

Trento, Italy, 24/02/2022

The Italian Association of Apple Producers, Assomela s.c., pledges to become a signatory to the EU Code of Conduct for responsible business and marketing practices

The mission of Assomela is to represent its' members interests towards national and international stakeholders and institutions. By coordinating and implementing research projects, aiming at maintaining and increasing the environmental, economic, and social performances of the productions, Assomela works for the producers' sustainability, which contributes to determine the distinct quality of Italian apples, crucial for their market competitiveness.

By representing 75% of the Italian apple production and around 20% of the European production, Assomela has a distinctive chance to make a difference for reaching the sustainability goals of the European fruit and vegetable sector. Assomela believes that the Code enforces the opportunity of dialogue between different actors along the food chain, and therefore represents a concrete step towards reaching the climate goals outlined by the strategies of the European Green Deal. The Code gives an opportunity to learn from performances of individual partners and effective, transparent communication activities of the annual results are likely to gain the visibility of the sustainability efforts of the signatories.

Assomela hereby commits to become a signatory of the EU Code of Conduct for responsible business and marketing practices. By signing the code, Assomela signs without specific commitments, but pledges to contribute to the common aspiration of the Code by improving sustainability in relation to food consumption patterns for healthy and sustainable diets.

Furthermore, the sustainability strategy of Assomela includes important work for the prevention and reduction of food loss and waste, along with ambitious initiatives and research projects that contribute to the goal for a climate neutral food chain in Europe by 2050. Yet, since many years Assomela, through its' members, has been committed to identifying, measuring, and reporting CO₂ emissions, owing to a system that puts a strong organisation at the forefront and investing in research and innovation. Assomela obtained the Environmental Product Declaration (EPD) already in 2012 and coordinates scientific studies on the carbon footprint of Italian apples in collaboration with universities and research institutes.

By signing the Code, Assomela, on annual basis, will provide a report on the activities in support of the Code's aspirational goals and will continue to engage in dialogue with actors across the fruit and vegetable sector to strengthen relationships and future collaborations. For Assomela, the concept of sustainability embraces objectives of food safety, quality of the territory, social welfare, and cooperation. By continuing working towards these objectives, we can guarantee the necessary economic sustainability of our 11 associated producer organizations, their 13.000 fruit growers and families.

We look forward to collaborating with the other signatories and the European Commission for reaching the goals towards a sustainable future.

Sincerely

Alexander Dalpiaz

Director Assomela s.c.