



26 April 2023

EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

*A common aspirational path
 towards achieving sustainable food systems*

- Annual Report by Europatat -

- General information

Name in full + acronym	European Potato Trade Association - EUROPATAT
Contact person with contact details	Berta Redondo Benito or Romans Vorss secretariat@europatat.eu
N° in the transparency register*	16057181340-75
Date of signature of the Code	18 October 2021
Step of the food chain represented (ex: primary production, production, processing, trade, retail, ...)	Europatat represent traders in seed and ware potatoes.
Who do you represent? (e.g. number of members, companies, SMEs)	Europatat represents 64 members in 20 countries: 16 National associations, 42 Companies and 6 Associated members.

* if available.



European Associations pledge to:

- **endorse the aspirational objectives set out in this Code (where applicable)**

✓ YES.

- **promote and disseminate this Code with(in) their constituency/ies;**

- ✓ Europatat followed the development of the Code since the first discussions were initiated. In the past year, we attended all the stakeholder meetings for Code's signatories.
- ✓ Europatat Members have been informed about the Code, its objectives and they have been invited several times to sign the Code individually with their own commitments.
- ✓ The Code has been also promoted via our communication channels (including email updates to members, publications on our website, LinkedIn, Twitter, Instagram, and an article in the Annual Report 2021-2022). Also, we shared the news about the Code via our internal and external newsletters.

- **encourage their 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;**

- ✓ In every communication made by Europatat in relation to the Code, we encouraged all our members to sign the Code. This message was also explained and repeated during the internal meetings in which the Code was presented (see point below).

- **explore the possibility of developing sector-specific tools and resources in support of this Code;**

- ✓ To reply to new environmental, social and market demands and to achieve EU Green Deal's goals, Europatat created in 2022 a new Sustainability commission as a platform for internal discussion and exchange of information and best practices among potato traders. The new commission rapidly received a great support from Europatat members, and is currently joined by 121 participants. The first meeting of Europatat's Sustainability commission took virtually place on 27 October, and a presentation about the Code was made.
- ✓ Shortly after the creation of Europatat's Sustainability commission, a working group (WG) on potato sustainability indicators was set up. Since the start of 2023, the WG has been meeting virtually once a month to analyse how companies can measure their sustainability impact according to the United Nations' Sustainable Development Goals (SDGs). The objective is to create a toolbox for companies willing to improve their sustainable practices along the supply chain. The first results of this task will be presented to and discussed with all Europatat members at the General Assembly taking place on 6 June in Gdansk (Poland).



- ***continue to engage in dialogue with other food chain/systems actors and EU and international policy-makers to forge (new) relationships, exchange good practices and discuss challenges encountered, learn from each other (studies, projects) and create better mutual understanding, and identify opportunities for collaboration and potential partnership.***

- ✓ The potato sector fully endorses EU's ambition to secure a fairer, healthier and more environmentally friendly food system. Europatat is part of the European Potato Value Chain coalition, which gathers other EU associations working on the potato sector (Copa-Cogeca, EUPPA, ESA). The objective is to share information and synergies on the several initiatives that are arising from the different players of the potato supply chain (e.g. regarding the reduction of use of pesticides, food safety initiatives such as the goodfries website to reduce acrylamide when frying potatoes at home, etc).
- ✓ In the second half of 2022, Europatat also joined the Agri-food chain sustainability, an informal gathering of European agri-food chain industry associations with the aim of exchanging information, views, concerns, and positions on EU sustainability policy and legislation. The participants in the roundtable represent a broad spectrum of the European agri-food sector, and the roundtable is a valuable forum to learn from one another's experience. The are: AIJN - European Fruit Juice Association ; ESA - European Snacks Association ; Europatat – European Potato Traders Association ; Freshfel - European Fresh Produce Association ; FRUCOM – European federation for trade in dried fruit and nuts, processed fruit, vegetables and fishery products ; PROFEL – European Association of Fruit and Vegetable Processors. We also have FEFAC (European Feed Manufacturers' Federation) participating in the Roundtable.



- ✓ More recently (on 18 April 2023), the Agri-food Chain Sustainability Roundtable organised a webinar on sustainability labelling which was moderated by Europatat's Secretary General Berta Redondo. The online event was an opportunity to share, discuss, and better understand how retailers are currently, or in the future, planning to use sustainability labelling for agri-food products. 3 European retailers (Eroski, Coop Trading and REWE) presented their sustainability policy, and the role of labelling therein. They also shared their thoughts on a proposed EU sustainability food label and other regulatory policies concerning sustainability labelling for food (e.g. green claims proposal). More than 120 participants from different sectors took part in the event.



For information: Europatat is the European Potato Trade Association, comprising both national associations and individual companies involved in the trade of seed, ware and early potatoes throughout Europe and beyond. Our members include a wide range of traders (including breeders, distributors, storers, packers, importers and exporters) delivering seed potatoes to farmers, raw material to the food industry, and packed potatoes to the retailers and service sector.

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