

30 June 2021

## **Freshfel Europe signature of Code of Conduct on Responsible Business and Marketing Practices**

Freshfel Europe, the European Fresh Produce Association, represents the fresh fruit and vegetable supply chain in the EU and beyond. Freshfel Europe represents the common interests of the supply chain for the benefit of the fresh produce sector and consumers. Freshfel Europe members are European and global fresh produce stakeholders with a drive to be at the forefront of the sector, including companies, interbranch organisations, national associations, sectorial and product organisations and service providers from across the entire supply chain.

Freshfel Europe welcomes and supports the Code of Conduct on Responsible Business and Marketing Practices (hereafter Code of Conduct) as a key deliverable of the European Commission's Farm to Fork Strategy.

**As a European Association, acting on behalf of its membership, Freshfel Europe signs the Code of Conduct. In doing so, Freshfel Europe is a European Association signatory without specific commitments.**

As a European Association signatory without specific commitments, Freshfel Europe pledges to:

- Endorse the aspirational objectives set out in this Code (where applicable);
- Promote and disseminate this Code within its constituencies;
- Encourage its members to align 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;
- Explore the possibility of developing sector-specific tools and resources in support of this Code;
- Provide, on annual basis, a report of their activities in support of this Code, which will be published on an open dedicated website;
- 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.

Freshfel Europe undertakes a wide range of work and initiatives with its members from across Europe and globally as well as with European and international bodies, which support the aspirational objectives of the Code of Conduct.

Freshfel Europe's work in support of the Code of Conduct's aspirational objectives includes, but is not limited to, the following areas:

- Healthy, balanced and sustainable diets promotion and facilitation;

- Fruit and vegetable consumption promotion and facilitation;
- Food loss and waste prevention and reduction;
- Sustainable production methods promotion and facilitation;
- Sustainable value creation along the fruit and vegetable supply chain;
- Sector environmental footprint development for supply chain optimization and reduction of the environmental impact of fruit and vegetable consumption;
- Sustainable sourcing facilitation;
- Sustainable trade facilitation.

In doing this work Freshfel Europe supports the Code of Conduct's common aspiration to improve sustainability in relation to food consumption patterns for healthy and sustainable diets, within internal processes, operations and organization at the level of the actors in the middle part of the food chain, and throughout the supply chain, in liaison with primary producers and other actors.

Kind regards,

Philippe Binard

General Delegate

Freshfel Europe