



European Commission

EU Code of Conduct on Responsible Food Business and Marketing Practices

January 2023
#EUGreenDeal #EUFarm2Fork

1 GOAL

to accelerate the transition to a **sustainable** food system

3 AREAS OF ACTION



Uptake of **sustainable practices** with **suppliers** – primary producers



Uptake of **sustainable practices** in **internal processes**



Uptake of **healthy, sustainable diets**

7 OBJECTIVES



1
Healthy, balanced and sustainable diets for all European consumers



2
Prevention and reduction of food loss and waste



3
A climate neutral food chain in Europe by 2050



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



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



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



7
Sustainable sourcing in food supply chains



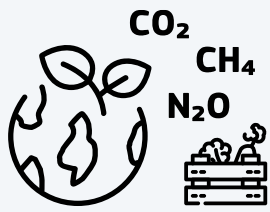
134
SIGNATORIES TO DATE AND COUNTING...

488

COMMITMENTS TO DATE AND COUNTING...

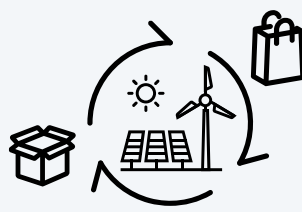


TOP 3 OBJECTIVES



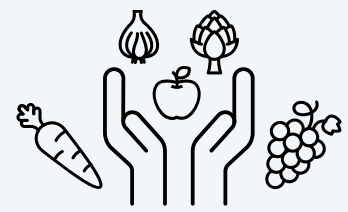
93

A climate neutral food chain in Europe by 2050



92

An optimised circular and resource-efficient food chain in Europe



83

Healthy, balanced and sustainable diets for all European consumers

JOINT EFFORTS BY ALL FOOD SYSTEM ACTORS



- ✔ Attract **businesses of all sizes**, including **SMEs**
- ✔ All food system actors **work together: collaborative action** by **56** associations and **68** companies
- ✔ Share **best practices** via signatories' **workshops** and **regular exchanges**

WHY SHOULD I SIGN THE CODE?



- ✔ To **show your commitment** to sustainable food systems – **every action counts**
- ✔ To demonstrate your **leadership** in the EU transition to **sustainable food systems**
- ✔ To **show your customers** your commitment to **sustainable food systems**
- ✔ To be part of a **community for sharing of best practices** at EU level
- ✔ Because it is **easy to do** (simplified options for **SMEs**)

