

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


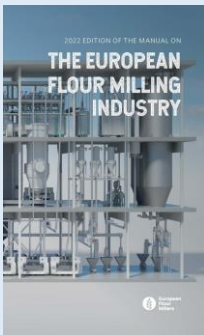
**2023 ANNUAL REPORT**



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**

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

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"> <li> <b>SECTOR WEBSITE:</b> 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> <b>PUBLICATION:</b> Promotion and dissemination of the Code and the sector endorsement of its aspirational in the Manual on the European Flour Milling Industry 2022-23:           <p>The Manual on the European Flour Milling Industry (booklet format) is available to the membership but also external companies and institutions. The 2022-23 edition includes a section on the Code and the endorsement of its aspirational objectives within the part on Sustainable food systems.</p>  </li> <li> <b>ANNUAL REPORT:</b> Additionally, the Code of Conduct is referenced as a milestone in the 2022-23 annual report.           </li> </ul>

*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*

**CONGRESS CONFERENCE:** We organise a conference session to address members on “**delivering on climate change & biodiversity in a context of soaring energy and grain prices**” in the context of the European Flour Milling Congress that took place on 26-28 May 2022 in Italy, including:

- **Carbon farming & trading:** the business model to reward cereal growers for carbon sequestration & biodiversity protection (IDDRI & ScPo Paris)
- **A flour miller’s appreciation of bread avoids food waste** (Meyerhans Mühlen AG)
- **The Mulino Bianco Charter for sustainability from farmers to consumers** (Barilla)



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

- **GREEN CLAIMS:** at the level of the association Board and ad-hoc committees, ongoing discussions & consultants approached on the possibility to launch a **Product environmental footprint category rules (PEFCR) for wheat flour** to substantiate green claims at flour milling sector level at the light of the European Commission Proposal issued on 23 March 2023.
- **CARBON FARMING:** at the association Board meeting of 2 May, European 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*

- **CARBON FARMING CERTIFICATION:** European Flour Millers are also engaging in dialogue with other vegetal first-processing sectors to address regulatory aspects related to the Green Deal and Farm-to-Fork Strategy. On 25 April 2023, the platform organized for its member companies a workshop to understand the opportunities and challenges related to soil carbon sequestration and emission reduction through a deep dive into the Commission carbon certification proposal, with DG CLIMA as key-note speaker. In November 2022, PFP held a Forum under the title 'Rising to the challenges of climate change and energy supplies' (aspirational objective 3) in a context of dramatically rising energy costs, the purpose was to discuss how to overcome pressure as primary food processing sectors are looking to intensify investments in decarbonization.
- **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.