



PACMAN Project

The Code of Conduct is intended to be a collection of recommendations concerning sustainability in the agrofood systems, identified by the project partners by exploiting the results of the activities carried out in PACMAN. Although agrofood companies are the main target of these recommendations, the document is designed as a resource to help businesses and the supporting actors to improve the environmental, economic and social sustainability of the whole sector. The project intends to stimulate the innovative and dynamic capacities of the agrofood sector in the Mediterranean area through the promotion of networks among local clusters, in order to increase its innovation, competitiveness, attractiveness and internationalisation.

10 project partners belonging to 6 MED countries (Italy, France, Greece, Spain, Portugal, Cyprus) with different expertise and experiences worked together to share and integrate common results. Partnership comprises regional development agencies, local authorities, universities, research bodies and chambers of commerce. Sustainable development is an issue of increasing importance, also in the Mediterranean area, amid higher and higher expectations for social and environmental responsibility of companies. Enhancing joint cooperation amongst private and public bodies allows the creation of networks that can better support businesses to give smart and innovative answers to the future challenges.



This brochure is an abstract of the global "Report for a sustainable innovative model of MED agrofood cluster: code of conduct", available on the PACMAN Project website:
<http://www.pacmanproject.eu/codesustainability.pdf>

Resource management

lifecycle thinking, environmental footprint, waste management, sustainable packaging, human resources

Recommendations

Optimizing of raw materials and resources uptake

Selection of raw materials produced in a sustainable manner; food chain integration to share resources or to develop more efficient and sustainable activities; control of inputs through contractual arrangements structured in quality assurance systems and enforced through third party audits.

Introducing fair trade agreements and standards

Private standards may confer competitive advantage due to improved control and increased efficiency generated by the quality management systems adopted.

Lowering the agrofood environmental footprint

Find more sustainable pathways that increase crop production, while greatly reducing unsustainable use of water, nutrients and agricultural chemicals; LCA-based tools are key instruments to quantify the use of resources consumed.

Reducing food waste

Packaging makes a valuable contribution to economic, environmental and social sustainability through protecting products, preventing waste, enabling efficient business conduct, and by providing consumers with the benefits of the products it contains.

Environmental footprint

Designation of NVZ zones in which the risk of nitrate pollution is high, as a result of intensive agricultural activity; support to producers as a result of the reduction in their income, due to the reduced use of pesticides; method for drawing up the national reduction program for emissions; specific targets regarding environmental footprint.

Other

Biodiversity conservation and management; food quality and safety; animal wellbeing; corporate social responsibility (CSR).

Why doing life cycle assessment (LCA)

It is a global analysis of the environmental impacts.

It is a decision support tool giving feedback to the designer.

It is crucial to achieve a life-cycle economy.

For studying market strategies, policies or regulations.

Literature review

Environmental impact assessment of agro-food productions and distribution; Models and analyses of sustainability.

Related outputs of the PACMAN project

Report for a sustainable innovative model of MED agrofood cluster: code of conduct.

Pilot action: "Hand e-book on food green packaging in the MED Area".

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Internationalization and sustainability

"Environmental sustainability" has been considered as a strength by 40% of the companies (PACMAN survey on 600 companies) confirming that sustainability have been identified, with a focus on food quality and safety, while specifying objectives and agro-food segments interested.

Pilot Action: "Establishing a trans-national marketing cluster based on the Authentic Mediterranean concept".

E-Book on PACMAN agro-food clusters.

E-guide for operators.

Related outputs of the PACMAN project

Global report on "Company survey for in-depth analysis of selected agro-food segment", section on innovation.

Pilot Action: "Establishing a trans-national marketing cluster based on the Authentic Mediterranean concept".

Maps to promote agro-food in the MED area.

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Certifications in MED area

Certifications and private standards directly or indirectly related to sustainability have been identified, with a focus on food quality and safety, while specifying objectives and agro-food segments interested.

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Market opportunities for organic products; Strategies to promote sustainable products and processes.

Pilot Action: "Model of governance of Med agro-food supply chain".

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Quality and consumers

international trade, distribution and logistics, food safety and quality, healthy lifestyles, consumer information and consumer choice

Recommendations

Enhancing of the management capabilities of the companies

Difficulties to gain access to foreign markets
e.g. poor visibility of local products, new markets not explored yet, commodities price volatility, weak institutional support for internationalization.

Distribution as a bottleneck

e.g. growing attention on private labels by retailers also poses additional demands on producers and processors to satisfy high and uniform quality standards and delivery requirements.

Surplus production

e.g. perishable products management.

Policies and regulatory framework

Waste Management

Specific targets for the recycling and recovery percentages for packaging; introduction of the Extended Producer Responsibility principle; incentives for efficient management of waste; valorisation of the agricultural plastic waste streams.

Developing efficient and effective transport and logistics services

Implementation of product labeling, according to the new European Regulation No. 1169/2011. It protects consumer health by establishing common rules on food information.

Getting a deeper understanding on the support offered by the enabling environment

There is a need for better awareness of the role played by the public organizations and sectoral associations in supporting agro-food companies.

Grouping of companies for joint internationalization activities

Grouping of producers to improve strategic supplies of raw materials

Support the capacity of aggregation of companies.

Criteria to recognize the Interprofessional Organizations (IO): common rules on production, models of interprofessional agreements to be used among members, collective actions for product promotion, common services aimed at improving product quality.

Promote "contracting agriculture" between primary sector and food processing.

Internationalization and sustainability

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Recommendations

Awareness of consumers about quality and sustainability of products

e.g. awareness about official labelling and benefits of ecologic products; investments in sustainable packaging are not always valued by the consumers, particularly if they result in an increase of the sales price.

Strategic role of certifications

e.g. harmonisation of European regulations concerning EU and non EU product labelling; certification perceived as unnecessary by packaging companies' customers.

Laws and regulations

National Quality System with reference to Integrated pest management (IPM). Information system on food security.

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