

The Farm to Fork Strategy and its
“EU Code of Conduct for
Responsible Businesses and
Marketing Practices”





Farm to Fork Strategy: goals

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

- preserving and restoring the land and sea-based resources;
- mitigate climate change and adapt to its impact;
- protect land, soil, water, air, plant and animal health;
- 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,

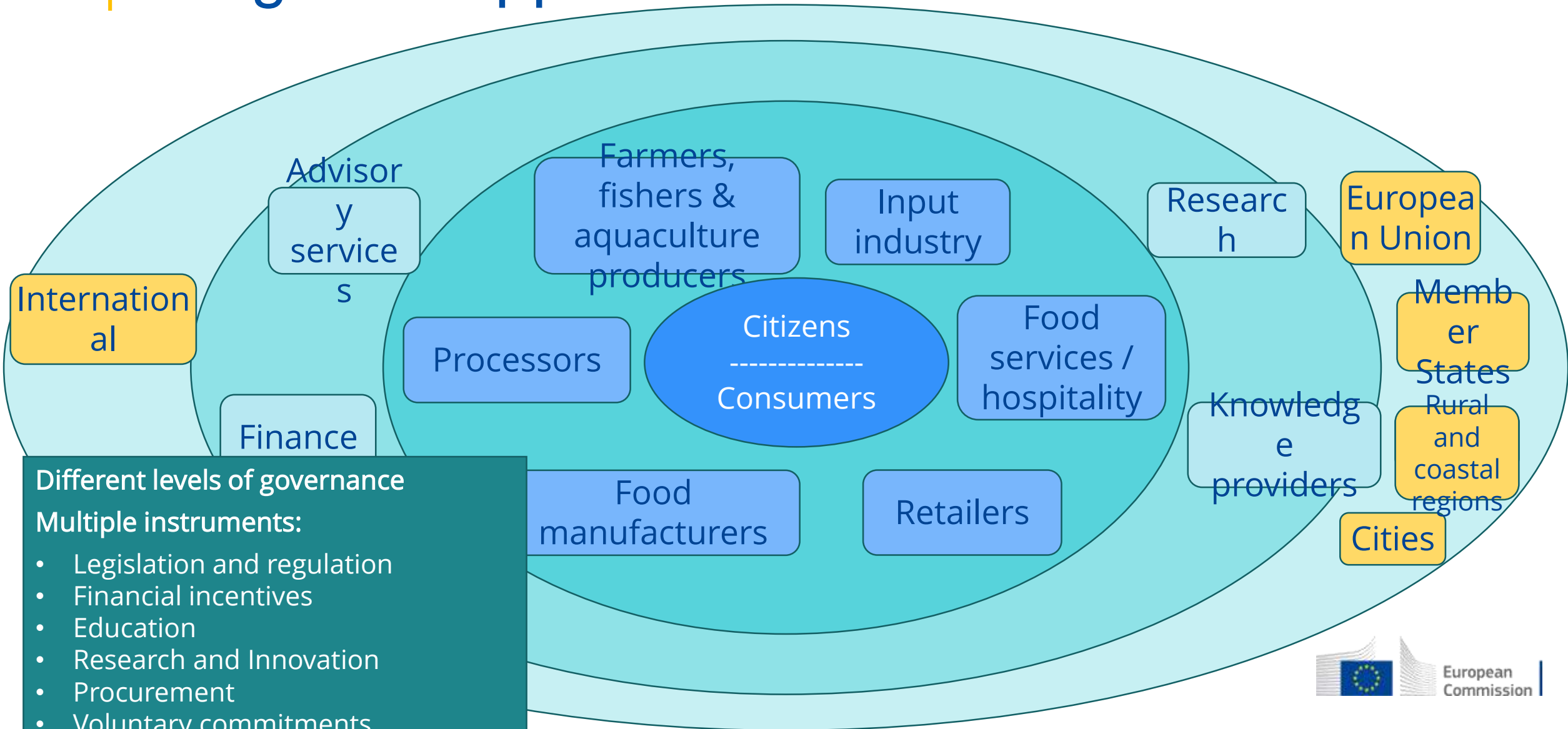


Farm to Fork Strategy: goals (2)

- Preserving **the affordability of food**, while;
 - generating fairer economic returns in the supply chain
 - so ultimately **the most sustainable food becomes the most affordable**
 - fostering the competitiveness of the EU supply sector
 - promoting fair trade
 - safeguarding occupational health and safety
 - creating new business opportunities
 - ensuring integrity of the single market
- Leading a **global transition** to sustainable food systems



Integrated approach from farm to fork needed





Elements of the EU Biodiversity Strategy



Protect Nature



Enable Transformative Change



Restore Nature



EU For An Ambitious Global Agenda



2030 Targets for sustainable food production



Reduce by 50% the overall use and risk of **chemical pesticides** and reduce use by 50% of more hazardous **pesticides**



Reduce **nutrient losses** by at least 50% while ensuring no deterioration in soil fertility; this will reduce use of **fertilisers** by at least 20 %



Reduce sales of **antimicrobials** for farmed animals and in aquaculture by 50%



Achieve at least 25% of the EU's agricultural land under **organic farming** and a significant increase in **organic aquaculture**

F2F Actions to ensure sustainable food production (1)



Adopt recommendations to MS addressing the nine specific objectives of the **Common Agricultural Policy (CAP)**, before submission draft **CAP Strategic Plans**

(2020)



Revision of **Sustainable Use of Pesticides Directive** and enhancement of **Integrated Pest Management**

(2022)



Revision of Regulations to facilitate **plant protection products containing biological active substances**

(2021)



