

## Letter of Intent

### The European Specialist Sports Nutrition Alliance's support for the EU Code of Conduct for Responsible Food Business and Marketing Practices

26<sup>th</sup> September 2022

Dear Sir/Madam,

I am writing on behalf of the [European Specialist Sports Nutrition Alliance](#) (ESSNA) to offer ESSNA's support for the EU Code of Conduct for Responsible Food Business and Marketing Practices, and our intention to join the initiative as a trade association.

By way of introduction, ESSNA is the trade association representing the interests of the sport and active nutrition sector across Europe. Our members are major manufacturers and distributors of sports nutrition products, smaller specialist brands, suppliers of ingredients, retailers, national associations as well as specialist scientific and legal consultants advising the sector.

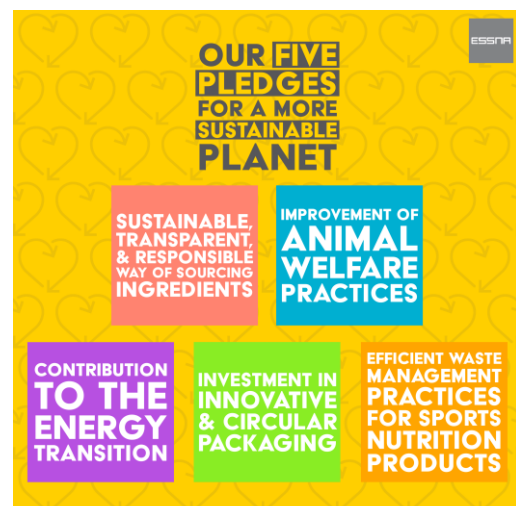
ESSNA was established in 2003 to promote a positive regulatory and policy environment for sports nutrition products and coordinate complex technical positions on issues surrounding the food chain, consumer safety and fair commercial practices. Today ESSNA is a mature and respected organisation, widely recognised as the voice of the responsible specialist sports and active nutrition sector in Europe.

While helping members to produce and deliver the highest quality sports nutrition products, ESSNA also wants to ensure that these do not only support consumers' active lifestyles and nutritional goals, but also carry the lowest environmental and social impact for the planet. ESSNA understands sustainability in its holistic sense – comprising not only of the need to protect the environment from the effects of climate change, but also the local communities which supply chains may interact with.

In this regard, ESSNA wants to play its part in the sustainable transition, making conscious improvements to supply chains and business models that reflect the objectives of the European Green Deal, the Farm to Fork Strategy, and the United Nation's Sustainable Development Goals.

As the voice of the sports and active industry in Europe, ESSNA is already playing a pioneering role in promoting sustainability practices in the sports nutrition sector. On 5<sup>th</sup> May 2022, ESSNA launched the sector's first sustainability initiative, the "[ESSNA Sustainability Pledge: Lifting the Planet](#)". The Sustainability Pledge sets out five voluntary commitments to ensure that the formulation, manufacturing, distribution and overall production of sports and active nutrition products is done in such a way that the economic, social, and environmental bases to generate food security and nutrition for future generations are not compromised. ESSNA's five pledges for a more sustainable planet are:

- Sustainable, transparent, and responsible sourcing of ingredients
- Improvement of animal welfare practices across product ranges
- Contribution to the energy transition
- Investment in innovative and circular packaging
- Efficient waste management practices for sports nutrition products



In addition, ESSNA supports the sports nutrition industry in the sustainable transition by providing regulatory insights and analysis on sustainability and environmental policy. Current issues on our radar include the forthcoming Sustainable EU Food System Initiative, and the food waste reduction targets. ESSNA also provides a forum for discussion and exchange on sustainability, for instance in a dedicated working group for members.

As a thought leader, ESSNA also contributes to the wider debate on sustainability, regularly sharing expert insights on topics such as plant-based nutrition or environmental policy in trade titles and during events.

By signing the code, ESSNA pledges to advance the objectives of the EU Code of Conduct for Responsible Food Business and Marketing Practices and to contribute to an enriching exchange and cooperation with its signatories and stakeholders to accelerate the transition to more sustainable food systems.

Yours sincerely,

Adam Carey

Chair of ESSNA