

ENRD Thematic Group on Sustainability Agreements in the agri-food supply value chain

Examples of Sustainability Agreements
(Submitted by TG members)

Introduction

This document presents summaries of 31 examples of sustainability agreements shared by the members of the [ENRD Thematic Group on Sustainability Agreements in the agri-food supply chain](#).

The Group met twice online to exchange insights around collective actions on sustainability initiatives, and to take stock of changes to the EU regulatory framework including Article 210a of the CAP's common organisation of agricultural markets regulation (CMO).

The meetings identified key challenges and opportunities for Sustainability Agreements, with a particular focus on what Sustainability Agreements might mean for businesses, the environment, and the consumer.

These examples collected, further indicate how the added value of Sustainability Agreements is being realised by businesses and consumers alike and the diversity of the ways that this can be achieved.



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1. Producer Organisations

Producer Organisations (Pos) are an important model of food-chain co-operation and tend to be linked to certain products. POs may, by request, be officially recognised by the European Commission under the frame of the CMO¹. **Recognised Producer Organisations or associations of producer organisations (APOs)** help farmers reduce transaction costs and collaborate when processing and marketing their products.

To be recognised, a PO must be producer led and pursue a specific objective, e.g., concentration of supply and the marketing of members' products, the joint adaptation of production to market requirements and the improvement of products, the promotion of rationalisation and mechanisation of production in the agricultural sector.

1. Title of Agreement	Cooperative of cooperatives aggregating around 75000 small farmers
Actor leading the agreement	DCOOP (non-recognised PO)
Type of agreement	Horizontal and vertical
Actors involved	Producers, Co-operatives, Producer Organisations
Characteristics	Aggregation of production
Sustainability objectives	Climate change adaptation, improving product quality, creating new products or markets, fair trade
Description of the agreement	To improve peoples nutrition all over the world, with sustainable food produced locally by 75 000 farming families. DCOOP strives to directly connect with consumers, protect the environment with sustainable development activities and improve the quality of life of the farmers and people in general, now and in the future.
Main countries involved	Spain and Portugal
Website link	https://www.dcoop.es/

¹ <https://eur-lex.europa.eu/EN/legal-content/glossary/common-organisation-of-agricultural-markets-cmo.html>



2. Title of Agreement	Cooperative promoting the adoption of organic farming among its associates
Actor leading the agreement	Cooperativa del Campo de Navaconcejo (recognised PO)
Type of agreement	Horizontal
Actors involved	Producers, Cooperatives
Characteristics	Common standards
Sustainability objectives	Improving product quality, creating new products/markets
Description of the agreement	The cooperative promotes the adoption of organic farming among a group of farmer members of the cooperative, providing technical and administrative advice
Main country involved	Spain
Website link	https://www.cerezasdenavaconcejo.es/



2. Inter-branch Organisations

Another type of organisations included in the CMO are **inter-branch organisations (IBOs)**, which are made up of representatives of the production sector and representatives of at least one other part of the agri-food supply chain (such as those operating in trade and/or processing of products or in distribution).

They are set up with the aim of concentrating and coordinating the supply and marketing of their members' products, adapting production jointly according to market needs, **promoting the rationalisation and improvement** of production and carrying out research activities on **sustainable production and market development**.

3. Title of Agreement	Organic value chain, by-product
Actor leading the agreement	Interbio Nouvelle-Aquitaine
Type of agreement	Horizontal
Actors involved	Producers, Co-operatives, Producer Organisations, recognised Producer Organisations, IBOs, Manufacturers/ Processors, Distributors, Retailers
Characteristics	Shared vision, shared targets, code of practice/conduct, data sharing agreements, contractual, common standards
Sustainability objectives	Reduction of pesticide use, transition to a circular economy, protection and restoration of biodiversity and ecosystems, improving product quality, improving price and income (a fair price for every actor across the value chain)
Description of the agreement	Interbio Nouvelle-Aquitaine started this methodology in 2017, and in 2019 it was mandated within the framework afforded by French Law (EGAlim 1 and 2). The framework allows them to analyse the value chain of food products, at every step of the chain, annually. Actors share and discuss different types of data (price, cost, margin, etc. with the aim of 'building' a fair price for producers.
Main country involved	France
Website link	https://interbionouvelleaquitaine.com/



