

What is the EU Code of Conduct on Responsible Food Business and Marketing Practices?



▶ The **EU Code of Conduct** is a voluntary industry initiative, launched by the European Commission under the EU Farm to Fork Strategy. It aims to **improve the sustainability performance mainly of the food processing, food service and distribution industry.**



▶ However, any **company or organisation**, which plays a role in food sustainability is **welcome to sign up to the Code.**



▶ **The Code sets out principles, objectives and actions** that both (EU) associations and individual companies can undertake.



▶ **Food SMEs** are strongly encouraged to sign the Code and become part of the community leading the sustainability transition in the agri-food ecosystem. **They can benefit from the sharing of best practices, joint projects and support services** provided by the Commission.

The Code...

- ▶ Entered into force on 5 July 2021
- ▶ Is one of the first deliverables of the Farm to Fork Strategy
- ▶ Currently has more than 100 signatories
- ▶ Includes a framework for individual commitments
- ▶ Contains special arrangements for SMEs

More information, including the [text of the Code](#) and the list of signatories, can be found on the [website of the Commission](#).



THE 7 ASPIRATIONAL OBJECTIVES AND CORRESPONDING INDICATIVE ACTIONS OF THE CODE:

1. Healthy, balanced and sustainable diets for all European consumers

- ▶ Improved food consumption patterns in the EU
- ▶ A food environment that makes it easier to choose healthy and sustainable diets

2. Prevention and reduction of food loss and waste

- ▶ Supporting improved food management at household level
- ▶ Minimising waste and reducing losses in operations and across value chains

3. A climate neutral food chain in Europe by 2050

- ▶ Reducing net emissions from own operations

4. An optimised circular and resource-efficient food chain in Europe

- ▶ Improving resource-efficiency within own operations
- ▶ Improving the sustainability of food and drink packaging

5. Sustained, inclusive and sustainable economic growth, employment and decent work for all

- ▶ Improving business resilience and competitiveness
- ▶ Supporting a skilled workforce and providing safe and inclusive workplaces for all

6. Sustainable value creation in the European food supply chain through partnership

- ▶ Supporting improved resilience and competitiveness of the supply chain
- ▶ Stimulating sustainable production

7. Sustainable sourcing in food supply chains

- ▶ Transforming commodity supply chains
- ▶ Improving social performance in (global) food supply chains