



The European campaign for sustainable food on the public plate

The Buy Better Food: Campaign for sustainable food on the public plate (also known as Buy Better Food Campaign or BBF Campaign) is a **European advocacy campaign which focuses on public food procurement as main driver of food system transformation** towards a sustainable, healthy and fair food system in the European Union, in line with the United Nations Sustainable Development Goals (SDGs) and the EU Farm to Fork Strategy.

The Buy Better Food Campaign is focused on **describing, boosting and amplifying local dynamics to catalyse the attention of European policy makers in Brussels** on the potential of public procurement, incorporating a diversity of socio-economic perspectives.

To achieve
**HEALTHY,
SUSTAINABLE
and JUST
food systems**

Goal

Ensure that the European Commission's legislative framework for Sustainable Food Systems, to be published at the end of 2023, includes **mandatory criteria** to *buy better food for the health of the planet, people and future generations*, and a clear pathway for achieving this.

Support & Join BBF

As an individual, **follow BBF on social media** and connect us with the change makers you work with in Europe.

As a European organisation or city, **join the BBF coalition** - your good practice will support the campaign's goal.

Join the BBF coalition



Build a common narrative



Amplify European voices



Contact BBF team