5. Title of Agreement	Added Value Assurance System Bioland Milk
Actor leading the agreement	Bioland Association for Organic Agriculture
Type of agreement	Horizontal and vertical
Actors involved	Producers, Manufacturers and processors, Distributors, Retailers
Characteristics	Common standards
Sustainability objectives	Climate change mitigation, climate change adaptation, landscape protection/enhancement, soil protection, sustainable use of water resources, reduction of pesticide use, reduction of fertiliser use, reduction of the danger of antimicrobial resistance in agriculture production, transition to a circular economy, pollution prevention and control, protection and restoration of biodiversity and ecosystems, improving animal welfare, improving product quality, organic agriculture.
Description of the agreement	<p>Bioland is the leading association for organic farming in Germany. About 8 700 farmers, gardeners, beekeepers, and winegrowers produce according to the Bioland standards. In addition, more than 1 400 processors including bakeries, dairies, butchers, restaurants, and traders are Bioland partners. They act as a community of shared values for the benefit of humanity and the environment. At the core of the association are its democratically determined guidelines governing organic agricultural production, animal husbandry and food processing to Bioland standards.</p> <p>The Bioland logo is only licensed to products that comply with the strict Bioland guidelines, which go beyond EU organic requirements. All Bioland members and partners are subject annually to an independent control system to ensure compliance with the strict Bioland standards.</p>
Main country involved	Germany
Website link	https://www.bioland.de/about-bioland



6. Title of Agreement	Cooprado Foundation Tagus-Salor-Almonte. Shepherds School
Actor leading the agreement	Cooperativa Ntra. Sra. Del Prado, SCL
Type of agreement	Horizontal
Actors involved	Producers, co-operatives, Producer Organisations, recognised Producer Organisations, IBOs, Distributors, R&D entities, Trade associations, public entities
Characteristics	Shared vision, code of practice/conduct, R&D agreements, common standards
Sustainability objectives	Climate change mitigation, climate change adaptation, landscape protection/enhancement, soil protection, transition to a circular economy, protection and restoration of biodiversity and ecosystems, improving animal welfare, improving product quality
Description of the agreement	The origin of the "Tagus-Salor-Almonte Shepherds School" was the creation of a practical training program that supports the enhancement of the profession and the transfer of knowledge for extensive shepherding, with a focus on generational renewal and the conservation of the environment and rural culture. Today, the School has become the central training hub that supports the sustainability projects in which Cooprado Foundation is involved. There are more than 800 members in the cooperative society.
Main country involved	Spain
Website link	https://fundacion.cooprado.es/proyectos/escuela_pastores/



7. Agreement name	Belbeef: standard certification system for Belgian beef
Actor leading the agreement	Non-profit association Belbeef
Type of agreement	Vertical
Actors involved	Producers, IBOs, Distributors
Characteristics	Common standards
Sustainability objective	Improving animal welfare
Description of the agreement	<p>The Belbeef standard aims to promote animal welfare. Belbeef's specifications include the following:</p> <ul style="list-style-type: none"> - Either cattle are fed without restriction and can eat all day long. Or feed is rationed, and each animal has its own feeding place. - Fresh air supply in the barn is always optimal because the air volume is sufficient. The supply and discharge of air are evenly distributed. - The animals have clean barns where they have sufficient freedom of movement. The floor is provided with lying mats and is covered with litter: the cattle farmer himself spreads out the straw in the barn. <p>Transport can be very stressful for animals. The distance of any journey must be kept to a minimum and transport time cannot exceed 8 hours. Drivers and companions hold a certificate of professional competence and the space provided for each animal is closely monitored during transport.</p>
Main country involved	Belgium
Website link	https://www.belbeef.be/fr/b2b



8. Agreement name	Mehrwertsicherungssystem Bioland Milch - Value Assurance System Bioland Milk
Actor leading the agreement	Bioland e.V. (Organic farming Association)
Type of agreement	Vertical
Actors involved	Producers, Manufacturers and processors, Distributors, Retailers, Data entities
Characteristics	Code of practice/conduct, common standards. All in line with Bioland determined guidelines.
Sustainability objective	Climate change mitigation, climate change adaptation, soil protection, sustainable use of water resources, reduction of pesticide use, reduction of fertiliser use, reduction of the danger of antimicrobial resistance in agriculture production, transition to a circular economy, pollution prevention and control, protection and restoration of biodiversity and ecosystems.
Description of the agreement	<p>The objectives of the agreement are realised by anchoring the obligation to comply with specific measures that enable long-term sustainable production in the democratic Bioland guidelines, integrating all stages of the value chain. In particular, a measure to be complied with will be a compensation amount for the production of milk to the high Bioland sustainability standards.</p> <p>The compensation amount is calculated using transparent, objective, and recognized calculation methods, involving external expertise of data entities. A baseline calculation (conventional farm) and “top up” calculations for the various sustainability performances of Bioland production together add up to the compensation amount that is required to produce according to the sustainable Bioland standards.</p> <p>The calculation will always be geared to meet the indispensability criterion set out in Art. 210a of the CMO. Thus, the compensation amount will be a minimum amount with the possibility to provide higher compensation amounts. In cases of non-compliance, proportionate sanctions are provided for.</p>
Main country involved	Germany
Website link	https://www.bioland.de/produkt-tipps/milch



