

Fields of Europe

European Food and Feed Sourcing Standard

**Verified sourcing of food and feed
ingredients from Europe**



COLOPHON



Fields of Europe is an initiative of ADM, Royal Agrifirm Group, Ameropa, BFA, Donau Soja, Fenaco and Nevedi.

www.fieldsofeurope.org
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Fields of Europe aims at bringing clarity to the market about European sourcing in all its facets: origin, sustainability and non-GMO production. The framework can be used by everyone in the feed and food chain.

SOURCING FROM EUROPE

Increasingly, companies choose to buy and use products from European origin in their feed and food products. Not only to preserve the European way of farming, but also to close nutrient cycles, reduce food miles and adhere to the demands for non-GMO products. Currently, each company defines and verifies European origin in its own manner. With the introduction of Fields of Europe alignment in definitions and approaches is established. Fields of Europe is a credible mainstream answer to the demand for European feed and food products

Adhering to societal concerns and market demand

Today's food consumer is increasingly aware of and concerned with the nature of her food. The downsides of globalized food chains become more visible and the degradation of the environment and the threat of climate change are prominently present in the public debate. This has an effect on the way in which supply chains are organized. One way for European companies to adhere to the societal concerns

is to source from Europe. This offers companies a credible and trustworthy manner to comply with sustainability and specifically zero-deforestation commitments.

Defining European origin

The developments sketched above have, in the European context, resulted in an increasing demand for European food products. Examples are meat, dairy and eggs from animals that were fed with European feed and bakery products made with European grains. Food and feed companies are defining and verifying European origin in their own way. As a consequence there are different definitions of European origin existing within companies and between companies in the

supply chain. The notion of 'from Europe' brings a feeling of quality and sustainability resulting from European Union legislation, however there are several companies in Europe that are not in the Union. This situation can result in inefficiencies, distrust and confusion in the supply chain and at the level of the consumer. Hence there is a clear need for one framework to define European origin and its attributes for the entire market.

The demand for European products is increasing for various reasons. This offers opportunities for European farmers, but there are also risks when it is too open-ended what 'From Europe' exactly means. Fields of Europe wants to support companies source from Europe in a credible way. This is good for farmers, the environment and the consumer.

INTRODUCING FIELDS OF EUROPE

Fields of Europe is a standard to verify European origin, sustainability and non-GMO nature of arable crops, feed and food products all the way through the supply chain. The standard document sets out the requirements for companies that want to claim European sourcing in a credible manner. But Fields of Europe is more than a standard document. It is a framework that also includes a risk-assessment to determine the adequate verification regime and it includes stakeholder engagement and exchange to create awareness of credible European sourcing. Existing verification systems will -via add-ons- verify Fields of Europe's requirements.

Partners

Fields of Europe is an open coalition of companies and organizations that want to provide guidance about European origin. The current group exists of ADM, Royal Agrifirm Group, Ameropa, BFA, Donau Soja, Fenaco and Nevedi. These organizations are in the steering group. New organizations are welcome to join in the user board and in several ad-hoc working groups.

Towards a level playing field

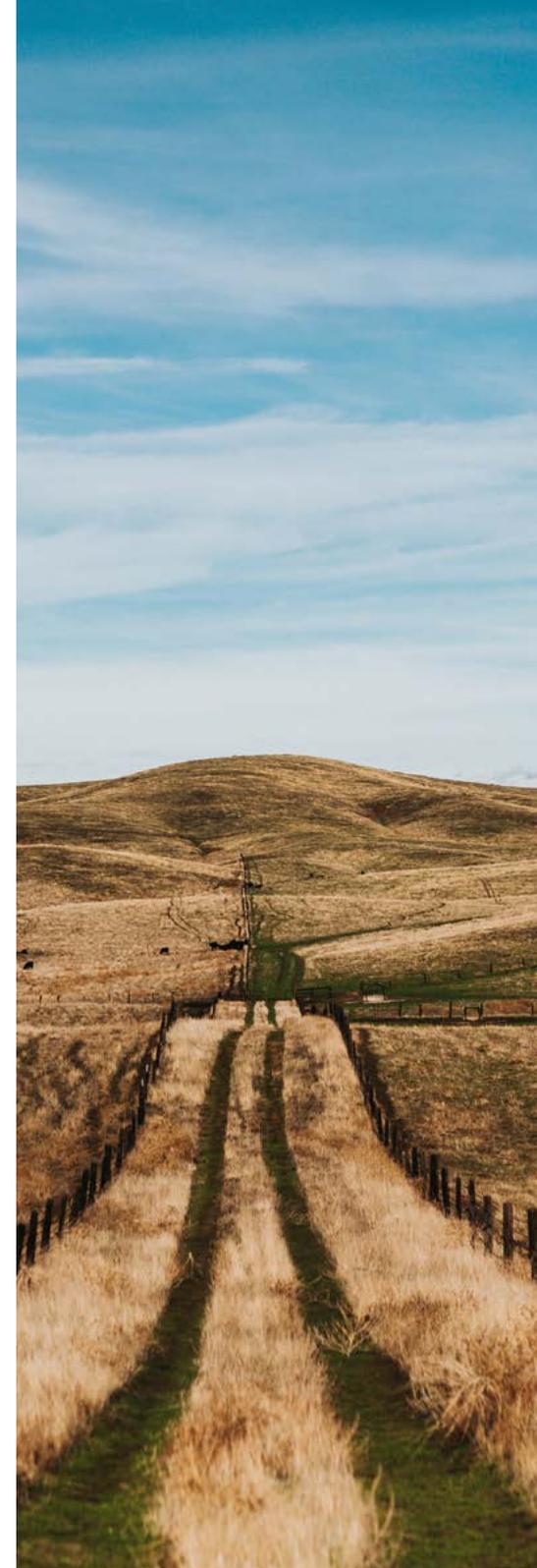
Fields of Europe sets clear requirements about the European origin of crops. Together with European origin, also the attributes sustainability and non-GMO origin are included in the system. A substantial part of European farmers belong to the European Union and hence adhere to strong regulations in the area of sustainable agricultural production and non-GMO. Fields of Europe aims to create a level playing field between

farmers in the European Union and in non-EU countries. In this way also helping to bring farmers outside the European Union to a higher level of good agricultural practices and enhance the overall sustainability.

Benchmark

The verification of the different requirements is based on a risk-assessment. Existing certifications adequately verify (a part of) the requirements. That is why a system of benchmarking will be created to inform about existing systems that can be used to show compliance to (part of) the requirements. Standard owners can self-assess using the benchmark framework of Fields of Europe and send their assessment in for a final check and approval.

Fields of Europe aims to acknowledge the efforts of European farmers to produce a high-quality product in a sustainable manner. The criteria establish a level playing field for the entire European continent.



BENEFITS OF USING FIELDS OF EUROPE

Fields of Europe is open to all companies in the European food chain that wish to show the European origin of their products. Benefits of participation are manifold:

- > Make use of a trustworthy system to claim local -European- origin
- > Benefit from an innovative and efficient verification mechanism
- > Use one system for three topics: origin, non-gm and sustainability
- > Be actively involved to co-develop the standard in a multistakeholder setting

Join Fields of Europe

Companies can join the initiative by taking seat in the User Group and participating in the (ad hoc) technical working groups. It is expected that Fields of Europe will become operational in the market by the end of 2020, beginning 2021.



Planning

The Fields of Europe standard will be up for stakeholder consultation in the summer of 2020 and will be fully operational as of 2021.



More information

For more information, please contact weihs@donausoja.org.
www.fieldsofeurope.org

