



Sustainability in the food business sector

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Our purpose today

Why are we speaking about sustainability
in the food business sector?

Our aim is

- “to explore the **motivations**, the **opportunities**, and the **practical ways** by which food businesses, particularly those operators in the middle part of the food supply chain, can translate the principles and aspirational objectives of the ‘EU Code of Conduct for **Responsible Business** and Marketing Practices: A common aspirational path towards sustainable food systems’ into **customer value** and **benefits** for all.”
- We want to understand the **drivers**, the **problems**, the **solutions**, and the **benefits** of sustainable food practices in the business sector.

The EU Code of Conduct on Responsible Food Business & Marketing Practices



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The EU Code of Conduct for Responsible Business and Marketing Practices is

- one of the first deliverables of the **EU's Farm to Fork Strategy**. The rationale for this Code is that, although many European food business operators are already actively engaged in the sustainability transition, it is thought that a **shift to sustainable food systems** could bring further environmental, health, and social benefits. This shift, however, cannot take place without all major actors in the food system assuming a key responsibility and engaging in meaningful action in this process.

Assuming responsibility

What are the benefits from a shift in food systems?



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The objectives are

- To engage stakeholders downstream in the food supply 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 building on existing good practices and front-runner examples.
- It will also 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.

A framework for responsible business

What are the objectives of the EU Code of Conduct for Responsible Business and Marketing practices?



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Actions and commitments are based on three thematic areas:

- Healthy and sustainable **consumption** patterns.
- Sustainable **internal processes**.
- Improving the sustainability of the **food value chain**.

A framework for responsible business

What are the three thematic areas of the EU Code of Conduct for Responsible Business and Marketing practices?



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Companies may become signatories to the Code by committing to achieving targets in the following areas:

1. Uptake of healthy, balanced and sustainable **diets**.
2. Prevention and reduction of **food loss and waste**.
3. **Climate-neutral** food chain in Europe by 2050.
4. Optimised **circular** and **resource-efficient** food chain in Europe.
5. Sustained inclusive and sustainable 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.

A framework for responsible business

Which are the 7 aspirational objectives of the EU Code of Conduct for Responsible Business and Marketing practices?





Adapting to local realities

How do we translate the aspirations and targets of the Code of Conduct into national policies and strategies?

One possibility is a system of state-guaranteed labels on a voluntary basis

1. **Environmental** label – serving the environment, with criteria related to sustainable farming, seasonality, low mileage, decreased chemical use, conservation of genetic resources, energy efficiency, food loss and waste, etc.
2. **Social** label – serving people, farmers, and society, with criteria related to provenance and local sourcing, conservation of traditional practices and heritage, improving profits, better employment conditions, attention to tourists, etc.
3. **Welfare** label – serving domesticated animals in agriculture with criteria related to the farm rearing conditions.
4. **Healthy** eating – serving our customers, with criteria related to nutritious, balanced, special dietary requirements, information, options e.g. vegetarian, vegan, plant-based, etc.
5. **Organic** food label – serving people and the environment; % of food or some food types organic.



Today's conversation

What do we want to know?

Problems. Solutions. Benefits.

1. How do the targets of the EU's Farm to Fork Strategy and the EU's Code of Conduct for Responsible Business and Marketing Practices **impact** on businesses and on customers?
2. What are the main **challenges** and problems Maltese companies face for example, what are the issues around sourcing locally, food packaging, marketing, labelling, transportation, etc.?
3. What are some of the **solutions** and **opportunities**? What business changes are necessary?
4. Are there any **success stories** that we can learn from?



How does all this fit into the national strategic vision for sustainable food

Common vision

Part of the national conversation

- Today's discussion is an important part of the national conversation and will feed into the upcoming **national strategic vision** being led by MAFA.
- This strategic vision latches on the national post-pandemic strategy, is intended to set the policy direction for a food chain that is fair, organically robust, and resilient, along these pillars:
 1. Empowering consumers
 2. Stimulating businesses
 3. Supporting producers



Thank you