

EUROPEAN COMMISSION,  
Directorate General for Health & Food Safety (SANTE) ,  
Directorate General for Internal Market, Industry, Entrepreneurship and SMEs (GROW)

Brussels, 12 December 2022

## **Starch Europe endorsement of the Code of Conduct for Responsible Business and Marketing Practices**

The European Starch Industry Association, Starch Europe, represents the EU starch industry both at European and international level. Its membership comprises 29 EU starch producing companies, together representing more than 95% of the EU starch industry, as well as 6 national starch industry associations in 'associate membership'.

A crucial link between farm and fork, the European starch industry produces more than 15 million tonnes of high-quality ingredients, including starches and starch-derivatives, plant-based proteins and fibres, from its 70 starch production facilities in 19 EU Member States. This is extracted from over 25 million tonnes of primarily EU grown wheat, maize and starch potatoes, and serves a wide customer-base in both food, feed and industrial sectors. Through decades of constant innovation, and the incredible versatility of starch, the European starch industry is today seen as a pioneer in the European Bioeconomy, and as a zero-waste industry making full use of every part of the agricultural raw materials used, is an essential actor driving sustainability across the agri-food value chain.

With the recent publication of its sectoral Decarbonisation Roadmap, the European starch sector presented its ambition of a reduction in GHG emissions of 25% (Scope 1 & Scope 2) between 2019 and 2030, given the right policy environment and support, but also to remain transparent on progress through the publication of a follow-up Lifecycle Assessment Study in 2031.

The sector is also determined to continue its efforts on sustainability already undertaken, notably through its Safety Awards programme carried out since 2014, as well as its efforts to inform and educate on dietary and nutritional sustainability, through efforts such as the Starch in Food platform ([www.starchinfood.eu](http://www.starchinfood.eu)) and BeyondStarch information campaigns.

As a logical next step in our efforts, Starch Europe wishes to sign the EU Code of Conduct on Responsible Business and Marketing Practices.

By signing the EU Code of Conduct on Responsible Business and Marketing Practices, Starch Europe pledges to endorse the aspirational objectives set out in this Code of conduct where applicable.

Starch Europe, as an association, commits to:

- Engage and encourage its members to strive towards the decarbonisation commitments set forth in the Starch

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Europe Decarbonisation Roadmap, including conducting an independently verified sector-wide LCA Study in 2031;

- Conduct its yearly Safety Programme & Awards, launched in 2014, which aims to encourage the sharing of best practices and increasing and rewarding efforts which maximise worker health and safety within its membership;
- Promote and disseminate this Code towards its membership, and encourage their individual members to align their sustainability actions and/or business practices to the aspirational objectives and targets of the Code and invite them, on a voluntary basis, to adhere to this Code, as appropriate;
- Continue to engage in dialogue with other food chain/systems actors and with EU and international policy-makers to forge relationships, exchange good practices and discuss challenges encountered, learn from each other (studies, projects), create better mutual understanding, and identify opportunities for collaboration and potential partnership;

Yours sincerely,

Jamie Fortescue,  
Starch Europe Managing Director