

# The Farm to Fork Strategy

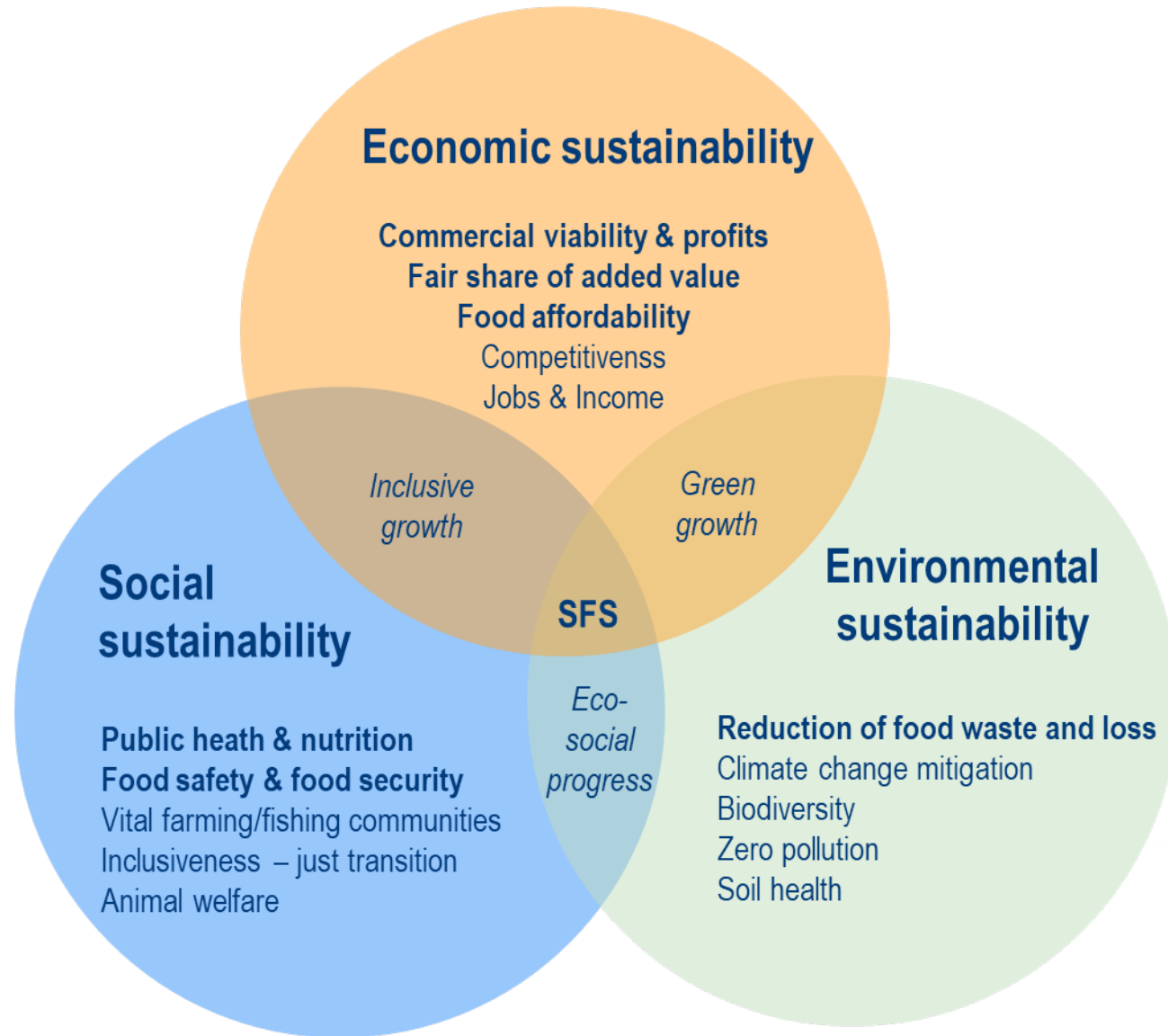
**Promoting sustainable consumption  
and shift to healthy and sustainable  
diets**

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# Farm-to-Fork: a sustainable food system



Adapted from FAO, 2014 and SAM, 2020



# Sustainable food systems: benefits & opportunities

Healthy and sustainable diets; health and quality of life



Fairer prices – better livelihoods  
Sustainable and healthy production practices



New, sustainable business opportunities



Contribute to global transition & protect environment for future generations



**FOOD SECURITY AND FOOD SAFETY ARE CORNERSTONES OF OUR FOOD SYSTEM,  
NOT TO BE COMPROMISED**

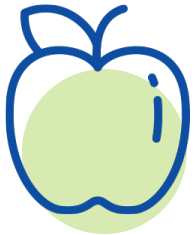


# Farm to Fork Strategy: goals



- **Neutral or positive environmental impact of food production**

- preserving and restoring the land, water and sea-based resources;
- mitigate climate change and adapt to its impact;
- reversing the loss of biodiversity;



- **Ensuring food security and public health**

- Making sure that everyone has access to **sufficient, nutritious, sustainable food**;
- Ensuring high standards of safety and quality, plant health, and animal health and welfare



- Preserving **the affordability of food**, while;

- Generating **fairer economic returns in the supply chain**
- **Make the most sustainable food the most affordable**
- **Promoting fair trade**