9. Title of Agreement	Filiera Italia
Actor leading the agreement	Coldiretti (Association of producers, food-industries and manufacturers)
Type of agreement	Vertical
Actors involved	Producers, Manufacturer and processors, Distributors, Retailers, Input suppliers, Trade associations, Public entities
Characteristics	Shared vision, contractual, common standards
Sustainability objective	Different sustainability objectives are targeted through different agreements, depending on the sector(s) involved. Agreements relate to: origin, sustainability, identity of the product, transparency in the sector value chain, animal welfare, climate, biodiversity etc.
Description of the agreement	<p>“Filiera Italia” is an association formed by producers, food-industries and manufacturers. This agreement has been promoted by Coldiretti, the main organisation of agricultural entrepreneurs at national and European level, consisting of one million and a half members.</p> <p>The overall aim of this agreement is to defend national excellence on foreign markets, involving the agricultural and food-industry sectors.</p>
Main country involved	Italy
Website link	https://www.coldiretti.it/economia/nasce-filiera-italia-alleanza-agricoltura-industria



4. Operational Groups of the EIP AGRI

Operational Groups of the EIP AGRI² bring together multiple actors, including those operating in the agri-food supply value chain, such as farmers, researchers, advisers, businesses, environmental groups, consumers, interest groups or other NGOs, in order to foster innovation in the agricultural and forestry sectors. Operational Group projects aim to help farmers to find innovative solutions to challenges that they are facing.

Each of the multi-actor agreements below is based upon or encompasses an Operational Group project. They represent cooperation between food-chain actors which contributes directly to the EIP-AGRI objective of **promoting agricultural innovation**. Specifically, innovations that are resource efficient, productive, low emission, climate-friendly, and resilient and that operate in harmony with the essential natural resources on which farming depends.

10. Title of Agreement	Innomiel Supra Regional Operative Group
Actor leading the agreement	Sociedad Cooperativa Apícola de las Hurdes (APIHURDES)
Type of agreement	Vertical
Actors involved	Producers, co-operatives, Producer Organisations, recognised Producer Organisations, IBOs, manufacturers and processors, R&D entities, Public entities
Characteristics	Shared vision, Shared targets, Code of practice/conduct, R&D agreements, Data sharing agreements, and Common standards
Sustainability objectives	Climate change adaptation, landscape protection or enhancement, transition to a circular economy, protection and restoration of biodiversity and ecosystems, improving animal welfare, improving product quality, creating new products or markets
Description of the agreement	Innomiel Supra Regional Operative Group started as an innovation project for the telematic monitoring of hives, aiming to increase the efficiency and competitiveness of apiculture, improving the sanitation, traceability and quality of honey. The group is composed of different software companies, honey cooperatives, beekeepers and producers. It operates at the national level covering more than 75% of total production.
Main country involved	Spain
Website link	https://innomiel.com/innomiel/

² The agricultural European Innovation Partnership.



11. Title of Agreement	GO CEREZA: Improvement of the Competitiveness of the Cultivation of the cherry tree in the Sierras Norte de Extremadura
Actor leading the agreement	Protected Denomination of Origin (PDO) Cereza del Jerte
Type of agreement	Vertical and horizontal
Actors involved	Producers, Co-operatives, Producer Organisations, recognised Producer Organisations, Manufacturers and processors, R&D entities and LEADER LAGs
Characteristics	Shared vision and targets, Code of practice/conduct, R&D agreements, Data sharing agreements, Common standards
Sustainability objectives	<p>Improve the competitiveness of farms and increase their share of value in the food chain.</p> <p>One of the results has already been a manual of Good Practices applied to the cultivation of the cherry tree, where cultural traditions and technological and scientific knowledge are combined. This is a “common training tool” for the sector and serves to inform the pan-European and foreign distribution chains of the actions carried out for increasing sustainability and the competitiveness of the sector.</p>
Description of the agreement	<p>GO CEREZA is a regional EIO Operational Group, formed by private companies, LAGs, R&D centre and an Energy Efficiency and Climate Change Cluster.</p> <p>The main activities are the following:</p> <ol style="list-style-type: none"> 1. Adapt the production of cherries to the varietal demands of the most competitive global markets. 2. Expand the campaign period and reduce the overlap between varieties 3. Create field laboratories with farmers, researchers, and technicians. 4. Increase the shelf life of cherries to maintain existing markets and reach new markets. 5. Improve the image of the sector and promote cherries in global markets. 6. Comply with the quality requirements of cherries in global markets. 7. Realise the effective transfer of knowledge to all stakeholders, with a focus on the participation of women.
Main country involved	Spain
Website link	http://www.gocerezaextremadura.eu/

5. Research & Development Agreements - R&D



Retailers play a leading role in the agreements listed below. The organisations typically commit to make their sustainability principles public, to work with suppliers that respect their principles regarding environmental protection and to be transparent on how they are achieving those principles, while respecting competition law.

