngenta

- *explore the possibility of developing sector-specific tools and resources in support of this Code;*

In March 2022 Freshfel Europe commenced a new fresh produce sector specific project, the Freshfel Environmental Footprint Initiative, along with a group of leading members, which supports the Code. The Initiative aims to develop an objective and standardized methodology and digital tool for the fresh fruit and vegetable sector based on product environmental footprint methodology, that is broadly accepted by industry, other stakeholders, institutions and consumers. The Initiative will facilitate the fresh produce sector's contribution to Aspirational objective 1 to reduce the environmental footprint of food consumption by 2030, and aspirational objective 3 to achieve a climate neutral food chain in Europe by 2050.

- *continue to engage in dialogue with other food chain/systems actors and EU and international policy-makers to forge (new) relationships, exchange good practices and discuss challenges encountered, learn from each other (studies, projects) and create*

better mutual understanding, and identify opportunities for collaboration and potential partnership.

Where possible Freshfel Europe seeks dialogue and engagement with other stakeholders within the agri-food sector as well as with decision-makers to support the work of the Code. For example, within Freshfel Europe's Environmental Footprint Initiative, the Association is exploring collaboration with other associations and organizations which have synergies with the fresh produce sector. The objective of this collaboration is to seek more effective and efficient environmental footprint calculation throughout the fresh produce supply chain as well as that of other agri-food sectors. This includes other signatories of the Code to foster work towards aspirational objective 1 and 3.