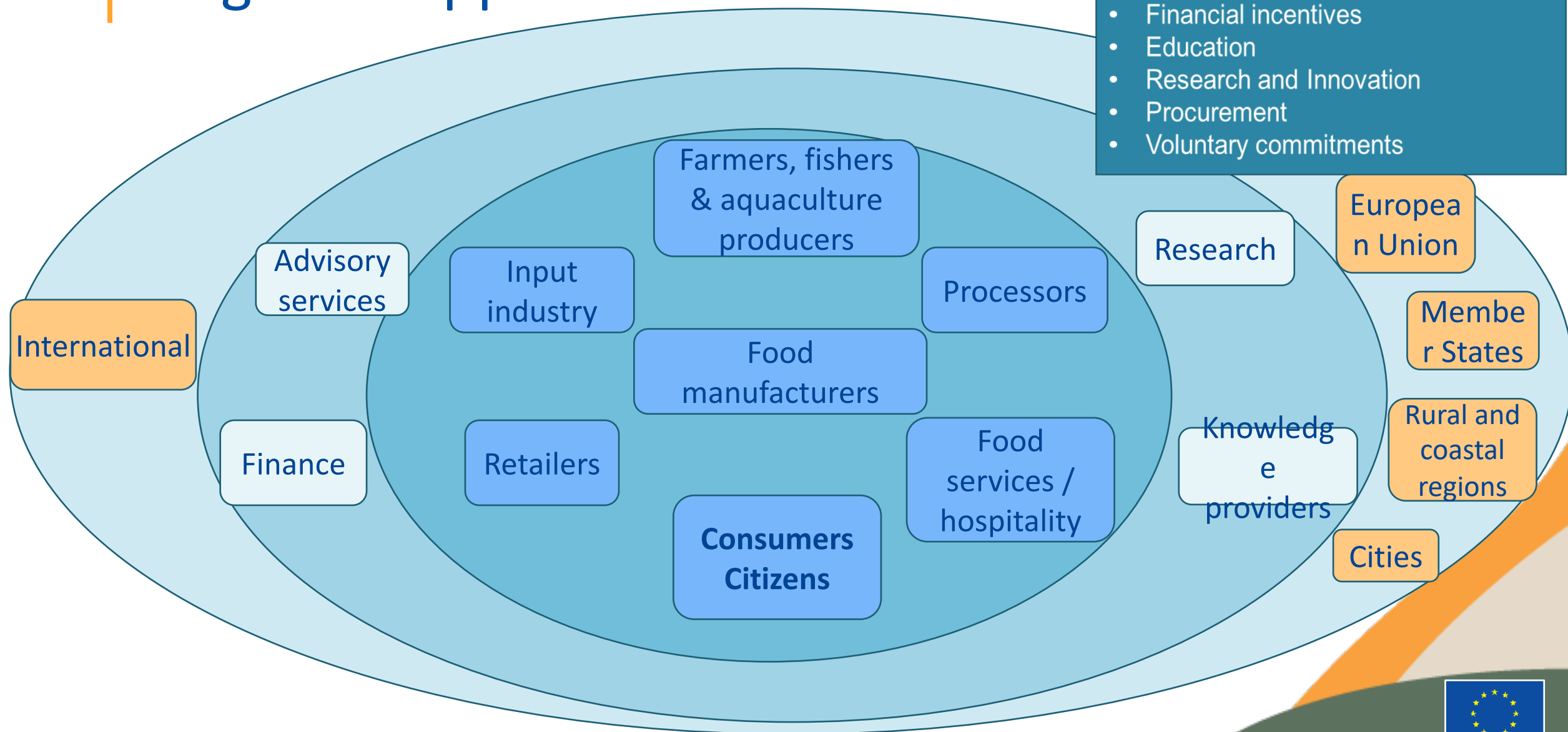


# Integrated approach - actions

Different levels of governance

Multiple instruments:

- Legislation and regulation
- Financial incentives
- Education
- Research and Innovation
- Procurement
- Voluntary commitments



# Actions to stimulate sustainable practices by food industry and retail, hospitality and food service

Improve the **corporate governance framework** (sustainability in corporate strategies)

EU code and monitoring framework for **responsible business and marketing conduct** in the food supply chain

Stimulate **reformulation** of processed food, including setting of **maximum levels** for certain nutrients



Set **nutrient profiles** to restrict promotion of food high in salt, sugar or fat

Proposal revision EU legislation on **Food Contact Materials** (food safety, environmental footprint)

Revision **EU marketing standards** for agricultural, fishery and aquaculture products (ensure uptake and supply of sustainable products)

Enhance coordination to tackle **Food Fraud**





# Actions to promote shift towards healthy, sustainable diets

Determine the best modalities for setting **minimum mandatory criteria for sustainable food procurement**

Review of the **EU school scheme** legal framework: refocus on healthy and sustainable food

Review of the **EU promotion programme** for agricultural and food products (aimed at sustainable production and consumption)

**Proposal VAT rates** (currently being discussed in Council): could allow to make more targeted use of rates (e.g. to support organic fruit and vegetables).



Proposal for a harmonised **mandatory front-of-pack nutrition labelling** to enable consumers to make health conscious food choices

Proposal to require **origin indication** for certain products.

Proposal for a **sustainable food labelling framework** to empower consumers to make sustainable food choices

## Nutrition - health

Nutrition Declaration	Per 100 g
Energy	kJ/kcal
Fat	g
of which saturates	g
Carbohydrate	g
of which sugars	g
Protein	g
Salt	g

## Environment



## Social



# Actions to reduce food loss and waste

Committed to reaching the UN SDG Target to halve food waste at retail and consumer levels by 2030, and reduce food losses along the food production and supply chains.



Proposal for EU-level targets  
for food waste reduction



Revise EU rules for **date marking**  
(‘use by’ and ‘best before’ dates)





# | Promoting global transition

- Work through **international standard setting bodies (e.g: Codex)** and promotion of sustainable food systems in **international fora and events**
- International cooperation to **support developing countries in their transition to sustainable food systems;**
- Promotion of appropriate **labelling schemes** - to ensure that food imported into the EU is gradually produced in a sustainable way.