13 . Title of Agreement	Retail Soy Group
Actor leading the agreement	Ahold Delhaize, Aldi, ASDA, Coop, Lidl, M&S, Migros, Sainsbury's, Tesco, Waitrose and Woolworths
Type of agreement	Horizontal
Actors involved	Retailers
Characteristics	Shared vision, common standards
Sustainability objectives	Climate change mitigation, soil protection, sustainable use of water resources, reduction of pesticide use, reduction of fertiliser use, protection and restoration of biodiversity and ecosystems in the soy production
Description of the agreement	The Retail Soy Group (RSG) is an independent group of international retailers working collaboratively to find industry-wide solutions for soy for their animal feed and human food supply chains. They aim to identify sustainable suppliers and enhance certification standards.
Main country involved	International
Website link	https://www.retailsoygroup.org/

14. Title of Agreement	Retailers' Palm Oil Group
Actors leading the agreement	Ahold Delhaize, Aldi, ASDA, Boots, Coles, Coop, Lidl, M&S, Migros, Sainsbury's, Tesco and Waitrose



Type of agreement	Horizontal
Actors involved	Retailers
Characteristics	Shared vision, common standards
Sustainability objectives	Climate change mitigation, soil protection, sustainable use of water resources, reduction of pesticide use, reduction of fertiliser use, protection and restoration of biodiversity and ecosystems in the palm oil production.
Description of the agreement	The Retailers' Palm Oil Group (RSG) is an independent group of international retailers working collaboratively to find industry-wide solutions for palm oil for their animal feed and human food supply chains. They aim to identify sustainable suppliers, enhance certification standards.
Main country involved	International
Website link	https://www.rpog.org/

15. Title of Agreement	Hofglück
Actor leading the agreement	Retail Edeka
Type of agreement	Vertical



Actors involved	Producers, Producer Organisations, Retailers, Certification bodies
Characteristics	Shared vision, shared targets, common standards
Sustainability objectives	Pollution prevention and control, improving animal welfare, improving product quality
Description of the agreement	<p>Hofglück is a regional pork meat brand of EDEKA improving animal welfare standards. It is a brand that stands for premium meat. The producing farms are selected in cooperation with the German Animal Welfare Association and certified by independent authorities.</p> <p>The animals are raised in accordance with the standards of the animal welfare label Für mehr Tierschutz. This ensures that the animals all get sufficient daylight, an outside moving space and fresh straw in the laying area. In addition, the animals are fed solely fed with genetically non-modified animal feed. To verify conformity with the Hofglück guidelines, regular inspections are carried out at each farm by a neutral certification company approved in accordance with DIN 45011.</p> <p>Each farm is audited unannounced at least twice a year. With this partnership, EDEKA not only contributes to the preservation of regional agriculture, but also to the development of better and more species-appropriate animal husbandry.</p>
Main country involved	Germany
Website link	https://suedwestfleisch.de/qualitaetsmarken/unsere-marken/hofglueck/hofglueck-gefluegel/

16. Title of Agreement	Beter voor Koe, Natuur en Boer Boer (Better for Cow, Nature and Farmer)
Actor leading the agreement	Retail Albert Heijn
Type of agreement	Vertical



Actors involved	Producers, Co-operatives, Retailers
Characteristics	Contractual
Sustainability objective	Climate change mitigation, pollution prevention and control
Description of the agreement	<p>This agreement was developed in 2017. The retailer Albert Heijn introduced the Beter voor Koe, Natuur en Boer (Better for Cow, Nature and Farmer) programme in association with Royal A-Ware in order to develop a direct and more transparent production chain for sustainable dairy products. For their extra efforts, dairy farmers receive a premium in addition to the milk price. In the first years of the program good results were achieved in the field of animal welfare and biodiversity.</p> <p>At present, around 300 dairy farmers supply the milk that is exclusively processed by Royal A-ware and Deltamilk into Albert Heijn products with the 'Better for Cow, Nature and Farmer' logo. This accounts for 40% of the Albert Heijn own-brand products on the dairy shelves. In the coming years, the agreement will add extra steps to work on climate-neutral milk and further enhance biodiversity and animal welfare.</p>
Main country involved	The Netherlands
Website link	https://www.ah.nl/over-ah/duurzaamheid/onze-ketens/zuivel

