



**THE EU CODE OF
CONDUCT FOR
RESPONSIBLE FOOD
BUSINESS AND
MARKETING
PRACTICES**



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Why a Code of Conduct?

- 1 of the 27 actions foreseen in the EU Farm to Fork Strategy (**non-legislative**)
- Primarily aimed at **'middle part of the chain'** (food industry, retail, food service, hospitality) → upstream and downstream impact
- Also open to other stakeholders in the food chain/system
- Opportunity to **showcase Europe's food sustainability leadership** through ambitious commitments (and progress made)



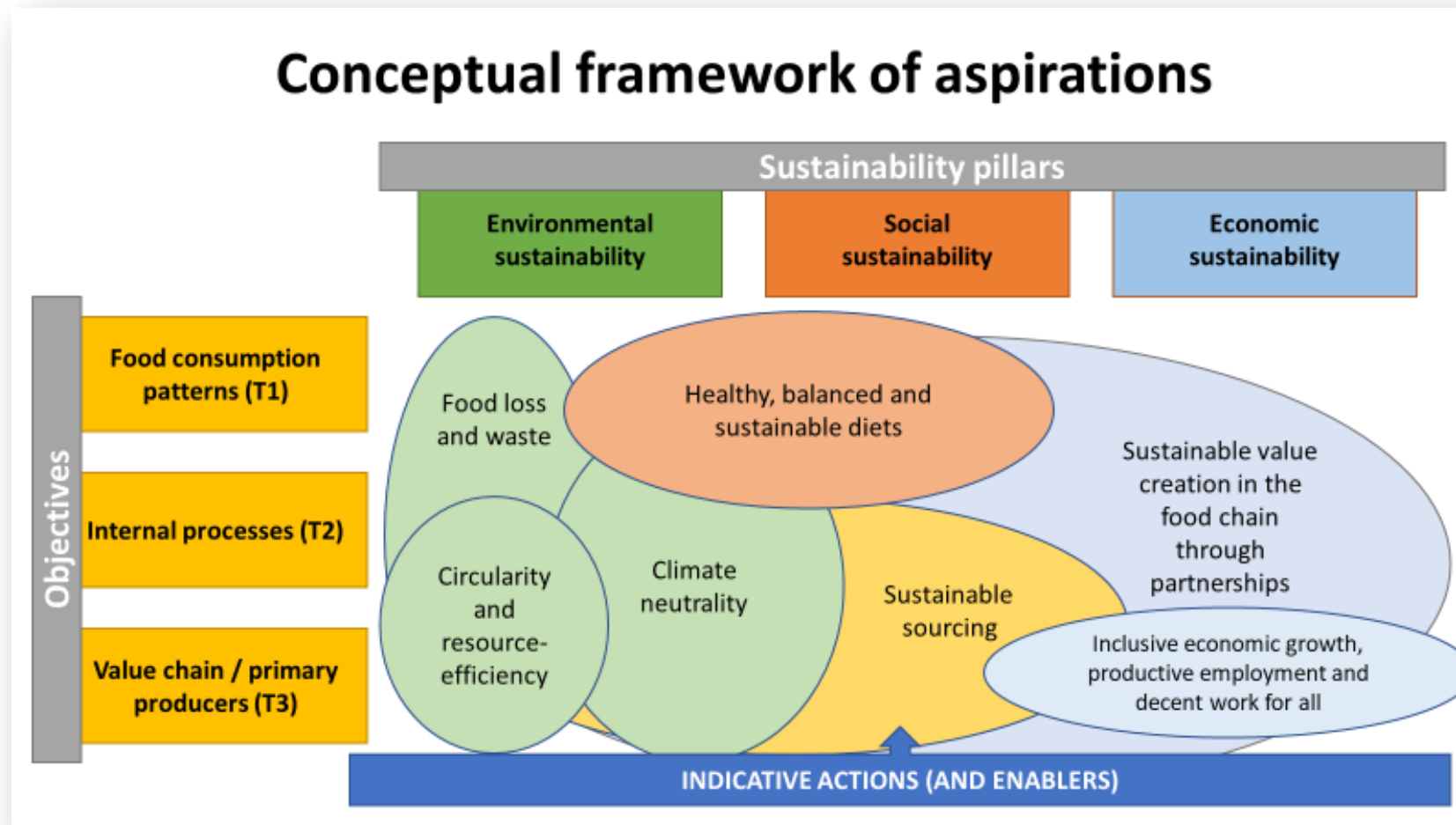
Multi-stakeholder process

- Task Force set-up beginning of 2021
- Chaired by FoodDrinkEurope (rapporteurs from retail, trade and NGO sectors), in concertation with European Commission
- Food chain representatives ('from farm to fork'), international organisations, NGOs, consumer groups, trade unions, academics, European Commission
- Weekly meetings between end Feb and June 2021
- Rich input and debates



