EU CODE OF CONDUCT FOR RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

Why a Code?

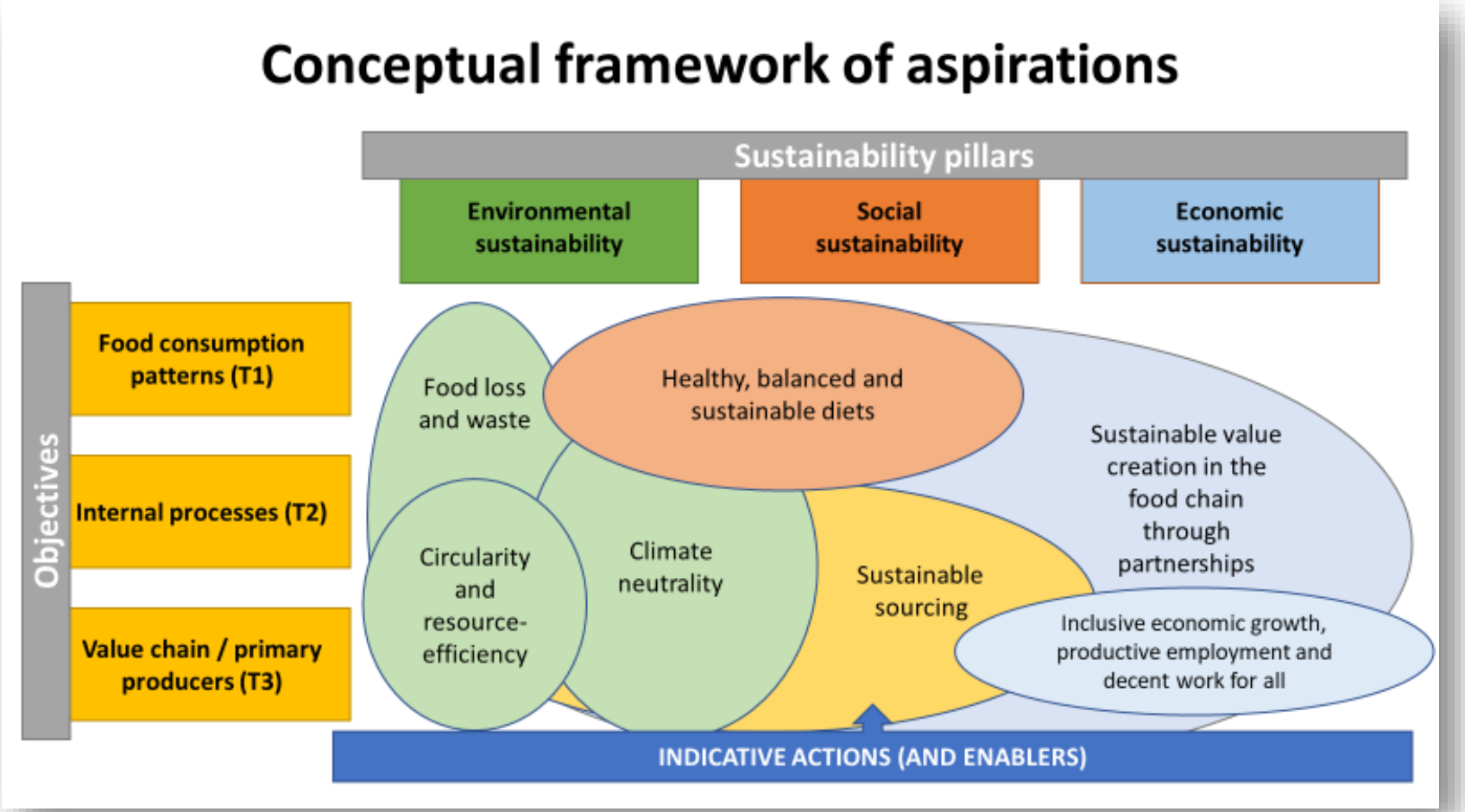
- 1 of the 27 actions foreseen in the EU Farm to Fork Strategy (non-legislative)
- Primarily aimed at ‘middle part of the chain’ (food industry, retail, food service, hospitality) but also open to other food system stakeholders
- **Objective:** unite behind a common aspirational path and generate ambitious 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

