



Fields of Europe

European Food and Feed
Sourcing Standard

Frequently asked questions about Fields of Europe

01 What is Fields of Europe?

Fields of Europe, The European Food and Feed Sourcing Standard, is a framework to verify European origin, sustainability and non-GMO nature of arable crops, feed and food products all the way through the supply chain.

02 Who will use this standard?

The standard is developed for companies in the feed and food supply chain that wish to produce and market a feed or food product with non-GMO ingredients from Europe which are produced in a sustainable way.

03 Why are there three pillars?

Our observation is that the promise 'European sourcing' comes with a perception of legal compliance to European Union legislation and hence a level of sustainability and the assurance of non-GMO crops. This perception is not correct for the entire European continent. That is why it is important to take these two additional attributes besides origin alone in order to create a clear level playing field for farmers across the European continent.

04 Why was Fields of Europe created?

There is a growing demand for regional food and feed products from Europe, but there is no clear definition of what this entails. Hence different companies work according to different definitions, depending on their customers' requests. This leads to avoidable costs and possible confusion in the market. The creation of one coherent definition will take away confusion and inefficiencies within one company and between different companies in the supply chain.

05 Who is behind Fields of Europe?
A coalition of companies from the feed and food sector are behind this initiative. The group is open to input and participation of other companies and organizations. The current coalition is formed by Royal Agrifirm Group, ADM, Ameropa, BFA, Donau Soja, Fenaco and Nevedi.

06 How is verification organized?
Fields of Europe gives guidance on how to source from Europe in a credible manner. A risk-assessment is executed to provide instructions to purchasers on how to practically fill in the sourcing of ingredients according to Fields of Europe. Existing certification and verification regimes will create Fields of Europe add-ons to efficiently check if all criteria are met. Additional checks by the Fields of Europe office are also foreseen.

07 Why yet another standard?
The reason to come up with another standard is to accommodate the situation that the market demand for all European feed and food products increases but there is no clarity about what this means exactly. So the standard solves a current and urgent problem. In addition to that, the standard can be seen as a framework that brings clarity and alignment in a situation where indeed many standards already exist. It does so by referring to and making use of existing certification systems.

08 I already have several certifications, what does this new system mean for me?
Fields of Europe makes use of what is already there. That means that a system of mutual recognition and benchmarking is set up to create as much alignment as possible between what is already there and what is envisioned with the Fields of Europe system. If your company already has certain certifications and when these certifications cover the Fields of Europe requirements in a credible manner these certifications can be used as proof of compliance to one of the three pillars.

09 What is the current status of the initiative?
A first version of the standard is created and now up for a public (stakeholder) consultation, a risk-assessment is executed to provide guidance to purchasers on how to meet the requirements and verification agreements are being made with existing certification/verification systems in the market.



10 **When can my company make use of Fields of Europe?**

We expect that the system will be fully operational as of January 2021.

11 **How can our company participate?**

Companies can start to make use of the system at the end of 2020 / beginning of 2021. In addition to using the system, companies can take seat in the User Group and participate in (ad hoc) technical working groups to help develop Fields of Europe.

12 **What is the positive impact of the Fields of Europe?**

Positive effects are expected at different levels:

- European farmers will be recognized for their efforts in sustainable food production.
- The increased demand for European products will also result in an increase in protein production on the European continent which is beneficial to the farm plan and soil health
- Farmers outside the European Union have an incentive to start complying to the stricter rules of the European Union benefiting the environment and their own farming success.

13 **How can our company join?**

Companies can take place in the User Group, a broad group of companies enthusiastic to co-develop and use the system. Contact info@fieldsofeurope.org for more information.

*European Food and Feed Standard:
Fields of Europe. Visit fieldsofeurope.org*