Code content (1)

1. Common aspirations (objectives and targets) and indicative actions for businesses towards sustainable food systems



Code content (2)

2. A framework for ambitious commitments by companies

- All businesses, large and small, active in food systems
- Commitments:
 - Ambitious, tangible, quantitative where possible and measurable
 - EU or global
 - Focus on largest societal and environmental impact
 - Contribute to international and EU goals
 - At least up to 2025-2030 (2040/2050 for environmental aspects)
- Annual reporting can be based on ESG/corp. sustainability reports
- Lighter requirements for SMEs



**Materiality analysis:
‘internalising’ food
sustainability in
business strategies**

Food loss and waste

(Cross-cutting) Aspirational objective #2:

“Prevention and reduction of food loss and waste (at consumer level, within internal operations, and across value chains)”

➤ Aspirational target:

A 50% reduction of per capita food waste at the retail and consumer level by 2030 and reduced food losses along the food production and supply chains in the EU



Links to:

- Aspirational objective #3 (“A climate-neutral food chain in Europe by 2050”)
- Aspirational objective #4 (“An optimized circular and resource-efficient food chain in Europe”)

Food loss and waste – indicative actions for businesses

Supporting improved food management at household level

- **Consumer empowerment**
(promoting more mindful buying; providing a range of portion, serving and packaging sizes to cater to different lifestyles and household needs)
- **Information/awareness-raising**
(e.g. storage instructions, meal planning, date marking, recipes for leftovers)
- **Innovative solutions** during transportation, distribution, home storage and use phases *(e.g. in relation to packaging, ingredients)*
- **Digital and (other) innovative communication means** to improve consumer information on food waste

Minimising waste and reducing losses in operations and across value chains

- Improve the **material efficiency of processes**, e.g. explore the causes and potential for preventing and reducing (food) waste and losses
- Implement **guidelines on food waste prevention and reduction (incl. measurement)**, e.g. recommendations of the **EU Platform on Food Losses and Food Waste**
- Prioritise **redistribution of food surpluses** to people in need
- Optimise the use of raw materials through **valorisation**
- Avoid or reduce the **generation of hazardous and non-hazardous waste**, substituting or reducing use of toxic substances and ensure productive use and safe disposal of waste
- Raise awareness and mobilising resources, including on circular- and bio-economy, and investing in **skills and staff training**
- Improve **collaboration along the food supply chain** to minimise food losses and waste by strengthening capacity for innovation, e.g. new product development from co-products or discarded products

Enablers

- Dedicated support for SMEs?
(European Enterprise Network, NextGenerationEU)
- Overcoming EU regulatory/innovation barriers?
- National level public support?
- ...



State of play (Nov 2021)

- Code launch: 5 July 2021 (65 Signatories)
- **95 Signatories** (associations + companies) to date
- Signed by nearly all major EU food chain associations + major companies
- Part of EU input to UN Food Systems Summit

The EU Code of Conduct

on

Responsible Food Business & Marketing Practices



Thirdly, we need to turn the page on a food system that drives too many people to unhealthy food choices. The easy choice must become the healthy and sustainable choice.

But the shift to sustainable food is not just about regulations and targets. We have teamed up with food companies and retailers, and developed the EU Code of Conduct for responsible business and marketing practices.

The commitments made in the Code will trigger a real change and I encourage all companies active in the food chain to sign up as well.

Europe is working to make EU food systems the global standard of sustainability. And we invite everyone to join us, so that, together, we can make sustainable food the global standard.

Snapshot of EU Code of Conduct signatories

Companies



EU (and national)
food chain associations



Next steps

- Dissemination
- Governance meetings
- Implementation
- Monitoring

The EU Code of Conduct on Responsible Food Business & Marketing Practices



Why join the Code?

- **Be part of the food sustainability transition**
- **Get visibility and recognition at national and EU level**
- **Expand your network and/or build alliances**
- **Share expertise and learn from others' experience**
- **...**

https://ec.europa.eu/food/horizontal-topics/farm-fork-strategy/sustainable-food-processing/code-conduct_en