17. Title of Agreement	Organic Farming agreements Lidl - Bioland
Actor leading the agreement	Retail Lidl
Type of agreement	Vertical



Actors involved	Producers, Producer Organisations, Retailers
Characteristics	Shared vision, code of practice/conduct
Sustainability objectives	Promotion of organic production
Description of the agreement	<p>Lidl Germany has a partnership with Bioland, the leading association for organic farming in Germany and Southern Tyrol. They aim to bring high-quality organic products into the mainstream of society. The cooperation enables them to develop towards more ecological agriculture in Germany. The three main goals are:</p> <ul style="list-style-type: none"> • Support farmers. Through the cooperation with Bioland, Lidl commits itself to fair partnerships with growers and producers. Together Lidl and Bioland help farmers to switch to sustainable organic farming. For example, through secure sales opportunities and reasonable prices. • Increase demand. Bioland stands for responsible agriculture and Lidl for the expansion of demand for Bioland products. In this way, both organisations are contributing to further expanding organic farming in Germany and South Tyrol. • Protect the environment and climate. Bioland stands for active protection of water, soil and climate. Lidl takes part in the climate and environmental protection project "Boden. Climate" of the Bioland Foundation; the main objective of which is the formation of humus in the soil.
Main country involved	Germany and Austria
Website link	https://www.lidl.de/c/bioland/s10007740

18. Title of Agreement	Continente Producers Club (CPC)
Actor leading the agreement	Retail MC Sonae
Type of agreement	Vertical



Actors involved	Producers, Cooperatives, Retailers
Characteristics	Shared vision, contractual
Sustainability objective	Common standard, local production, fair income for producers
Description of the agreement	<p>Continente Producers Club (CPC) is a support structure that brings together Portuguese agriculture, horticulture and livestock producers and food retailers to promote national products according to high quality and safety standards.</p> <p>The main objective is to promote national products with high quality and safety standards, supporting its members. Producers find in CPC a guaranteed way to sell their production, while Sonae MC guarantees the offer to its customers, of Portuguese products that follow the best production practices.</p> <p>Sonae MC became the first retailer to Launch the GLOBALGAP GGN Label in the Fruits and Vegetables Category. This GGN label stands for certified, responsible farming and transparency, offering consumers consistent, relevant assurances and orientation throughout their purchase journey.</p>
Main country involved	Portugal
Website link	https://sustentabilidade.sonae.pt/ https://www.globalgap.org/ar/news/Sonae-MC-Becomes-the-First-Retailer-to-Launch-the-GGN-Label-in-the-Fruits-and-Vegetables-Category/

19. Title of Agreement	PENNY Future Farmer
Actor leading the agreement	Dairy Berchtesgadener Land REWE Group's PENNY
Type of agreement	Vertical



Actors involved	Retail, farmers, dairy, consumers
Characteristics	Targeted farm income support to optimise the energy efficiency of farms
Sustainability objective	Climate change mitigation
Description of the agreement	Together with the Dairy Berchtesgadener Land, REWE Group's PENNY is implementing a climate protection project, preserving family-run farms in the Alpine region. Farms can receive up to 10 000 euros, and also receive targeted support to optimise the energy efficiency of their farms. Consumers support the campaign with their purchase of the products and through this, the local farmers on their journey towards more sustainable agriculture.
Main country involved	Germany
Website link	https://www.rewe-group.com/de/presse-und-medien/newsroom/pressemitteilungen/penny-und-molkerei-berchtesgadener-land-ausweitung-des-klimaschutz-foerderprogramms-zukunftsbauer/

20. Title of Agreement	Penny Junior Heroes
Actor leading the agreement	REWE Group
Type of agreement	Vertical



Actors involved	Retail, farmers
Characteristics	Organic production
Sustainability objective	Common standard
Description of the agreement	The “Penny Junior Heroes” project helps producers by paying a price premium to farmers during the conversion from conventional to organic production. The project also raises awareness about organic conversion via online marketing campaigns and at the point of sale. Consumers bear only a small part of the additional price premium.
Main country involved	Germany
Website link	https://www.rewe-group.com/de/presse-und-medien/newsroom/stories/mit-ecken-und-kanten-auf-erfolgskurs-penny-bio-helden-gegen-foodwaste/

