EU CODE OF CONDUCT FOR RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

Why a Code?

- 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) but also open to other food system stakeholders
- **Objective:** unite behind a common aspirational path and generate ambitious commitments from food actors towards sustainable food systems
- Possibility [voluntary] for associations and companies to showcase leadership through ambitious commitments (and progress made)

Multi-stakeholder process

- Task Force set-up beginning of 2021
- Food chain representatives (‘from farm to fork’), international organisations, NGOs, consumer groups, trade unions, academics, European Commission services
- 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

Example of an aspirational objective of the Code

Aspirational objective 3:
"A climate neutral food chain in Europe by 2050"

- Aspirational target: Reduce net emissions from own operations, contributing to a 55% GHG emission reduction target in the EU food chain by 2030 (following a science-based approach)

- Indicative actions: Reduce net emissions from own operations – analyse current emissions, identify hotspots, and implement actions/pathways to reduce emissions in own operations + examples

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

State of play (Oct 2021)

- Code launch: 5 July 2021 (65 Signatories)
- **88 Signatories** (associations + companies) to date
- Signed by nearly all major EU food chain associations
- Part of EU input to UN Food Systems Summit
- Next steps:
  - Dissemination
  - Governance: Collaborative Platform, Signatories Group
  - Monitoring and reporting

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