

NOTE

Farm to Fork Strategy – Launch of the EU Code of Conduct for Responsible Business and Marketing Practices

From EASA's Policy newsletter July 2021

On the occasion of a high-level celebratory event on July 5, the European Commission launched the EU Code of Conduct for Responsible Food Business and Marketing Practices.

Under the [Farm to Fork strategy](#) and in view of UN's [Food Systems Summit](#), the European Commission called for the drafting of conduct that would include commitments, which "*actually contribute to a food environment that makes healthy and sustainable food choices easier*". Given the diversity of stakeholders involved and the relatively short 4-month timeframe to elaborate the code, [its final draft remains](#) relatively general and flexible. It contains two parts: a general framework of aspirational objectives and targets along with a framework for ambitious commitments for companies. Despite the presence of use of the word in the code, provisions related to marketing practices are minimal, with the one single indicative action being: "*Apply responsible food marketing and advertising practices, e.g. by adhering to self- and co-regulatory initiatives and standards.*"

EASA [welcomes](#) this indicative action as it recognises the existing and well-established SR system and avoids the unnecessary duplication of instruments.

You can find more information about the code of conduct [here](#).