



News Release

AIBI endorses the EU Code of Conduct on Responsible Food business and Marketing Practices.

AIBI has signed the EU Code of Conduct on Responsible Food Business and Marketing Practices. By endorsing this Code, the large bakeries sector reinforces its commitment towards the sustainability of its activities and the transformation of the food chain.

Following several months of intense preparatory work by a selection of food chain stakeholders, which included AIBI, the European Commission has released the Code on 5 July, opening its signature to both Associations and companies. AIBI is naturally joining the list of signatories of the Code.

We see this important milestone being in the continuity of the active engagement of our sector and its members companies towards the UN sustainable development goals. The transformation towards a sustainable food system is on its way and the bakery products have an important role to play.



Supported by its deep cultural roots, bread is the most fundamental part of the EU citizens nutrition, and is called to play an increasingly important role in the EU journey towards more balanced and sustainable diet. Bread is indeed a very fundamental form of plant consumption, with high nutritional efficiency, resources use efficiency, social acceptability, and economic affordability.

Our member companies have already embraced this sustainability agenda for years, at different pace and dimension depending on each of them. The new scale and speed might be different, but basically it builds on something that is already in many members' business strategies. Under the framework of the Code, AIBI will further support its sector progresses, but also to seek recognition for its achievements and specificities.

One area pinpointed by the Code is the Food losses and waste issue. This is a concern in which AIBI engaged already for years and we want to pursue and intensify our actions on this, through a renewed participation in the EU Platform on Food Losses and Wastes in which AIBI already enjoy active membership.

AIBI is the International Association of large plant bakers. Through its Member Associations, it represents over 1500 bakers from industrial / multinational companies to those operating centralized/regional workshops, in the European Union and Ukraine, producing over 35 Mio tpa of bread/bakery products. Their wide diversity of products include bread, specialty bread, fine bakery and pastries, which are delivered in finished, bake-off and frozen form. AIBI is the interface between its members and the institutional and non-institutional stakeholders at EU and international level.

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