

Meeting on the “EU Code of Conduct on responsible food business and marketing practices”

12 December 2023, 14.30 – 17.00, virtual via [WEBEX Meetings](#) (Web-streaming available)

AGENDA

Chair: *Klaus BEREND, Director Food safety, Sustainability and Innovation, DG SANTE E*

14.00 – 14.30	Open Webex
14.30 – 14.40	Welcome and introduction by the Chair
14.40 – 14.45	State of play on the Code by William Surman, Deputy Director-General FoodDrinkEurope
14.45 – 15.00	Results of the study on the mapping of commitments under the Code and reporting by M. Kuehnemund, IPSOS
15.00 – 15.10	Communication on the Code, M. Kuehnemund, IPSOS
15.10 – 15.40	Discussion
15.40 – 15.55	Link between the Code and the agri-food transition pathway by J. Lazaro Mojica, DG GROW
15.55 – 16.05	Boosting collaboration between larger players and SMEs in the value chain by H. D. Dage, DG GROW
16.05 – 16.35	Discussion
16.35 – 16.55	Questions and Answers
16.55 – 17.00	Closing remarks by the Chair