

EU Code of Conduct on Responsible Food Business and Marketing Practices

Annual report

Name in full + acronym

Food Supplements Europe, FSE

Contact person with contact details

Patrick Coppens,
Rue de l'Association 50, 1000 Brussels
secretariat@foodsupplementseurope.org

N° in the transparency register*

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Date of signature of the Code

6 December 2021

Step of the food chain represented

Production, Processing, Trade, Retail

Representation

14 national associations representing companies of different sizes,
including predominantly SMEs.
20 major companies in the EU market.

FSE endorsement of the aspirational objective set out in the Code

Food Supplements Europe combines the expertise of associations, multinational companies and SMEs, from raw material suppliers through to manufacturing and distribution companies across all sales channels. Our organisation is committed to the objectives of the Green Deal and a number of our member companies are already signatories of the Code of Conduct.

FSE was formally accepted as a signatory of the Code in December 2021. Our annual report will therefore cover three months of activity.

FSE activities to disseminate and promote the Code

FSE considers that a key role that the association can play is to disseminate, promote and explain the Code.

While FSE was not yet a signatory, our first activity was to promote the existence of the Code and ensure support from the membership for FSE to be a signatory. It was important that such a decision was not taken solely by the Board but engaged all members.

In order to raise the profile and promote the engagement of members, after FSE was accepted as a signatory, a members' meeting was held at which we had the honour to invite Alexandra Nikolakopoulou, Head of Unit of the Farm to Fork Strategy, to present the Code in more detail, including its objectives, expectations and processes. This presentation was warmly welcomed by the membership. Further documentation regarding the Code was circulated to the membership. Since this meeting a number of member companies have indicated to FSE that they are working towards signing the Code. In addition, the topic has been addressed in members' or Board meetings of our national associations.



FSE understands the importance of engaging internationally, particularly since the supply chain for the supplement sector is global. The EU's Code was therefore presented in a global meeting on sustainability organised by the International Alliance of Dietary/Food Supplement Associations (IADSA). It was highlighted in this meeting that the role of associations to reach out to SMEs is key, given that the vast majority of companies operating in the sector are SMEs who may not have the resource to address these issues yet. FSE has also endorsed the global Guiding Principles on sustainability for the supplement sector.

Activities towards the development of sector-specific tools and resources

Prior to developing tools and resources for the membership, it is considered important to understand better the level of knowledge and understanding on issues around sustainability within the sector. To achieve this, FSE has committed to be part of a global survey launched by IADSA of the members of associations worldwide on sustainability/ESG (Environment, Society Governance). This survey is being conducted by IPSOS. Through this survey, FSE will better understand how our membership view sustainability, their priorities and the challenges for greater integration of sustainability measures in their businesses. This work will also help FSE to identify where the gaps are and what tools will be required to align with the European Commission's roadmap.

Encouraging members to align with sustainability actions and targets

Sustainability is now a standing item on the agenda of the FSE Board. A budget has been allocated for work to promote the Code both within and outside the organisation. A plan for the coming year is under development.