Action plan for the **organic sector** for 2021-2026 to stimulate supply and demand for organic products

(2020)



Action plan for **integrated nutrient management** to reduce the pollution from fertilisers (2021)



F2F Actions to ensure sustainable food production (2)

Proposal for a revision of the existing **animal welfare** legislation, including on transport and slaughter (2023)

Proposal for a revision of the **feed additives** Regulation to reduce the environmental impact of livestock farming (2021)



Legislative initiatives to enhance **cooperation of primary producers** (support position in food chain) (2021-22)

Clarification of the scope of **competition rules** with regard to sustainability in

Proposal for a **Farm Sustainability Data Network** (data and advice on sustainable farming practices)

F2F Actions for sustainable fisheries and aquaculture

Reinforce efforts to bring fish stocks to sustainable levels via the **Common Fisheries Policy**; strengthen fisheries management in Mediterranean



Intensify fight against fraud through an enhanced traceability system

Next **Maritime and Fisheries Fund** will spend more than EUR 1 billion to support sustainable seafood



Adopt EU Strategy on Algae

Adopt EU Guidelines on **Aquaculture**: pathways for Member States' national aquaculture development plans

F2F Actions to promote shift towards healthy, sustainable diets

Determine the best modalities for setting minimum mandatory criteria for sustainable food procurement (2021)

Review of the EU school scheme legal framework: refocus on healthy and sustainable food (2023)

Review of the EU promotion programme for agricultural and food products (aimed at sustainable production and consumption) (2020)

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 (2022)

Proposal to require origin indication for certain products. (2022)

Proposal for a sustainable food labelling framework to empower consumers to make sustainable food choices (2024)

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



F2F Actions to stimulate sustainable practices by food industry & retail, hospitality & food service

Initiative to improve the **corporate governance framework** (integrate sustainability into corporate strategies) (2021)

Develop an EU code and monitoring framework for **responsible business and marketing conduct** in the food supply chain (2021)

Stimulate **reformulation** of processed food, including setting of maximum levels for certain nutrients (2021)



Set **nutrient profiles** to restrict promotion of food high in salt, sugar or fat (2022)

Proposal revision EU legislation on **Food Contact Materials** (food safety, environmental footprint) (2022)

Revision **EU marketing standards** for agricultural, fishery and aquaculture products (ensure uptake and supply of sustainable products (2021-22)

Enhance coordination to tackle **Food Fraud** (2021-

F2F 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 (2023)



Revise EU rules for date marking ('use by' and 'best before' dates) (2022)

F2F overarching actions



➤ **Legislative framework for sustainable food systems (2023):**

- Framework with **comprehensive set of general principles and requirements** on the sustainability of food systems
- Basis **to ensure policy coherence** at EU and national level; mainstream sustainability in food-related policies
- Provisions on **governance, collective involvement** of stakeholders

➤ **Development of a contingency plan (2021)** for ensuring food supply & security in times of crisis

Code of Conduct - Objective

- To engage stakeholders 'in the middle' of food value chain with sustainable production and marketing practices and responsible business conduct.
- To tangibly **improve the environmental and social performance** mainly of the food industry and distribution, food service and food hospitality (but may involve other actors in the chain), building on existing good practices and front-runner examples.
- To seek timely commitments from food companies to take concrete actions on improving food sustainability as regards the health, environmental and social performance of their products.



Code of Conduct – development process

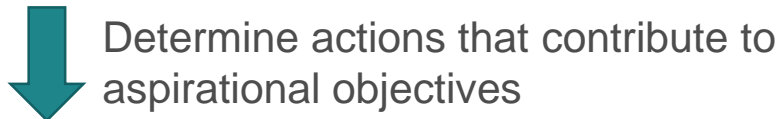
- Co-design process with main EU associations and NGOs, started in March 2021
- Also upstream actors take part
- Intense process; weekly meeting of taskforce
- Positive dialogue between different stakeholders
- Aim for finalization end May → associations can consult members
- Signature end of June



Two components in Code of Conduct

Component 1 = general part Code

Aspirational objectives



- Specific actions that can be practically adopted by all actors
- Go beyond current legal obligations and existing voluntary codes
- Minimizing administrative burden esp for SMEs

↓
Monitor adherence to code

Commission will monitor overall effect F2F (incl. Code)

Component 2 = specific part Code for individual companies

Selected targets + monitoring framework

↓
Freedom for companies how to reach targets

↓
Monitor progress (outcome)

Code of Conduct - Substance

- Actions and commitments based on three thematic areas of Code:
 - Healthy and sustainable consumption patterns
 - Sustainable internal processes
 - Improving the sustainability of the food value chain
- Indicative specific topics: animal welfare, soil health, labor conditions, food waste, sustainable sourcing, value creation through partnerships, product reformulation, increase of sale of fruits and vegetables, resource efficiency, packaging

Code of Conduct - Challenges

- Mobilising a critical mass, while
- Ensuring a high level of ambition

- Ensuring relevance to a wide range of actions and diversity of actors (including SMEs)

- Measuring and monitoring progress

- How will the Code evolve in the future?

EU Business and Biodiversity Platform

The mission

Supporting businesses throughout their biodiversity / Natural Capital journey

The approach

- Sharing best practices of companies
- Fostering peer-to-peer learning
- Developing tools and approaches to integrate biodiversity into business practice

B@B Contribution to the Code of Conduct (23 Feb)

- Initial building blocks inspired by business experiences, existing pledges, commitments and frameworks to inform the development of the Code
 - To consider best positioning for each element – in component 1 or 2
 - To be fully complemented with social and economic elements
- Actions to raise awareness of the B@B tools to support sustainable business