



PRESS RELEASE
19 February 2025

FoodServiceEurope welcomes the European Commission's Vision for Agriculture and Food

Brussels, 19 February 2025 – FoodServiceEurope applauds the European Commission's commitment to building an attractive, competitive, and sustainable agri-food system, as outlined in its Vision for Agriculture and Food.

We strongly welcome the announcement in the *Vision for Agriculture and Food* that the European Commission will introduce a legal proposal to strengthen the role of public procurement, ensuring that the lowest price is no longer the sole criterion in public tenders. Instead, public procurement should adopt a “best value” approach that rewards quality and sustainability.

This is fully aligned with our longstanding call for a “best value” approach to public procurement, as outlined in our [Best Value Guide](#) – ‘Choosing Best Value in Contracting Food Services’, developed with our social dialogue partners, EFFAT.

This shift will incentivize the consumption of healthy food produced with high environmental and social standards, as the fundamental obstacle for contract catering operators is that public sector procurement contracts are still predominantly awarded based on the lowest offer. Competing on price alone can lead to a race to the bottom both in terms of services provided and working conditions – with huge potential losses for the clients, workers, users and the sector as a whole.

“We welcome the focus on competitiveness, attractiveness, and simplification. We are delighted about the recognition of the need to reform the public procurement framework and express acknowledgment of best value, not just price. We look forward to working with the EU institutions on the necessary legislative proposals to make this vision a reality,” said Rocco Renaldi, Secretary General of FoodServiceEurope.

Additionally, we are delighted that the European Commission reaffirms its active support for the EU Code of Conduct on Responsible Food Business and Marketing Practices, an initiative that FoodServiceEurope co-founded. The Code remains instrumental in developing sustainable and resilient business models within the food industry to drive the necessary transition.

FoodServiceEurope will remain actively engaged in the implementation of the Vision through its participation in the European Board on Agriculture and Food (EBAF) and as a founding signatory of the Code of Conduct, ensuring that it translates into tangible policy and legislative outcomes that support a sustainable and competitive agrifood sector.

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Note to the Editor:

FoodServiceEurope represents the interests of the European contract catering sector at EU level. As employers of over 600,000 people across Europe and delivering over 6 billion meals every year, we are a key stakeholder in the EU policymaking process.

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