Overview: EU Farm to Fork and Green Deal Initiatives

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European Green Deal

Farm to Fork Strategy

Vision for Agriculture and Food

Overview

Under its European Green Deal (2019) and Farm to Fork Strategy (2020), the European Union (EU) launched a large number of initiatives that were expected to have a significant impact on agri-food exports to the EU. In 2025, the EU updated this strategy with a new Vision for Agriculture and Food.

The status (as of July 2026) of these Green Deal and Farm to Fork key initiatives is summarised below.

- Sustainable food system framework: Intended to standardise sustainability for all food products in the EU, including imports, and to include new legal frameworks, sustainability definitions, labelling requirements, and sustainable public procurement criteria. This initiative is officially abandoned.
- Corporate Sustainability Reporting Directive (CSRD): Sets rules for the reporting requirements on sustainability for large companies operating in the EU. Revised rules were adopted in 2026. Large non-EU companies must report on corporate sustainability from 2029 (for the 2028 financial year).
- Corporate Sustainability Due Diligence Directive (CS3D): Requires large companies to identify and take action to address adverse impacts their businesses may have on human rights and the environment. This may mean that non-EU suppliers may have to provide more information and data to EU buyers on these aspects of the supply chain. There are limits on the amount of information that can be requested from smaller suppliers (business partners with fewer than 5,000 employees).
- Revision of EU marketing standards on fruit and vegetables, honey/ fruit juices and jams, poultrymeat, olive oil, the hop sector, and eggs: Updates standards for various products with the aim of promoting sustainability and reducing food waste.
- EU Deforestation Regulation (EUDR): Aims to ensure that certain products sold in the EU market “do not contribute to deforestation”. Effective from 30 December 2026 for large companies operating in the EU, and from 30 June 2027 for micro- and small companies.

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- Green Claims Directive: Aimed to check and authorise environmental claims before products are sold on the EU market to prevent companies exaggerating their attention to sustainability. Negotiations on the 2023 proposal stalled in June 2025 and there is no indication that they will resume.
- Origin indication labelling: Intended to extend mandatory origin labelling to include more products. Initially scheduled for the end of 2023, this proposal has been postponed but is still ongoing. The European Commission's Vision for Agriculture and Food announced the "extension of the country of origin labelling in line with sectoral specificities".
- Nutrient profiles and nutrition labelling: Aims to empower consumers with better nutritional information. Initially scheduled for the end of 2023, this initiative has not advanced.
- Revision of animal welfare rules: 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 in December 2023, and is under discussion 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: Focuses on promoting feed additives that are beneficial for animal welfare and the environment. This proposal is partly integrated in the initiative on Simplification of rules on feed additive authorisations.
- Sustainable Use of Pesticides Regulation: A proposal was withdrawn by the European Commission, which will focus instead on improving the implementation of Directive 2009/128/EC on the sustainable use of pesticides.
- Pesticides with biological active substances: Four Regulations have been published that facilitate the approval of microorganisms as active substances for plant protection.
- New genomic techniques: A new Regulation (2026/1388) determines which crops produced using genomic techniques are to be treated as genetically modified organisms (GMOs) and therefore need assessment and authorisation, and which crops will not require assessment.
- Regulation on plastic food contact materials (FCM): Sets new rules that apply from March 2025 for plastic FCM to improve quality control, and aligns existing rules on plastic FCM with legislation on recycled plastic FCM. Introduces purity requirements for substances obtained from waste and natural materials, and adds quality control rules on good manufacturing practice.
- Packaging and Packaging Waste Regulation (PPWR): Sets new rules with 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. First applies from 12 August 2026 (rules apply from different dates); recyclability and recycled plastic targets will apply from 2030.
- Policy framework for alternative plastics: Outlines the EU's vision for alternative plastics to tackle plastic pollution.

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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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