Agri-Food Code Forum

Thursday 26 November 2026 – 09:30-12:30

In person (FoodDrink Europe, Avenue des Nerviens 9-31, 1040 Brussels) and online

Background

The **Agri-Food Code** (formerly known as the EU Code of Conduct on Responsible Food Business and Marketing Practices) is an industry-led initiative, that entered into force in July 2021 and seeks to speed up the transition towards more sustainable food systems. Built around seven shared aspirational objectives— including promoting healthy diets and enhancing sustainability in food processing— it has already attracted 159 signatories, including mostly business and business associations.

This annual event, organised by the signatories of the Agri-Food Code with the support of the European Commission, will take stock of progress to date and chart the path ahead. It will also explore the role of the EU Agri-Food Platform in supporting the implementation of the Code, showcase the SMEs that won *The Foodies* awards, and look ahead to forthcoming EU initiatives in which the Code's signatories may play an active part.

Draft programme

Time	Activity
09:30-09:45	**Opening remarks** by Kristin Schreiber (DG GROW) (TBC)
09:45-10:00	**EU Agri-Food Platform: Supporting the implementation of the Code** by Jonas Lazaro-Mojica (DG GROW) and Arianna Ioannidou (PwC)
10:00-10:30	**Discussion** on how to increase impact
10:30-10:45	**The Foodies: Celebrating SME sustainability achievements** by Guoda Bubnyte (FoodDrinkEurope)
10:45-11:15	**Discussion** on how to strengthen SME engagement
11:15-11:45	**Upcoming EU initiatives: the Food2040 strategy, Geographical Indications Action Plan, and sector-specific electrification roadmaps** by Rosalinda Scalia (DG RTD), Katarina Barathova (DG AGRI) and Eric LECOMTE (ENER)
11:45-12:15	**Discussion** on how signatories can contribute
12:15-12:30	**Concluding remarks** by **Kate Wilson** (FoodDrinkEurope)