

Brussels, 10 December 2021

**PROFEL¹ signature of the EU Code of Conduct
for Responsible Food Business and Marketing Practices**

PROFEL fully supports the ambition of the European Commission to accelerate the transition towards sustainable food systems.

The fruit and vegetable processing sector **holds important answers** to Europe's key food challenges by providing **sustainably produced fruit and vegetable** products, reducing food waste through long shelf-life products, and assuring food security through year-round availability. The products help people to increase their daily intake of healthy and nutritious plant-based foods. The sector is strongly **committed to reducing its environmental footprint, building on and further developing its circular and sustainable value chains.**

PROFEL welcomes the initiative of the EU Code of Conduct for Responsible Food Business and Marketing Practices as an important element of the Farm to Fork Strategy and endorses its aspirational objectives.

As a European association, PROFEL:

- *fully commits, with the help of its national associations, to the promotion of the CoC amongst its member companies*
- *will organise dedicated events (such as webinars) to disseminate information and facilitate learning, knowledge sharing and best practices among the industry*
- *will develop an internal sector-specific guidance document as a tool to make the CoC accessible to fruit and vegetable processing companies, and especially to SMEs with fewer resources, by providing ideas, inspiration and practical help*
- *will strongly encourage the sector's companies to make additional commitments, demonstrating to them the added value of CoC commitments as an important vehicle towards a true ecological transition, and assist them in every possible way to sign up to the CoC*

Michael Mayntz

PROFEL President

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¹ PROFEL is the European Association of Fruit and Vegetable processors, representing through national associations more than 500 processing companies in 11 Member States of the European Union, with many small and medium sized enterprises. Products represented by PROFEL include frozen vegetables, canned vegetables, dried vegetables, deciduous fruit, jams and fruit preserves and frozen fruit. The sector has a turnover of around €25 billion and provides employment for more than 80.000 people