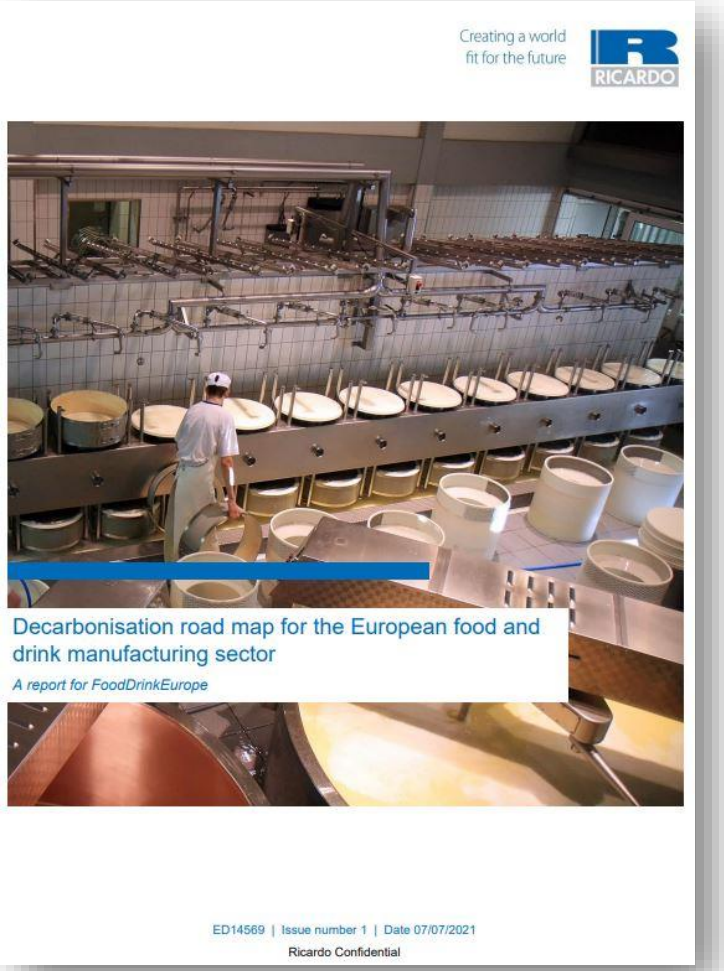


Example of an aspirational objective of the Code

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)
- **92 Signatories** (associations + companies) to date
- Signed by nearly all major EU food chain associations
- Part of EU input to UN Food Systems Summit
- Next: dissemination, governance meetings, implementation, monitoring, follow-up, …

Snapshot of EU Code of Conduct signatories

FOODDRINK EUROPE
euroCOOP
EuroCommerce for retail & wholesale
Independent Retail Europe
FoodService EUROPE
The Brewers of Europe
coop
copa*cogeca
EU specialty food ingredients
WFA World Federation of Advertisers
Natural Mineral Waters Europe
HISPA COOP
APPCO
ceev Comité Européen des Entreprises Vins
COCERAL
spirits
sme united
WUNM
Unesda

CropLife EUROPE
UFPO
EUROPEAN FISHMEAL AND FISH OIL PRODUCERS
DUCOTEL
European Flour Millers
FEDERPICA
FEDIOL
FEFAC
freshfel
UECBV

eit Food

ABInBev
ADM
Ahold Delhaize
Barilla
BAYAB
The co-operative Central England Co-operative
Coca-Cola in Europe
COLRUYTGROUP
coop
coop
Danish Crown
DANONE ONE PLANET. ONE HEALTH
DAWN MEATS
DECATHLON
DIAGEO
DSM
EROSKI
ESSELUNGA
FERRERO
FriedandCompanie
Iffes
GREENYARD
ICA
Jerónimo Martins
Kellogg's
KERRY
McCain
METRO
coop
Mondelēz International SNACKING MADE RIGHT
Nestlé
Nomad Foods
Orkla
PAULIG
PEPSICO
Pernod Ricard
Puratos
REWE GROUP
sodexo
SONAE MC
SUNTORY BEVERAGE & FOOD EUROPE
syngenta
TESCO
TRANSAVIA
Unilever
Verstegen
VITERRA
YARA

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