

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

**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**

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|-------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| Name                                | <b>European Flour Millers</b>                                                                                             |
| Contact person with contact details | <b>Laurent Reverdy, Secretary-General</b><br><a href="mailto:secretariat@flourmillers.eu">secretariat@flourmillers.eu</a> |
| N° in the transparency register     | <b>81318861355-20</b>                                                                                                     |
| Date of signature of the Code       | <b>5 July 2021</b>                                                                                                        |
| Step of the food chain represented  | <b>Primary processing</b>                                                                                                 |
| Who do you represent?               | <b>National associations in 28 European countries</b>                                                                     |

| European Flour Millers (EFM) pledge to:                                                                                                                                                                                             | Actions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| <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"> <li>• Decision of the <b>national milling association Directors</b> to sign the Code as European association on 2 July 2021 and participation to the High-level stakeholder celebratory event marking the launch of the Code of Conduct on 5 July 2021;</li> <li>• Promotion of the Code and its objectives through a permanent <a href="#">dedicated webpage</a> of the sector association website at European level;</li> <li>• Promotion and dissemination of the Code to the representative millers at the association Board on 6 October 2021 and at the Association General Assembly meeting of 27 May 2022.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                          |
| <i>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</i> | <ul style="list-style-type: none"> <li>• Encourage the sector actors via showcasing examples of sector resource efficiencies in the flour milling process. For ex. EFM supported the EU-funded <a href="#">ValBran</a> project which aims to <b>develop novel techniques for enhancing the value of wheat bran derived from flour mills</b>. The main objective is to develop biotechnological and green chemistry pathways for the production of high added-value surfactant molecules with low environmental impact.</li> <li>• Organise a <a href="#">conference session</a> dedicated to “<b>delivering on climate change &amp; biodiversity: towards a more sustainable supply chain</b>” tackling each step of the supply chain (wheat growers, primary and secondary processors) during the Congress of European Flour Millers on 27 May 2022.</li> <li>• <b>Brainstorm session</b> on current sustainability practices and initiatives publicly promoted by flour milling companies during the Association Board meeting of 31 January 2020 in Warsaw.</li> </ul> |

| European Flour Millers (EFM) pledge to:                                                                                                                                                                                                                                                                                                                                     | Actions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
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|                                                                                                                                                                                                                                                                                                                                                                             | <ul style="list-style-type: none"> <li>• Invite the Danish flour millers to promote their <a href="#">Danish Whole Grain Partnership</a> together with other environmental schemes active in the wheat-flour-bread value chain and that shape a new business environment for the flour millers during the <a href="#">EFM Convention</a> on 14 June 2019 in Paris.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                               |
| <p><i>Explore the possibility of developing sector-specific tools and resources in support of this Code</i></p>                                                                                                                                                                                                                                                             | <ul style="list-style-type: none"> <li>• Discussion and decision of the Association Board to launch a <b>Product environmental footprint category rules (PEFCR) for wheat flour</b> to substantiate green claims at flour milling sector level on 27 January 2022.</li> <li>• On 8 November 2022, in the light of further delays in the publishing of the proposal on substantiating green claims, flour millers requested DG ENVI advice by written on whether they should encourage the sector to proceed with engaging in the development of a PEFCR now, or whether it would be wiser to await <b>further clarification of methodology</b>. Indeed, millers are wishing to move forward with the development of PEFCR for wheat flour.</li> </ul>                                       |
| <p><i>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</i></p> | <ul style="list-style-type: none"> <li>• As a key actor of the bread supply chain and manufacturer of their main ingredient, <b>European Flour Millers will address the European plant bakers</b> (AIBI members) on sustainability matters at the occasion of their congress on 17 June 2022.</li> <li>• At the level of <a href="#">Primary Food Processors</a>, European Flour Millers are engaging in dialogue with vegetal first-processing sectors to address regulatory aspects related to the Green Deal and Farm-to-Fork Strategy.</li> <li>• At the level of the <a href="#">Bread-Initiative</a> Platform gathering all the actors of the bread value chain, European Flour Millers contributed to engage in dialogue on health, nutrition and sustainability matters.</li> </ul> |