21. Title of Agreement	REWE “Strohwohl” Pig Meat
Actor leading the agreement	REWE Group
Type of agreement	Vertical



Actors involved	Retail, farmers
Characteristics	The Strohwohl brand stands for regional premium meat from species appropriate for rearing with natural husbandry conditions and for short transport routes.
Sustainability objective	Animal welfare, common standard
Description of the agreement	<ul style="list-style-type: none"> • Animal welfare: Pigs sold under this brand label are exclusively raised on straw. They are provided with twice the legally required space and can move freely within their stalls. The pigs are also given round-the-clock access to outdoors space to experience natural climatic stimuli. Species-appropriate watering from open water bowls further contributes to the animals' well-being. They are fed with regional, GMO-free feed. • Regionality: Pigs come directly from farms in the region. The pig rearing and fattening farms are only about three kilometres apart. The slaughterhouse is just 22 kilometres away. Animal-friendly loading, short travel times and sufficient space and bedding on the vehicles ensure stress-free transportation of the pigs. • Awards: REWE West was awarded 3rd place in the "Cooperation" category of the REGIONAL-STAR 2021 industry competition for its Strohwohl animal welfare initiative. With the Regional-Star, Lebensmittel Praxis and the International Green Week Berlin honour sustainable regional concepts in the food industry. <p>In addition, the Strohwohl concept was selected by Lebensmittel Praxis as one of the top 3 FAIRE PARTNER 2021 in the category "Meat/Meat Products". This award stands for outstanding performance in terms of partnership cooperation with the farms.</p>
Main country involved	Germany
Website link	https://www.rewe.de/nachhaltigkeit/nachhaltig-einkaufen/tierwohl/strohwohl/

22. Title of Agreement	REWE Local Partnership
Actor leading the agreement	REWE Group
Type of agreement	Vertical



Actors involved	Retail, farmers
Characteristics	Reliable orientation and security for the cooperation of SME suppliers with REWE.
Sustainability objective	Common standard
Description of the agreement	The Partnership establishes guidelines, support mechanisms and an Ombudsman providing reliable orientation and security for the cooperation of SME suppliers with REWE. The partnership also covers aspects of sustainability.
Main country involved	Germany
Website link	https://www.rewe-group.com/content/uploads/2021/02/rewe-local-partnership.pdf

23. Title of Agreement	Pro Planet Apples and perennial crops
Actor leading the agreement	REWE Group
Type of agreement	Vertical
Actors involved	Retail, farmers
Characteristics	Since 2009 REWE Group supports apple growers in Germany and Austria in the application of measures for protecting and improving biodiversity in conventional apple production.
Sustainability objective	Common standard
Description of the agreement	In 2018, the project was extended in Germany to other perennial crops including potatoes, onions, and carrots. The results of a 2017 wild bee monitoring survey showed a significant increase of around 100% in the number of different wild bee species compared to 2010. These included including 25 endangered species (compared to 5 in 2010). Since 2019, this biodiversity project has been an official project of the UN Decade of Biodiversity. Moreover, the project won the European Bee Award in 2019 and has been recognized in the European Commission's biodiversity guidance in 2020.
Main country involved	Germany and Austria
Website link	https://www.proplanet-label.com/Download/REWE_14_125_Handbuch_ProPlanet_englisch_WEB_A4_hoch.pdf



24. Title of Agreement	REWE Very Fair Chocolate
Actor leading the agreement	REWE Group in cooperation with the Federal Ministry for Economic Cooperation and Development (BMZ) and Fairtrade
Type of agreement	Vertical
Actors involved	Retail, farmers
Characteristics	The REWE Group is the first food retailer in Germany to announce a project in support of a living wage for fairtrade cocoa sector farmers.
Sustainability objective	Common standard (Fairtrade)
Description of the agreement	Since 2021, REWE and PENNY have been offering a variety of Fairtrade chocolate bars with fully traceable supply chains. The bars will also be gradually introduced to the REWE Group's international sales lines. The cocoa for this chocolate is harvested by the Fanteakwa cooperative. In addition to the Fairtrade bonuses and minimum prices, the cocoa farmers are paid a "living income differential." The aim of this joint project is to significantly boost the self-sufficiency of Fanteakwa farmers and to enable them to earn a living wage from farming. Other West African small-scale farmers' cooperatives are also involved in the project.
Main country involved	Germany
Website link	https://pro-planet.info/veryfair

7. Agreements linked to packaging

Some types of agreements or cooperation initiatives engaged in by the actors of the food supply value chain relate to one or more specific operations. The examples below are related to packaging, reusable systems and labels systems. These are all important contributors to sustainability.

