

**EU Code of Conduct on
Responsible Food Business and Marketing Practices**
A common aspirational path towards achieving sustainable food systems

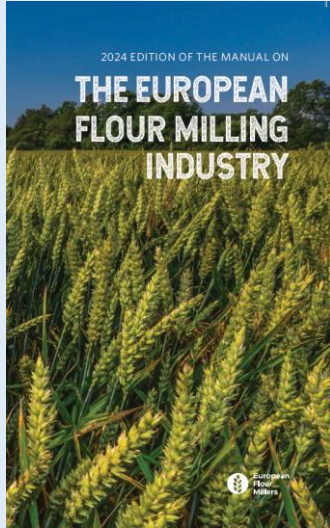
2024 ANNUAL REPORT



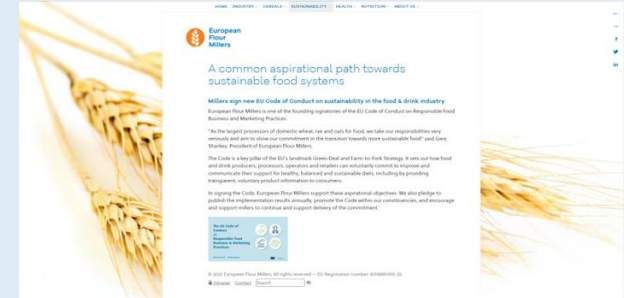
With some 47 million tonnes of cereals processed each year, the European flour millers are the largest single food users of domestic wheat, rye and oats. The sector employs over 45 000 people – mostly in Small and Medium-sized Enterprises (SMEs) - and an estimated 350 000 indirect labour at European farm level.

General information

Name	European Flour Millers
Contact person with contact details	Laurent Reverdy, Secretary-General secretariat@flourmillers.eu
N° in the transparency register	81318861355-20
Date of signature of the Code	5 July 2021
Step of the food chain represented	Primary processing
Who do you represent?	National associations in 26 European countries

European Flour Millers (EFM) pledge to:	Actions
<i>Endorse the aspirational objectives set out in this Code (where applicable)</i>	European Flour Millers signed the Code and endorse its aspirational objectives on 5 July 2021
<i>Promote and disseminate this Code with(in) their constituencies</i>	<ul style="list-style-type: none"> PUBLICATION: Promotion and dissemination of the Code and the sector endorsement of its aspirational in the Manual on the European Flour Milling Industry 2024-25: <p>The Manual on the European Flour Milling Industry (booklet format) is available to the membership and also external companies and institutions. The 2024-25 edition includes a section on the Code and the endorsement of its aspirational objectives within the part on Sustainable food systems.</p>  ANNUAL REPORT: Additionally, the Code of Conduct is referenced as a milestone in the 2024 annual report shared with all association members.

- **SECTOR WEBSITE:** Promotion of the Code and its objectives to association members through a permanent [dedicated webpage](#) of the sector association website at European level:



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

EUROPEAN MILLERS' CONGRESS 2024: We organise a conference with sessions to address millers entitled “Preparing for a sustainable future” and “Delivering on sustainability, grain sourcing and energy” on various subjects linked to sustainability in the context of our European Congress that took place on 6-8 June 2024 in Munich, including:

- **Secure the access to milling wheat in the context of the Green Deal Farm-to-Fork Strategy and the food regulatory framework** (European Commission, DG SANTE)
- **Sustainability and market trends in the European bread market: challenges, opportunities and perspectives** (Ditsch)
- **Corporate Sustainability – Compliant implementation and communication** (AFC Risk & Crisis)
- **Creating Value through Insights: the economic sustainability case for flour millers** (Bühler)
- **Sustainable milling: focus on process- and food safety** (Swisca)



Explore the possibility of developing sector-specific tools and resources in support of this Code

- **GREEN CLAIMS:** at the level of the association Board, discussions are ongoing and external parties are approached to address the current possibilities to enhance **environmental footprint for wheat flour** to substantiate green claims.
- **CARBON FARMING:** European flour millers welcomed the establishment of an EU regulatory framework for the certification of carbon removals as an essential steppingstone towards achieving a net contribution from carbon removals, in line with the EU climate-neutrality objective for 2050. Millers should be allowed to claim removals generated within their supply chain (wheat, rye and oats) as a priority, while certificates should be made available to the entire value chain but not beyond it.

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

- **PRIMARY FOOD PROCESSORS - CSRD:** European Flour Millers are also engaging in dialogue with other vegetal first-processing sectors to address regulatory aspects related to the new Corporate and Sustainability Reporting Directive (CSRD). In January 2024, Primary Food Processors (PFP) held a workshop to raise awareness on new sustainability obligations of its members companies.
- **BREAD VALUE CHAIN:** At the level of the [Bread-Initiative](#) Platform gathering all the actors of the bread value chain, European Flour Millers contributed to engage in dialogue on the impact of the farm-to-fork strategy regulatory context with an emphasis on health and nutrition relating to bread.

