

Overview: EU Farm to Fork and Green Deal Initiatives

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[Farm to Fork Strategy](#)

[European Green Deal](#)

What is changing and why?

[European Green Deal \(2019\)](#)

This initiative aims to make Europe the first climate-neutral continent by 2050. It focuses on resource efficiency, a clean circular economy, biodiversity restoration, and pollution reduction.

[Farm to Fork Strategy \(2020\)](#)

Central to the Green Deal, this strategy seeks to make food systems fair, healthy, and environmentally friendly. It addresses the environmental and climate footprint of the EU food system, food security challenges, and a global transition towards competitive sustainability.

Key initiatives

- **Sustainable Food Systems Framework Legislation:** Aims to standardise sustainability for all food products in the EU, including imports. It will involve new legal frameworks, sustainability definitions, labelling requirements, and sustainable public procurement criteria. The proposal was intended to be published in Q3/Q4 of 2023 but this did not take place, and the initiative was not included in the Commission's published work programme for 2024. The timeline for the sustainable food systems proposal is therefore currently uncertain.
- **Corporate Sustainability Reporting Directive:** This updates the reporting requirements on sustainability for large companies and SMEs. Effective from January 2023, with companies applying new rules in 2024.
- **Corporate Sustainability Due Diligence Directive:** Requires large companies to identify and mitigate their adverse impacts on human rights and the environment, and will mean non-EU suppliers may have to provide more information and data to EU buyers on these aspects of the supply chain. The new law is due to be adopted and published in the second half of 2024.
- **Revision of EU Marketing Standards:** This updates standards for various products with the aim of promoting sustainability and reducing food waste. The new standards for fruit and vegetables and eggs were published in November 2023, for hops in December 2023, and for honey/fruit juices and jams in June 2024. The new standards for poultry meat are yet to be adopted and published.

- Regulation on deforestation-associated commodities: Aims to ensure that certain products sold in the EU market “do not contribute to deforestation”. Effective from December 2024.
- Green Claims Directive: Seeks to standardise environmental claims to prevent companies exaggerating their attention to sustainability. The Parliament (March 2024) and Council of the EU (June 2024) have adopted their negotiating positions, and negotiations between them could start in the last quarter of 2024.
- Sustainability Labelling Framework: This is part of the Farm to Fork Strategy. It will set rules on how to provide information on the sustainability of food products. It should be included in the Sustainable Food Systems framework that has been delayed (see above).
- Origin indication labelling: This extends mandatory origin labelling to include more products. The proposal was expected in Q3/Q4 of 2023 as part of a broader review of food information to consumers. However, the Commission has indicated that work on this proposal is still ongoing.
- Nutrient profiles and nutrition labelling: Aims to empower consumers with better nutritional information. The proposal was expected in Q3/Q4 as part of a broader review of food information to consumers. However, the Commission has indicated that work on this proposal is still ongoing.
- Animal Welfare Legislation Revision: This aims to align EU rules with the latest scientific evidence and to improve animal welfare standards. A proposal on the protection of animals during transport was published on 7 December 2023, and will now be discussed in the Council of the EU and the European Parliament. The Commission will continue its preparatory work on other animal welfare proposals.
- Revision of Feed Additives Regulation: Focused on promoting feed additives that are beneficial for animal welfare and the environment. Proposal is likely to be postponed to 2025.
- Sustainable Use of Pesticides Regulation: This will set out the EU strategy on reducing the use of chemical pesticides. However, in February 2024 the Commission announced that it would withdraw the proposal and potentially present a new one following broader consultation on the future of EU agriculture.
- Pesticides with Biological Active Substances: This facilitates the approval of microorganisms as active substances for plant protection. Implemented from September 2022.
- Proposal on New Genomic Techniques: The new rules will determine which crops produced using genomic techniques are to be treated as GMOs (needing assessment and authorisation) and which will not require assessment. Discussions on the Commission’s proposal are ongoing in the European Parliament and Council of the EU.
- Regulation on Plastic Materials for Food Contact: This sets the safety rules for recycled plastics that are in direct contact with food. Effective from October 2022.
- Packaging Review: The new rules mean stricter sustainability requirements – minimum amounts of recycled plastic, reduced packaging and levels of contaminants, restrictions on single-use packaging for fresh fruit and vegetables – that will also apply to non-EU suppliers

of packaged food to the EU market. The final Regulation is expected in the second half of 2024 and the new rules would apply from early 2026, with recyclability and recycled plastic targets applying from 2030.

- Policy Framework for Alternative Plastics: Outlines the EU's vision for alternative plastics to tackle plastic pollution. Published in November 2022.

Timeline

The timeline for each initiative is given above.

For more information see the [full record](#) on the AGRINFO website – where you can also view the latest [AGRINFO Update](#) newsletters and [search](#) the database.

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