25. Title of Agreement	Innovaciones Subbética
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Actor leading the agreement	Innovaciones Subbética
Type of agreement	Vertical
Actors involved	Producers, Manufacturers and processors, Retailers, Certification bodies, Input suppliers
Characteristics	Code of practice/conduct, common standards
Sustainability objective	Climate change mitigation, landscape protection or enhancement, soil protection, transition to a circular economy, waste reduction, protection and restoration of biodiversity and ecosystems, improving product quality
Description of the agreement	<p>Innovaciones Subbética S.L. involves a packaging company with its suppliers and aims to provide bags produced from renewable origin and environmentally friendly. To guarantee this, suppliers must hold a PEF or FSC label.</p> <p>As an environmentally concerned member of the supply chain, the company started 24 years ago to provide sustainable packaging solutions to purchases made in stores. Today, they are one of the leading exponents of the manufacture of a variety of paper bag types in Spain and in Europe.</p> <p>For every tree that is cut down, three new ones are planted.</p> <p>Plantations that are used to manufacture paper fibre are large carbon sinks. For example, each kilo of paper for bags stores 1.3 kilos of CO2 equivalent. Thanks to this, paper bags have a negative carbon footprint.</p>
Main country involved	Spain
Website link	https://innovacionessubbetica.com/

26. Title of Agreement	Europool System
Actor leading the agreement	Packaging companies of returnable and reusable packaging systems (Ifco, Europool, Chep,
Type of agreement	Vertical
Actors involved	Producers, Manufacturers and processors, Retailers



Characteristics	Common standards
Sustainability objective	Climate change mitigation, landscape protection or enhancement, transition to a circular economy, waste reduction
Description of the agreement	<p>Euro Pool System is a leading supplier of reusable packaging in the European fresh supply chain. With their reusable, folding trays, they not only optimise the supply chain, but also help build a sustainable future.</p> <p>The sustainability agreement is based on efficient logistics. The Europool standard packaging makes it possible to automate logistics processes throughout the entire supply chain. Moreover, their folding trays ensure maximum efficiency as they take up 86% less volume on return trips.</p> <p>Regarding quality, safety and hygiene, at the end of each rotation, the trays are thoroughly cleaned according to a strict washing regime. This ensures a consistent source of clean trays that comply with the highest quality and hygiene requirements. The reusable trays are very sturdy and provide the food products with optimal protection during transportation. This means considerably less product loss compared to single-use alternatives.</p> <p>The large logistics networks allows partners to be connected throughout Europe, and sustainability is always considered throughout the process. The reusable plastic trays have an average lifespan of over seven years, and compared to single-use alternatives, represent a more efficient use of natural resources and the reduction of waste.</p>
Main country involved	Europe
Website link	www.europoolsystem.com

27. Title of Agreement	Smart solution for food and beverage labelling
Actor leading the agreement	Naturcode Smart Label S.L.
Type of agreement	Horizontal
Actors involved	Producers, Cooperatives, Producer Organisations, recognised Producer Organisations, IBOs, Data entities, Public entities, Consumer organisations
Characteristics	Shared vision, shared targets and data sharing agreements, contractual, joint campaign, and common standards



Sustainability objective	Transition to a circular economy, waste reduction, improving product quality, creating new products or markets, fight the demographic challenge in rural areas
Description of the agreement	<p>Naturcode is a start-up which developed a new smart labelling system that allows consumers to find out about food and drinks products they wish to consume in a truthful and impartial way. To do so, all the producers belonging to more than 40 Designation of Origin and Protected Geographical Indicating (PDO and GPI) existing in Andalusia are identified and involved in this agreement.</p> <p>More than 1. 000 producers of the Andalusian DOP-IGP participate in the implementation of this smart label which provides complementary information to the compulsory information contained in the traditional front label. This new label informs the consumer – through a QR code - about the 6S: safe, healthy, sustainable, satisfactory, social and supportive.</p>
Main country involved	Spain
Website link	https://naturcode.eu/en/

8. The role of public administrations

Agri-food sector agreements in which public entities are involved, often concern environmental commitments to comply with national regulations or strategies. The following two examples are focused on sustainable production with the involvement of public entities. Both examples illustrate the important role of public administrations in pursuing sustainability objectives jointly with sector participants.

28. Title of Agreement	Sustainability agreement between the Belgian Feed sector and the Flemish government
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Actor leading the agreement	Belgian Feed Association (BFA) and the Flemish Government
Type of agreement	Vertical
Actors involved	Producers, Public entities
Characteristics	Code of practice/conduct, common standards
Sustainability objective	Climate change mitigation, landscape protection or enhancement
Description of the agreement	<p>The first sustainability agreement between the Belgian Feed sector and the Flemish government was entered into in 1998. The feed sector committed to produce feed with a lower amount of phosphorus and nitrogen, overseen by the Flemish government. By 2020 the agreement had resulted in a reduction of 16.0 million kg less N & 10.0 million kg less P₂O₅ being released into the environment. Nowadays, feed with a lower amount of nitrogen and phosphorus is very common because of the relatedly low price of synthetic amino acids and phytase.</p> <p>Every year participating farmers must communicate to the government the nutrient balance of the farm (amount coming on to the farm and amount going out). If the amounts are not in balance a farmer must bring some of the farm's manure to a manure treatment installation and incur the cost of treatment. By using feed with a lower amount of N and P farmers reduce the farm nutrient imbalance and therefore the cost of treatment. Thus, there is an incentive to use such feeds, even if they cost more.</p>
Main country involved	Belgium
Website link	https://bfa.be/



