The European advocacy campaign on public food procurement.
YOU KNOW ALREADY WHY

Public procurement is a vehicle for significant change of the EU’s food systems, in line with its commitments under the UN SDGs and the EU Farm to Fork Strategy.

PERFECT TIME:

By 2024 the European Commission will publish a legislative framework for Sustainable Food Systems which should include mandatory criteria for public food procurement.

BUY BETTER FOOD wants to ensure this will become reality!
HOW DO WE ACHIEVE OUR GOAL?

We make PFP mainstream topic by 2023 through

Expand the Coalition
Build Common Narrative
Amplify European Voices
WHERE ARE WE?

We launched BBF officially on March 14, 2022

- 21 Non-profit organizations
- 3 Cities
- MEP Sarah Wiener from the Greens & Shadow Rapp. F2F Strategy
- 5 Articles on European & national media platforms (incl. POLITICO)
WHAT DOES IT MEAN TO JOIN BBF?

- Join a **network**
- Attend **1 meeting** per quarter
- Provide **inputs**
- Share **experience**
- Support **comms efforts**

Benefit from materials, networking and visibility
Thank you
Any questions?

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