

Ingredients for a Circular Economy: FoodDrinkEurope launches new microsite

(Brussels, 6 June 2016) What does a circular economy mean for Europe's food and drink sector? How does the industry contribute to deliver a more circular economy? FoodDrinkEurope marked yesterday's celebration of World Environment Day with the launch of a microsite titled '[Ingredients for a Circular Economy](#)'.

Enhancing a resource-efficient, circular economy, is one of the most important priorities for the industry. It plays a key role in food and drink companies' long-term competitiveness and makes good environmental and business sense. The purpose of this new website is to present through concrete examples what manufacturers do to move towards a more circular economy; for instance, through preventing food waste and striving to preserve the value of resources such as water, energy and materials, which went into producing the food in the first place.

Through the use of engaging infographics, FoodDrinkEurope showcases how its members work to achieve a more sustainable food chain both within their operations and across the food supply chain. In addition, the microsite features a series of recommendations to policy makers with the objective to unlock further sustainable growth and innovation for building a more circular economy.

Visit the microsite and explore the infographics in detail on:
circulareconomy.fooddrinkeurope.eu.

To find more about FoodDrinkEurope's recommendations on the EU Circular Economy package click [here](#).

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