29. Title of Agreement	The Enteric Emission Agreement in Flanders
Actor leading the agreement	Flemish Government and cattle industry
Type of agreement	Vertical
Actors involved	Producer Organisations, Manufacturers or processors, Distributors, Input suppliers, R&D entities, public entities
Characteristics	Shared vision, shared targets, joint campaign
Sustainability objective	Climate change mitigation
Description of the agreement	<p>The agreement recognises that methane emissions need to be reduced by almost 30% by 2030. Reduction of methane is possible by taking farm management measures, feed measures or by improving genetics. The feed measures come with a cost for the farmer. In Belgium, the cattle industry and the Flemish government have signed an agreement to reach the emission reduction goal together. The Flemish government will stimulate financially those farmers who have implemented one or more feed measures. The support covers part of the additional costs incurred.</p> <p>The agreement aims to comply with the Flemish Climate Policy Plan 2021-2030, which contains Belgian's commitments in terms of emission reduction targets. Specifically for Flanders, for agriculture and horticulture, a greenhouse gas reduction of 25% (compared to 2005). For enteric emissions from cattle, the Flemish government is aiming for a reduction of 0.44 Mton CO₂-eq compared to 2005 or limiting the emission level to 1.9 Mton CO₂-eq by 2030. This agreement serves as an instrument to achieve, in cooperation with the broad agro-food chain, the proposed target and to achieve it with technically, economically and functionally feasible measures.</p>
Main country involved	Belgium
Website link	https://ilvo.vlaanderen.be/en/dossiers/methane-emissions-in-livestock-farming-enteric-emissions



9. Data sharing agreements

Agreements which explicitly include the sharing of data are becoming more important. They can, for example; underpin R&D, ensure adherence to common standards and increase transparency. All these characteristics are positive in terms of improving sustainability.

30. Title of Agreement	Terra Vita – Agricultural Tradition and Biodiversity certification
Actor leading the agreement	MedINA and TUV Austria Hellas
Type of agreement	Horizontal
Actors involved	Producers, Certification bodies, Manufacturers and processors, R&D entities, Public entities
Characteristics	Shared vision, code of practice/conduct, common standards
Sustainability objective	Landscape protection/enhancement, soil protection, protection and restoration of biodiversity and ecosystems, improving product quality, creating new products or markets
Description of the agreement	<p>The Mediterranean Institute for Nature and Anthropos (MedINA) and TUV Austria Hellas, the certification body providing third-party services in the form of Technical Audits, Inspections, Certifications and transfer of know-how, have created the agreement Terra Vita - Agricultural Tradition and Biodiversity certification.</p> <p>The Terra Vita – Agricultural Tradition and Biodiversity certification refers to food produced in Greece with traditional extensive practices that are beneficial for biodiversity and the agricultural landscape, while also providing a local rallying point for producers, processors and other local actors to ensure greater profitability.</p> <p>Farmers are provided with precision farming tools (geodatabase, WebGIS, android application) to record their practices. Biodiversity is measured for non-cultivated plants, insects and birds in fields of producers that participated.</p>
Main country involved	Greece
Website link	https://terravita.gr/



31. Title of Agreement	"Multi-party" initiatives
Actor leading the agreement	Partnership that allows several operators at different stages of the chain to agree on specifications
Type of agreement	Vertical
Actors involved	Producers, Distributors, Public entities
Characteristics	Shared targets
Sustainability objective	Improving animal welfare, Reduction of pesticide use, Reduction of fertiliser use, Landscape protection/enhancement
Description of the agreement	"Multi-party" initiatives are being developed that consist of a succession of contracts cascading through the supply chain. These contracts are generally complemented by a partnership that allows several operators at different stages of the supply chain to agree on specifications (animal welfare, GMO-free feed, minimum surface area and number of days of grazing per animal, reduced use of phytosanitary products, etc.), a guaranteed minimum remuneration for farmers, a duration, and a projected volume. These partnerships are now carefully scrutinized by the French Competition Authority, which indicated in 2018 that they were allowed so long as the production in question did not represent more than 30% of market share.
Main country involved	France

Disclaimer

This paper has been developed with the involvement of Thematic Group members from several EU Member States as part of the work carried out by the ENRD Contact Point to support the activities of the Thematic Group on Sustainability Agreements. The information and views set out in this document do not necessarily reflect the opinion of the European Commission.

